

**10th Malaysia Plan**

**2011 - 2015**

**11th Malaysia Plan**

**2016 - 2020**

**Roadmap Sustainability Plan**

**Fulfillment**

**24 month**

**Quick Wins and KRAs**

**2015**

**2016**

**Strategic Plan Period**

**2007 - 2017**

**2014**

**2013**

**2017**

**12 month**

**Quick Wins and KRAs**

**2012**

**2018**

**Roadmap Launch**

**28 March 2011**

**2011**

**km/ph**

**2019**

**2020**

**VISION 2020 (ETP)**

# ***Shifting Gears***



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# PEJUTA STRATEGIC PLAN IMPLEMENTATION ROADMAP

“Shifting Gears”

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## Introduction

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### WHAT KIND OF INITIATIVE IS THIS?

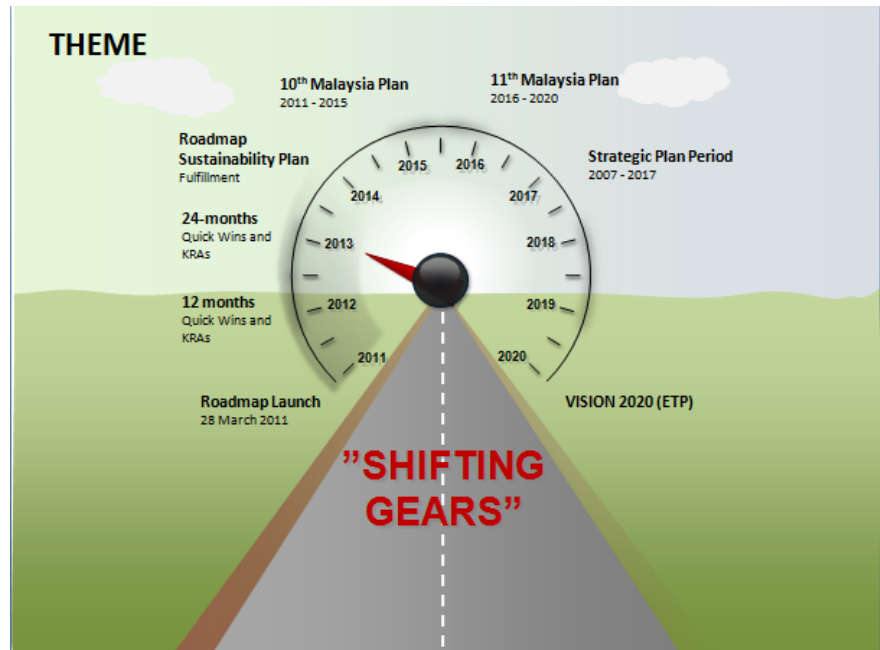
1. A **‘Development and Sustainability’ Initiative** that is aimed at eventually achieving **three objectives** that will serve to benefit the Malaysian Licensed **Land Surveying (LLS) Business Community** in the next 12 - 24 months and beyond:
  - a. Business Sustainability
  - b. Competitive Positioning
  - c. Competency and capability enhancement

### HOW WILL THE INITIATIVE BE IMPLEMENTED?

Via this Roadmap titled, **‘PEJUTA Strategic Plan Implementation Roadmap’**.

## THEME OF THE INITIATIVE

FIGURE 1. “Shifting Gears”



1. A **call for action** to the Malaysian Licensed Land Surveying (LLS) Business Community to shift their ‘gears’ towards becoming truly **adaptive enterprises**, able to meet both current and future challenges that potentially impact the sustainability of their individual businesses.
2. An intention of PEJUTA to shift its ‘gears’ towards creating and maintaining an **enabling environment** that aims to develop and sustain a **relevant** Surveying and Mapping Industry.

## THE PRINCIPLE THAT DRIVES THIS INITIATIVE

1. In order to lend further meaning to the theme of 'Shifting Gears', the principle based on which the Development and Sustainability Initiative will be implemented involves the intention of '**ensuring**

***that we put in motion today, the essentials that help us face and anticipate tomorrow'.***

2. By **'today'** we mean the period of 12 - 24 months from April 2011 - March 2013.
3. By **'tomorrow'**, we mean the period of time after April 2013 till December 2017, where the year 2007 represents the concluding year of the 10-year Strategic Plan period (2007-2017).
4. By **'essentials'**, we are focused on **six key areas** that can potentially lead to the impactful development and sustainability of the Malaysian Surveying and Mapping Industry. These areas are:
  - a. Capability Building
  - b. Capacity Building
  - c. Partnering
  - d. Liberalization
  - e. Legislation
  - f. Branding
- 4 It is this guiding principle that will be the beacon of light that drives the effective and smooth implementation of the initiative towards the industry vision of ***"A Dynamic A Dynamic and Agile Community of Surveying and Mapping Professionals'.***



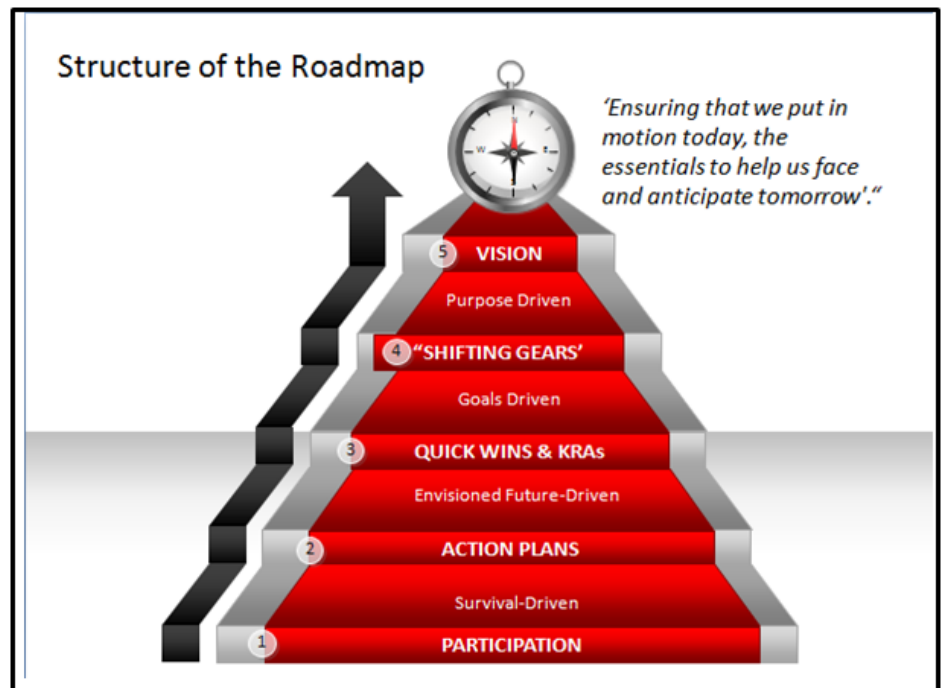
## PEJUTA'S MOTIVATION

1. The Strategic Plan was launched in March 2007. The **follow-on intention** of the Plan was to implement the Strategic Plan, thus paving the way for a Roadmap to be developed.
2. Moreover, it has been indicated in the Strategic Plan about members' participation in the implementation of the Strategic Plan via an **Adoption and Alignment Programme** for Members who wish to align their practices with the strategic initiatives outlined in the Strategic Plan.

With this Roadmap, PEJUTA will have demonstrated its commitment to the on-going success of and fulfilled its 'promise' to the LLS Business Community and the stakeholders of the Surveying and Mapping Industry.

## STRUCTURE OF THE ROADMAP

1. This section deals with how this Roadmap is organized, especially how LLS firms can understand what this Roadmap is all about, and more importantly, how they can effectively participate in its implementation.



## 1. Participation

This Roadmap will clarify and engage the full participation from PEJUTA's members for 'members' interest', ie. we are expecting LLS firms to embrace a **business-sustainability-driven mindset** when deciding to register their participation with PEJUTA.

In fact, with the known current issues and those that are looming over the not-so-far horizon, it is a reasonable assumption to make that participating in the implementation of the 'Development and Sustainability' Initiative (via this Roadmap) is **no longer an option** for **forward-looking, and future-sensitive** LLS firms.



## 2. Action Plans

Out of the entire content of this Roadmap, what would matter most to the LLS Business Community will be to **engage** themselves in the execution of these **Action Plans**.

Due to the fact that we are concerned mainly with the **‘essentials’** that we need to set in motion together (the LLS Business Community and PEJUTA), the Action Plans will be executed within a **12-month and 24-month period**.

The Action Plans in this Roadmap will be the **‘vehicles’** in which LLS firms will ‘sit’ alongside **PEJUTA’s special committees** and play their roles as **‘co-drivers’** to make a success out of the implementation of the ‘Development and Sustainability’ Initiative.

All participating firms within the LLS Business Community will be **guided step-by-step**, all the way, while keeping their individual business planning and aspirations going and even potentially enhanced as a result of participating in driving the Action Plans with PEJUTA.

To ensure that Action Plans are executed well, all Action Plans outlined in this Roadmap are **Envisioned Future-driven**. This consideration is important because there may be more than one (1) Action Plan for each Quick and Key Results Area (KRA).

## 3. Quick Wins and KRAs

In order that implementation focus is directed effectively and meaningfully, the 12-month and 24-month Action Plans are grouped under context-relevant **Quick Wins and Key Results Areas (Key Results Areas)**.

The connecting points between this Roadmap and the Strategic Plan are the **Strategic Thrusts** to which these Quick Wins and KRAs are tied. There are **three (3) relevant Strategic Thrusts**:

- a. **ST-1 (Strategic Thrust-1)** : Leveraging and enhancing intellectual assets
- b. **ST-2 (Strategic Thrust-2)** : Competitive Advantage through innovation
- c. **ST-3 (Strategic Thrust-3)** : Sustainability through Business Excellence

These three Strategic Thrust represent what needs to be done if the overall aspirations to achieve the three long-term objectives are to be accomplished under the theme of ‘Shifting Gears’.

Through the monitoring efforts related to these Strategic Thrusts, information and updates will be gathered, consolidated and analyzed by PEJUTA. This will in turn help PEJUTA and the participating LLS firms to determine whether everyone is **‘on track’** in relation to achieving the three objectives as planned , or whether the Quick Wins and / or KRAs need to be adjusted.

Due to the fact that these Quick Wins and KRAs are intended to reflect the potential success of implementing the Strategic Thrusts, all Quick Wins and KRAs will be **goals-driven**, and the objectives that have been established are those which will ensure that the envisioned outcomes of the 6 Essentials are realized.

#### 4. Shifting Gears

With an engaging theme like **‘Shifting Gears’**, one can only conjure up images of **‘moving forward’** with sure-footedness and in all seriousness as there is a strong vision to be achieved over the next few years in the interim period of 2011 - 2013 and beyond that, in the longer term, from 2013 to 2017.

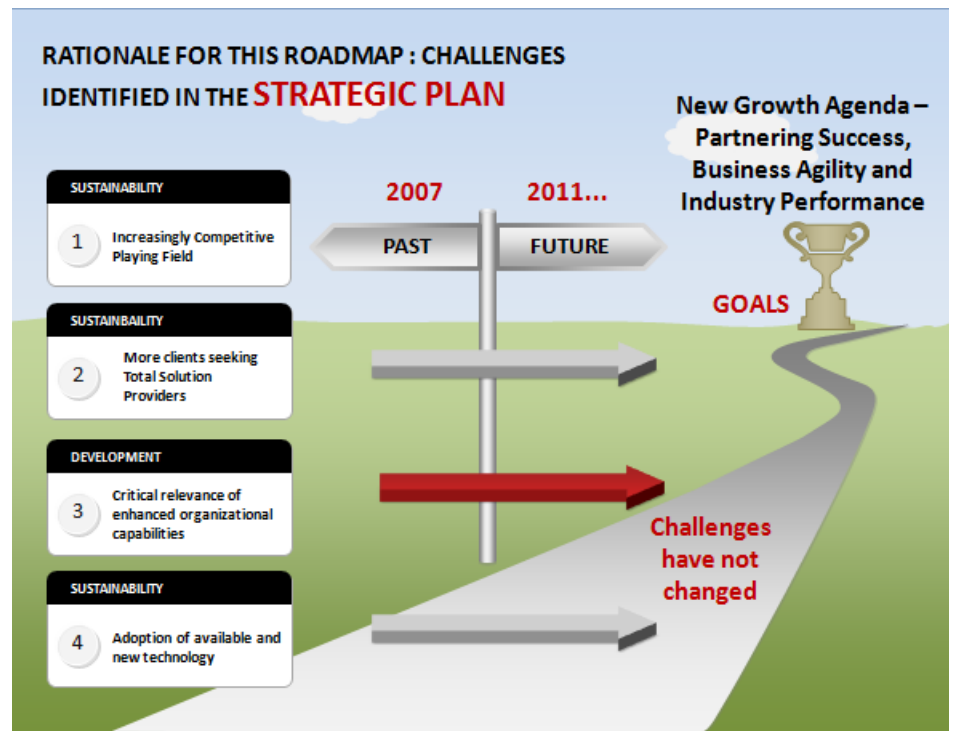
This Vision of ***"A Dynamic and Agile Community of Surveying and Mapping Professionals"*** paints a succinct purpose-driven picture of what the envisioned future will be for the LLS Business Community. The **purpose or intention** to achieve the Vision, in this case, is **to ensure that the Surveying and Mapping Industry continue to stay RELEVANT and progressive.**

## The Rationale of this Roadmap

### THE RUNWAY SCENARIO: HIGH- LEVEL CHALLENGES

1. At this stage, in March 2011, **all LLS firms** are at the ‘Runway’ level as far as the perspectives taken by the Roadmap are concerned.
2. At this ‘Runway’ level, there are a host of issues in addition to the challenges identified earlier in the Strategic Plan. These **on-the-ground issues and high-level challenges** are progressively becoming a huge concern because their potential impact and threat to the ‘health’ and future of LLS firms.

FIGURE 2. Challenges identified in the Strategic Plan have not differed



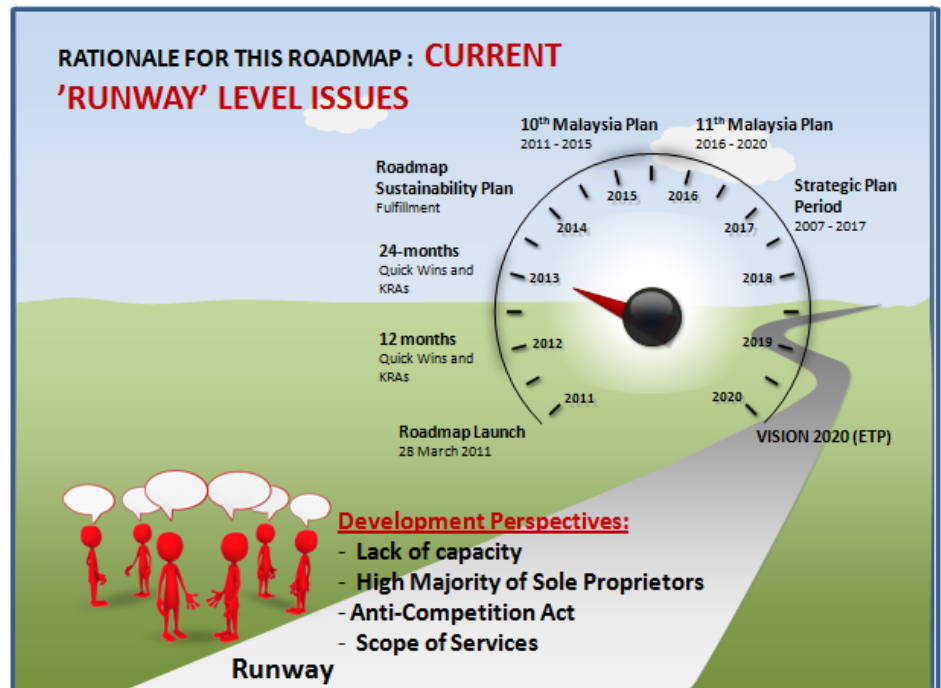
3. In order to come to grasp with these issues and challenges, it is appropriate that they are ‘unpacked’ in a manner that can be related to the **‘Development and Sustainability’ Initiative** that aims to ensure that the Surveying and Mapping Industry continue to stay relevant and progressive.
4. From a **‘Development’ perspective**, there is one (1) high-level challenge : Critical Relevance of Organizational Capabilities
5. Under the **‘Sustainability’ perspective**, we have, as high-level challenges:
  - a. Increasingly Competitive Playing Field
  - b. More Clients Seeking Total Solution Providers and
  - c. Adoption of available and new technology.
6. Three (3) key points come to the fore, when viewing these challenges. Firstly the potential threat of these challenges **have not changed** and secondly, these challenges have manifested themselves into some **critical ‘today’ issues** and therefore, thirdly, it is obvious that these challenges have all, but **grown in intensity**.

**THE RUNWAY  
SCENARIO:  
‘RUNWAY’ LEVEL  
ISSUES**

1. *“What's the use of running if you are not on the Right Road ?”* - this is an interesting consideration, especially when viewing it in the light of coming to grasp (first) with those critical ‘today’ issues before something is done about addressing them.

2. Similar to the high-level challenges identified way back in 2005 in the Strategic Plan, these ‘Runway’ level issues can be categorized under the **Development** as well as the **Sustainability** perspectives.

FIGURE 3. ‘Runway’ Level (current) issues, Development Perspectives

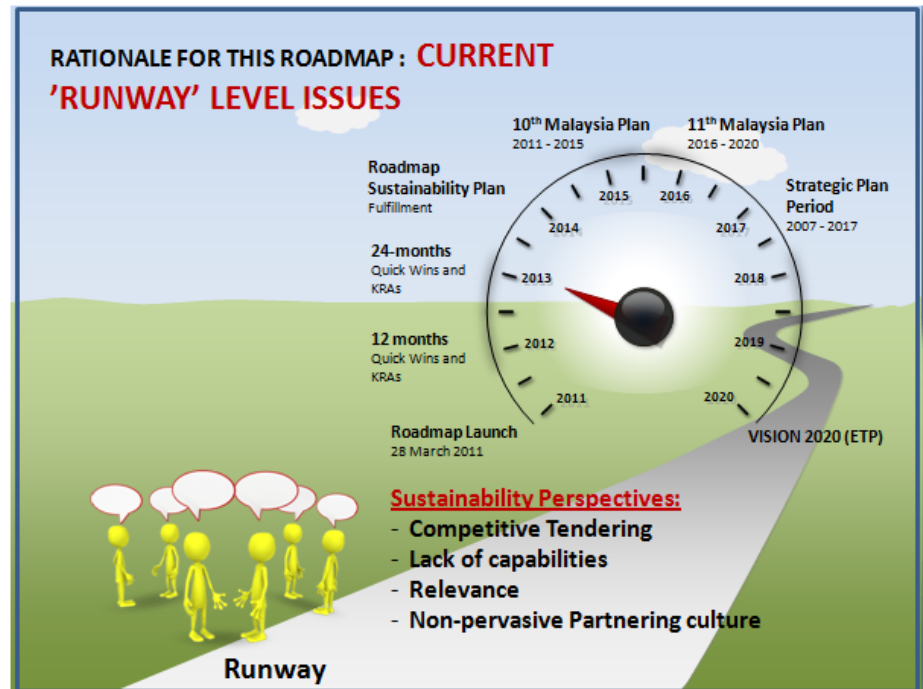


3. The ‘Development’ perspective of ‘Runway’ level issues are concerned with those issues that impact the Surveying and Mapping Industry and its overall (industry) structure.

4. There are **four (4) such development-related ‘Runway’ level issues** that will be faced by the LLS Business Community within 2011 itself:
  - a. **Lack of capacity** in emerging mapping and advanced technologies like remote sensing, GIS, hydrography - beyond the realm of Title and Engineering Surveys.
  - b. From an **industry structure** standpoint, a high majority of LLS Firms are **sole proprietors**. With too many sole proprietors amongst the LLS Community, the general perception given to stakeholders and decision makers and government agencies is one where the LLS community is not progressive, is stagnated and is incapable of taking more challenging jobs related to Surveying and Mapping.
  - c. There are potential issues that may arise from the **enactment** of the Anti-Competition Act in June 2011.
  - d. The **categorization** of the **Scope of Services** involving LLS services may pose a concern for the industry as additional disciplines are included at Treasury.



FIGURE 4. 'Runway' Level (current) issues, Sustainability Perspectives



5. The 'Sustainability' perspective involve 4 'Runway' level issues:
- Competitive Tendering-related issues** may be a concern to the LLS Business Community where only certain Licensed Land Surveying practices may be allowed to tender at a certain contract value.
  - Lack of Capabilities** (competencies) in emerging mapping and advanced technologies like remote sensing, GIS, hydrography amongst the current Licensed Land Surveying Community. Many potential projects, especially in the 10th Malaysia Plan are calling for such capabilities.

- c. **Relevance** of the Profession is slowly being eroded with other disciplines gaining ground in terms of their own standards and practices.
- d. The **non-pervasive partnering culture** amongst LLS Firms may pose a challenge in the face of the potential emphasis on Partnering in tender responses.

## Purpose of the Roadmap

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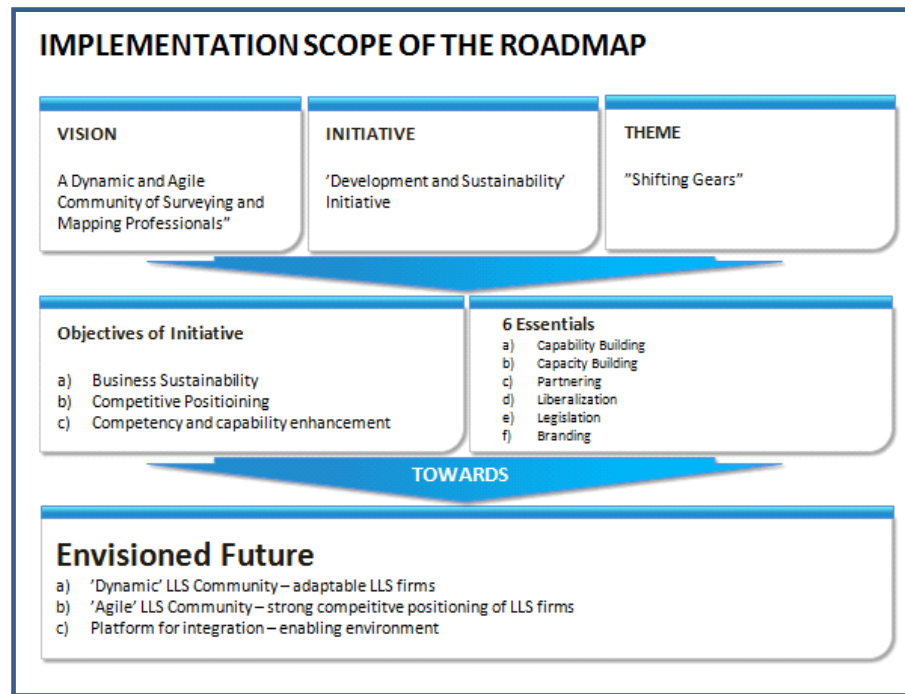
1. To support the functions of the EXCO.
2. Fulfillment of promises on the part of PEJUTA to advance the Surveying and Mapping Industry during the implementation years of the Strategic Plan (2007 - 2017)
3. Put a structure in place to facilitate full engagement of the majority members and external stakeholders to ensure successful achievement of the 5 long-term objectives outlined in the Strategic Plan:
4. Offer a platform for the on-going review and refinement of strategic objectives in response to changes both in the domestic as well as global marketplace;
5. To maintain full participation of the majority of members of PEJUTA throughout the implementation period of this Roadmap in order that members are best positioned to benefit from the Quick Wins and Key Results Areas outlined in this Roadmap.

## Roadmap Implementation Scope

In the years to come, the LLS Business Community will involve itself, to a greater extent, in multiple industries, businesses that purport dynamic business models, product / service lines and client groups.

To align with this scenario, the implementation of this Roadmap should bring to fruition various key aspects of the **‘Development and Sustainability’ Initiative**.

**FIGURE 5. Key Areas of the Implementation Scope of the Roadmap**



### ABOUT THE DEVELOPMENT AND SUSTAINABILITY INITIATIVE

1. The Vision to be realized, in time to come, “A Dynamic and Agile Community of Surveying and Mapping Professionals”, comprises the elements of **‘dynamism’**, **‘agility’** and a **‘platform’** for integrating these elements.

2. In the **Envisioned Future** that we are all moving towards with this Roadmap:
  - a. a ‘dynamic’ community would comprise **adaptable LLS firms** that demonstrate keen ‘sense-and-respond’ habits that put them in good stead to ‘ride the wave’ of change.
  - b. an ‘agile’ community would comprise LLS firms that leverage strong **competitive positions** to survive and thrive. Potentially, LLS firms should be focused on aligning their practices as ‘**market leaders**’ as well as ‘**niche players**’. And there are a few ways which this can be achieved in the Action Plans outlined in this Roadmap.
  - c. Next, there needs to be a **platform** on which the dynamic and agile community will ‘operate on’ for cohesiveness and continuity in execution and integration. Such a platform will come in the form of an **enabling environment** that is grounded on developing **organizational capabilities** and activities that impact the sustainability and relevance of the LLS profession.
- 1 The ‘Development and Sustainability’ Initiative that will be implemented via this Roadmap under the 6 essentials.
  - a. The **Development Perspective** involves three (3) essentials : Legislative, Capacity Building and Capability Building.
  - b. The **Sustainability Perspective** involves 4 Essentials: Legislative, Branding, Liberalization and Partnering.

**IMPLEMENTATION  
UNDER 6  
ESSENTIALS**

## FOCUSING THE 6 ESSENTIALS ON 'RUNWAY' LEVEL ISSUES

1. Taking into account the **6 Essentials** and being aware of the **pressing 'Runway' Issues**, it is imperative that all Licensed Land Surveyors are aware of the inter-relationships between each Essential and :
  - a. Development Perspective
  - b. Sustainability Perspective
  - c. Industry
  - d. LLS Community
  - e. Long-Term Objectives
  - f. 'Runway' Level issues

TABLE 1. Relationship Matrix - 6 Essentials and 'Runway' Issues

No.	6 Essentials	Development Perspective	Sustainability Perspective	Impact on Industry	Impact on LLS Community	Long-Term Objectives to be achieved	Runway Level Issues that will be addressed via the 'Development and Sustainability' Initiative
1	Legislative	X		X		The Increasingly Competitive 'Playing Field'	Anti-Competition Act
			X	X		The Increasingly Competitive 'Playing Field'	Competitive Tendering
			X	X		More Clients Seeking Total Solution Providers	Emphasis on Partnering
		X		X		The Increasingly Competitive 'Playing Field'	Scope of Services

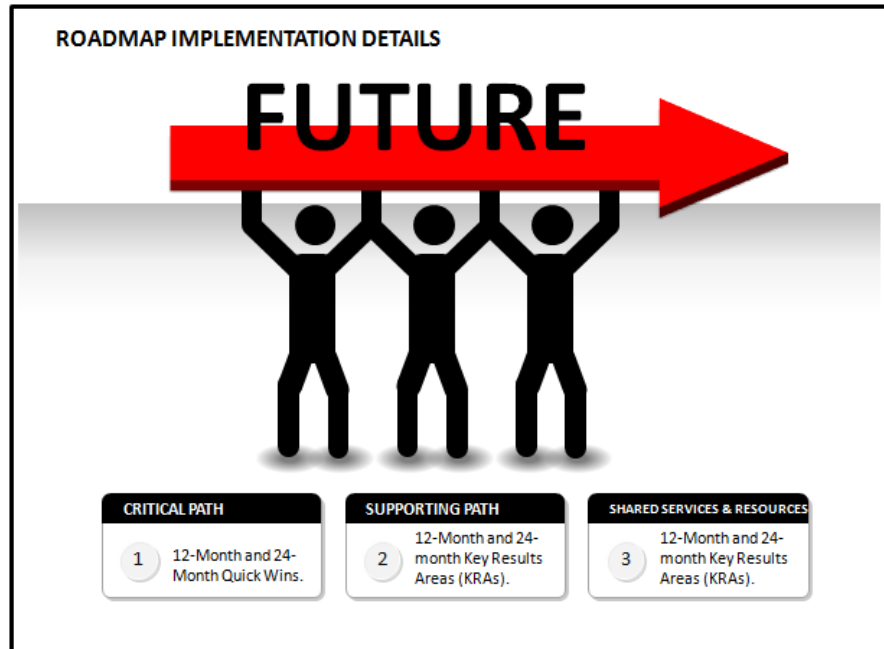
No.	6 Essentials	Development Perspective	Sustainability Perspective	Impact on Industry	Impact on LLS Community	Long-Term Objectives to be achieved	Runway Level Issues that will be addressed via the 'Development and Sustainability' Initiative
2	Branding		X		X	The Increasingly Competitive 'Playing Field'	Scope of Services
			X		X	The Increasingly Competitive 'Playing Field'	Majority of LLS Community are sole-proprietors
			X	X		The Increasingly Competitive 'Playing Field'	Relevance of the Profession
3	Capability Building	X			X	The Critical Relevance of Enhanced Organisational Capabilities	Lack of capabilities related to emerging technologies amongst LLS Community
4	Capacity Building	X		X		Adopting Available and New Technology	Lack of capacity in number of LLS practices skilled in emerging technologies (disciplines)
5	Liberalization		X	X		The Increasingly Competitive 'Playing Field'	Liberalization effective 1 Jan 2012
6	Partnering as Total Solution Providers		X		X	More Clients Seeking Total Solution Providers	Non-pervasive Partnering culture that puts LLS



## Roadmap Implementation Details

### THREE PATHS TO THE ENVISIONED FUTURE

FIGURE 6. The Three (3) Paths to the Envisioned Future



1. In considering the need to **‘Shift Gears’** towards the Envisioned Future, the starting point of the implementation of the ‘Development and Sustainability’ Initiative will involve taking into account **three (3) paths**:
  - a. Critical Path
  - b. Supporting Path
  - c. Shared Services and Resources

- 2 Various Quick Wins and Key Results Areas to be implemented during the 12-month and 24-month period were selected from the **baseline list of Key Results Areas (KRAs)** identified by PEJUTA's Strategic Planning Committee prior to the Industry Consultation sessions.
- 2 It is envisaged that all the three (3) paths will be **implemented in unison** from the date that the Roadmap is launched and all three (3) paths will have **success milestones** tagged to each of the 6 Essentials.

Subsequently, an **Action Planning Roundtable** was held to establish the scope of the Action Plans for each of these Quick Wins and KRAs. This section deals with the description of Quick Wins and KRAs and the significance of the **Strategic Thrusts**, the earlier-mentioned connecting points between the Roadmap and the Strategic Plan to which the Quick Wins and KRAs are tied.

## **SIGNIFICANT CONSIDERATIONS**

1. The first significant consideration in the light of the three (3) paths to take to implement the 'Development and Sustainability' Initiative is the all important consideration of **full participation** from the LLS Business Community.

2. The second key consideration will be for the LLS Business Community to recognize the facilitative role of PEJUTA in accordance with its on-going intention to fulfill **three (3) key organizational priorities** which constitute **PEJUTA's Core Purpose**:
  - a. Ensuring our profession's relevance in national development;
  - b.. Maintaining an invaluable presence in our chosen markets;
  - c. Advancing our influence on policy decisions and advocacy on matters that impact the welfare of Land Surveyors.
- 3 Attainment of the three (3) long-term objectives via the Quick Wins and KRAs will serve to **address the impediments** of the 'Runway' Level issues as well the host of Challenges identified at the higher level that impact the Surveying and Mapping Industry in the long-term. In effect, the Quick Wins and KRAs are to be viewed as **mutually-reinforcing programs** that constitute the cornerstones of this Roadmap. In 'Shifting Gears' terms, these mutually-reinforcing programs will be '**highways**' that the LLS firms will be 'driving' on.

## CRITICAL PATH

1. The **Critical Path** comprises the urgent and high-impact KRAs in the form of **Quick Wins** to be implemented in both the 12-month and 24-month period. The role of the LLS Business Community will be to participate and the role of PEJUTA will be that of a facilitative role.

2. **Creating Quick Wins** are critical to the overall success of the Roadmap Implementation because they help to:
  - a. deal with the urgent and important sustainability-challenged issues that need to be addressed within the short-term
  - b. provide opportunities to celebrate and build morale and motivation, which are needed to keep efforts moving forward;
  - c. fine-tune vision and objectives
  - d. build momentum
  - e. provide PEJUTA with data and information on the viability of its intentions

- SUPPORTING PATH**
1. The **Supporting Path** will comprise KRAs designed for the 12-month and 24-month period of the Initiative. The mainstay of these KRAs are the **development-related aspects** where the success milestones will take more time than the Quick Wins to materialize and where the collaborative relationships with external stakeholders will need more time to nurture and solidify.
  2. These KRAs will keep the LLS Community and PEJUTA energized and motivated to push the momentum further beyond the 24-month period.
  3. The role of the LLS Business Community will be to participate and the role of PEJUTA will be that of a **facilitative** role.

## SHARED SERVICES AND RESOURCES

1. The **Shared Services and Resources** path, when implemented, will be the **base** to which all participating LLS will have access to. This ‘base’ of resources and services will be geared towards **supporting** the implementation of the 12-month and 24-month Quick Wins and KRAs.
2. All the KRAs under the Shared Services and Resources path will be sustained beyond the implementation period of the Roadmap and they represent key elements of the intended Enabling Environment.
3. The role of the LLS Business Community will be to make conscious and concerted efforts to **leverage these facilities and services** and the role of PEJUTA will be that of a ‘**program driver**’ for these KRAs.

## ALIGNMENT OF THE ROADMAP WITH THE 6 ESSENTIALS

The consolidated view of the 6 Essentials and where the Quick Wins and the KRAs fit in is reflected in the table below.

TABLE 2. Aligning the Roadmap Implementation Scope with the 6 Essentials

TABLE 3. Categorization of Quick Wins and KRAs (12-month and 24-month period)

6 Essentials	Development / Sustainability	Industry / LLS Community	Implementation Scope	Quick Wins (12-Month)	Quick Wins (24-Months)	KRAs (12-month)	KRAs (24-months)
Capacity Building	Development	LLS Community	Critical Path	2-4: Adoption of new technology			
Capability Building	Development	Industry	Supporting Path				2-5: Professional Development on Business Excellence and Growth
Capability Building	Development	LLS Community	Critical Path		2-1 : Vendors to Specialists		
Capability Building	Development	LLS Community	Supporting Path				2-2: Specialists to Total Solution Providers
Capability Building	Sustainability	LLS Community	Shared Services and Resources			3-7 : Infrastructure on Business Opportunities	
Legislative	Development	Industry	Supporting Path (Anti-Competition Act and Scope of Services)				3-1: Public consultation (Advocacy Channels)
Legislative	Sustainability	Industry	Critical Path		2-7 : gearing to meet minimum requirements and standards		
Branding	Development	Industry	Supporting Path				
Branding	Development	Industry	Critical Path		4-3 : Business Opportunity matching 3-8: Promote capability of members		
Branding	Sustainability	Industry	Shared Services and Resources			3-3 : Develop guidelines for the 4 Service Strategies	

TABLE 3. Categorization of Quick Wins and KRAs (12-month and 24-month period)

6 Essentials	Development / Sustainability	Industry / LLS Community	Implementation Scope	Quick Wins (12-Month)	Quick Wins (24-Months)	KRAs (12-month)	KRAs (24-months)
Partnering	Sustainability	LLS Community	Critical Path	2-3 : Develop 'Partnering' Mindset			
Partnering	Development	Industry	Supporting Path			4-2 : Facilitation Workshops on Partnering	
Partnering	Development	Industry	Supporting Path				3-4 : Identify further opportunities in the 10th Malaysia Plan
Partnering	Sustainability	LLS Community	Shared Services & Resources			4-5 : Best practice sharing and networking	
Partnering	Sustainability	LLS Community	Shared Services & Resources				4:1 - Develop Expertise and Resources Exchange
Liberalization	Development	Industry					3-2 Liberalization advocacy
Liberalization	Sustainability	LLS Community	Shared Services and Resources		3-2 Liberalization opportunities		
Liberalization	Sustainability	LLS Community	Shared Services and Resources				3-6 : Identify and develop 'Export of Services' opportunities

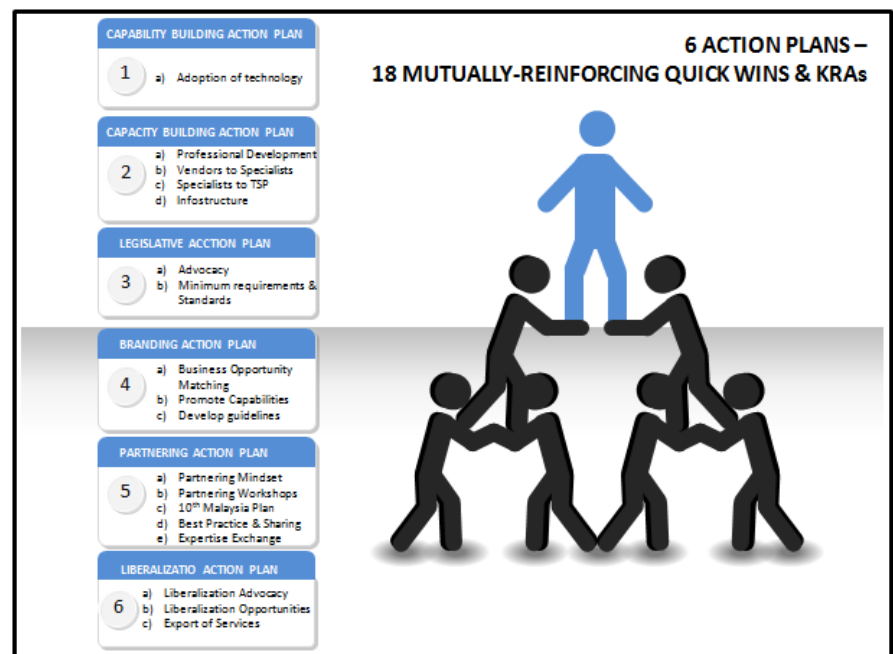


## Let's Get Going !

1. While the Quick Wins and KRAs are representative of the **'vehicles'** for LLS firms to 'sit in' as 'co-drivers', the Action Plans that under which each of these Quick Wins and KRAs will be implemented, shall be viewed as the **'highways'**

### **'SHIFTING GEARS' FUNDAMENTALS**

1. Remembering the principle that drives the implementation of the 'Development and Sustainability' Initiative - 'ensuring that we put in motion today, the essentials that help us face and anticipate tomorrow' - we have the 6 Essentials that are now translated into 6 goal-driven Action Plans.



2. There is a total of **18 mutually-reinforcing Quick Wins and KRAs** under these 6 Action Plans.

## **'DRIVING LICENSE' FUNDAMENTALS**

1. To drive their chosen **'highway(s)' (Action Plans)** successfully and to be on track, LLS firms are advised to understand their current 'driving license' status in order that they can determine for themselves (or with the help of further consultation) the **current state of their 'driving skills'** that would lead them to deciding on which 'highways' to take first, towards the Envisioned Future.
2. In this Roadmap, we have identified **three (3) types of 'driving license' status (state of readiness** to align with the Roadmap implementation with an expectation to reap the best results). There is a **Self-Assessment Questionnaire** on Organizational Excellence at the Appendix Section of this Roadmap which need to be filled and submitted to PEJUTA for analysis:
  - a. **Gear 1** LLS Firms (Total Score of 0% - 20 %)
  - b. **Gear 2** LLS Firms (Total Score of 20% to 40%)
  - c. **Gear 3** LLS Firms (Total Score of 40 % to 60 %)
3. The context and content of the 6 Action Plans are described in the following pages.

# CapaBility Action Plan

Version 1.0 • March 27, 2011

“To ensure that we put in motion today, the Essentials that help us face and anticipate tomorrow’...

# CapaBility Action Plan

## Strategic Plan Implementation Roadmap

Version: [1.0]

Revision Date [28 March 2011]

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# 1 Introduction

## 1.1 Our Vision

“A Dynamic and Agile Community of Surveying and Mapping Professionals”  
(PEJUTA Strategic Plan, 2007 – 2017)

## 1.2 Our Long-Term Objectives

- a) Business Sustainability
- b) Competency and capability enhancement

## 1.3 Our Initiative

Development and Sustainability Initiative

## 1.4 Principle behind the Initiative

To ensure that we put in motion today, the Essentials that help us face and anticipate tomorrow.

## 1.5 The Envisioned Future

- a) ‘Dynamic’ Licensed Land Surveying Community (adaptable LLS firms)
- b) ‘Agile’ Licensed Land Surveying Community (strong competitive positioning of LLS firms)
- c) Platform for integration (Enabling Environment)

## 1.6 Strategic Thrust

Strategic Thrust-1 : Leveraging and Enhancing Intellectual Assets

## 1.7 Essential

Capability Building (Development and Sustainability Perspective)

## 1.8 Beneficiary

Licensed Land Surveying Community

## 1.9 Implementation Scope

Critical Path, Supporting Path and Shared Services and Resources.

## 1.10 24-Month Quick Win

QW 2-1 : Vendors to Specialists (Critical Path)

## 1.11 12-Month Key Results Area

KRA 3-7 : Infostructure on Business Opportunities

## 1.12 24-Month Key Results Areas

- a) KRA 2-2 : Specialists to Total Solution Providers (Supporting Path)
- b) KRA 2-5 : Professional Development on Business Excellence and Growth (Supporting Path)

## 1.13 Goals of QW 2-1 (by the end of the 24-month period)

- a) 10 % of Licensed Land Surveying Community (40 LLS)
- b) Capability Building Programs organized by PEJUTA
- c) Facilitation by PEJUTA on Partnering Programs and Incentives
- d) Survey Academy fully operational.

## 1.14 Goals of KRA 3-7 (by the end of the 12-month period)

- e) Set up of an online infostructure to facilitate information access by LLS firms on Business Opportunities.

## 1.15 Goals of KRA 2-2 (by the end of the 24-month period)

- a) At least 40 Specialists (20% of 200 LLS) achieving capabilities that qualify their participation in Total Solution Providers business opportunities.
- a) Survey Academy fully operational.
- b) Capability Building Programs organized by PEJUTA
- c) Facilitation by PEJUTA on Partnering Programs and Incentives
- d) Survey Academy fully operational.



## 1.16 Goals of KRA 2-5 (by the end of the 24-month period)

- a) Survey Academy fully operational.

## 1.17 Our Strategies

- a) Establishment of Survey Academy that delivers impactful capability building of surveying professionals.
- b) Leverage web site technologies for the development of the infostructure on Business Opportunities.
- c) PEJUTA's collaboration with other academic and business institutions both local and overseas.

## 1.18 State of Readiness of LLS Firm

- a) Gear 1 LLS Firms (Total Score of 0% - 20 %)
- b) Gear 3 LLS Firms (Total Score of 40 % to 60 %)

## 1.19 Assumptions

Ref #	Assumption	Impact
1	Potential academic and business institutions are open to PEJUTA's proposal on collaboration areas.	Agreement on collaboration will help meet the intention of providing training related to technical and business knowledge on Specialization as well as managing projects under a Total Solutions Provider umbrella.

## 1.20 Constraints

Ref #	Constraint	Impact
1	Timeliness of the establishment of the Survey Academy.	Potential delays can potentially affect the planning for the courses that need to be delivered to achieve the goals.

## 2 Roles and Responsibilities

Name	Role	Organization	Area of Responsibility
Licensed Land Surveying Firm	Participation	Licensed Land Surveying Community	<ul style="list-style-type: none"> <li>a) Determine 'driving license' status (state of readiness to align with the Roadmap implementation with an expectation to reap the best results).</li> <li>b) Full participation</li> <li>c) On-going commitment</li> <li>d) Assignment of special team to be involved in the Roadmap implementation.</li> </ul>
PEJUTA	Facilitation	Association	<ul style="list-style-type: none"> <li>a) Ensuring profession's relevance in national development</li> <li>b) Communicate the Capability Action Plan</li> <li>c) Empower broad base action</li> <li>d) Drive the implementation of the Action Plan.</li> <li>e) Track and monitor progress</li> </ul>

### 2.1 Anticipated Change

- a) Licensed Land Surveying firms demonstrate their proficiency in their knowledge of in-demand technical and specialized expertise.

### 3 Action Plan

#	Action Item
1	Briefing on the Roadmap and Capability Action Plan
2	Discussion with training providers on collaboration for training of specialists.
3	Establishment of the Survey Academy
4	Implement Design and Align phase of Survey Academy
5	Undertake training courses as planned and designed.
6	Development of functional specifications for the Infostructure.
7	Development of the infostructure
8	Launching of the infostructure

## 4 Continuous Monitoring

Continuous monitoring on the part of PEJUTA involves reviewing the critical success factors identified during the Industry Consultation sessions where LLS were required to identify the factors that will impact their chances of successfully securing opportunities in the 10<sup>th</sup> Malaysia Plan.

Ref.	Results/Accomplishments/Outcomes	Next Step
1	Vendors become Specialists	Explore Partnering Options
2	Availability of Infostructure	a) Firm-based market research on emerging technologies for competitive advantage. b) Review and discuss with PEJUTA
3	Knowledge and technology must be up-to-date	a) Keep abreast with emerging technologies and innovation-based projects at JUPEM and overseas. b) Review and discuss with LLS firms
4	Knowledge and technology must be up-to-date	Implement Design and Align phase for Survey Academy for new and emerging technologies and innovation-based projects and opportunities.
5	Increased supply of semi-skilled workers in the required discipline of e-Cadaster and Basic Surveying	Explore other skills to enhance semi-skilled workers.

## 5 Participant Outcomes

### 5.1 Licensed Land Surveyors Outcomes

Some desired outcomes were identified during the Industry Consultation sessions where LLS were required to describe the scenario when the Roadmap is successfully implemented and an additional list of outcomes were obtained from PEJUTA's Strategic Planning Committee and EXCO.

Ref #	Long-Term Objective	Outcome
1	Competency and capability enhancement	More LLS firms in demand for their special expertise.
2	Competency and capability enhancement	Expanded scope of consultancy for LLS firms in projects.
3	Business Sustainability	<ul style="list-style-type: none"><li>a) Vendor-type Land Surveying practices change the way they do business and gear themselves towards the Specialists marketplace with enhanced business and management competencies;</li><li>b) Specialists-type Licensed Land Surveying practices advancing their core competencies and expanding their capabilities in order to offer Total Solution Provider-type of services via synergistic networks</li></ul>

# CapaCity Action Plan

Version 1.0 • March 27, 2011

“To ensure that we put in motion  
today, the Essentials that help us  
face and anticipate tomorrow’...

# Capacity Action Plan

## Strategic Plan Implementation Roadmap

Version: [1.0]

Revision Date [28 March 2011]



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# 1 Introduction

## 1.1 Our Vision

“A Dynamic and Agile Community of Surveying and Mapping Professionals”  
(PEJUTA Strategic Plan, 2007 – 2017)

## 1.2 Our Long-Term Objectives

- a) Business Sustainability
- b) Competitive Positioning
- c) Competency and capability enhancement

## 1.3 Our Initiative

Development and Sustainability Initiative

## 1.4 Principle behind the Initiative

To ensure that we put in motion today, the Essentials that help us face and anticipate tomorrow.

## 1.5 The Envisioned Future

- a) ‘Dynamic’ Licensed Land Surveying Community (adaptable LLS firms)
- b) ‘Agile’ Licensed Land Surveying Community (strong competitive positioning of LLS firms)
- c) Platform for integration (Enabling Environment)

## 1.6 Strategic Thrust

Strategic Thrust-2 : Competitive Advantage through Innovation

## 1.7 Essential

Capacity Building (Development Perspective)

## 1.8 Beneficiary

Licensed Land Surveying Community

## 1.9 Implementation Scope

Critical Path

## 1.10 12-Month Quick Win

QW 2-4 : Adoption of available and new technology

## 1.11 Goals of QW 2-4 (by the end of the 12-month period)

- a) Licensed Land Surveying firms to enhance their business acumen and expand their unique professional capabilities, especially in the area of leveraging technology innovation.
- b) All Licensed Land Surveyors are skilled on basic technology-related expertise such as GPS, Underground Utility Mapping, Hydrography, GIS Technology and Engineering Surveys.
- c) Semi-Professionals are trained on hands-on skills on e-Kadaster to fulfill the demand for such skills.

## 1.12 Our Strategies

- a) Establishment of Survey Academy that delivers impactful capacity building of surveying professionals.
- b) PEJUTA's collaboration with JUPEM and LJT on training and access to innovative solutions.

## 1.13 State of Readiness of LLS Firm

- a) Gear 1 LLS Firms (Total Score of 0% - 20 %)

## 1.14 Assumptions

Ref #	Assumption	Impact
1	JUPEM and LJT are open to PEJUTA's proposal on collaboration areas.	Agreement on collaboration will help meet the intention of providing training in other required disciplines such as GPS, Underground Utility Mapping, Hydrography, GIS Technology and Engineering Surveys.

## 1.15 Constraints

Ref #	Constraint	Impact
1	Timeliness of the establishment of the Survey Academy.	Potentially affect the schedule of the new courses offered on other required disciplines.

## 2 Roles and Responsibilities

Name	Role	Organization	Area of Responsibility
Licensed Land Surveying Firm	Participation	Licensed Land Surveying Community	<ul style="list-style-type: none"> <li>a) Determine 'driving license' status (state of readiness to align with the Roadmap implementation with an expectation to reap the best results).</li> <li>b) Full participation</li> <li>c) On-going commitment</li> <li>d) Assignment of special team to be involved in the Roadmap implementation.</li> </ul>
PEJUTA	Facilitation	Association	<ul style="list-style-type: none"> <li>a) Ensuring profession's relevance in national development</li> <li>b) Communicate the Capacity Action Plan</li> <li>c) Empower broad base action</li> <li>d) Drive the implementation of the Action Plan.</li> <li>e) Track and monitor progress</li> </ul>

### 2.1 Anticipated Change

Licensed Land Surveying firms demonstrate their proficiency in their knowledge of technical and land administration with demonstrable successes in delivering more efficiently.

### 3 Action Plan

#	Action Item
1	Briefing on the Roadmap and Capacity Action Plan
2	Discussion with JUPEM on collaboration for training.
3	Discussion with LJT on Accreditation
4	Launching of Continuous Training and Professional Development courses
5	Training on Continuous Training and Professional Development courses
7	Training of new courses launched in Q4
8	Establishment of Survey Academy
9	Facilitation of smart partnerships between LLS firms with advanced technology providers aimed at Transfer of Technology.

## 4 Continuous Monitoring

Continuous monitoring on the part of PEJUTA involves reviewing the critical success factors identified during the Industry Consultation sessions where LLS were required to identify the factors that will impact their chances of successfully securing opportunities in the 10<sup>th</sup> Malaysia Plan.

Ref.	Results/Accomplishment s/Outcomes	Next Step
1	Specialization accreditation by LJT	Explore Partnering Options
2	Knowledge and technology must be up-to-date	<ul style="list-style-type: none"> <li>a) Firm-based market research on emerging technologies for competitive advantage.</li> <li>b) Review and discuss with PEJUTA</li> </ul>
	Knowledge and technology must be up-to-date	<ul style="list-style-type: none"> <li>a) Keep abreast with emerging technologies and innovation-based projects at JUPEM and overseas.</li> <li>b) Review and discuss with LLS firms.</li> </ul>
	Knowledge and technology must be up-to-date	Implement Design and Align Phase for Survey Academy for new and emerging technologies and innovation-based projects and opportunities.
	Increased supply of semi-skilled workers in the required discipline of e-Cadaster and Basic Surveying	Explore other skills to enhance semi-skilled workers.

## 5 Participant Outcomes

### 5.1 Licensed Land Surveyors Outcomes

Some desired outcomes were identified during the Industry Consultation sessions where LLS were required to describe the scenario when the Roadmap is successfully implemented and an additional list of outcomes were obtained from PEJUTA's Strategic Planning Committee and EXCO.

Ref #	Long-Term Objective	Outcome
1	Competency and capability enhancement	LLS firms are able to develop and complete projects successfully with well-organized technical office and field staff within the timeframe and with the latest technology, equipment etc.
2	Competency and capability enhancement	Members in a position to provide consultancy.
3	Competency and capability enhancement	LLS firms are able to apply the appropriate technology.
4	Competency and capability enhancement	LLS firms demonstrate capabilities to innovate processes / methodologies.
5	Competitive Positioning	LLS firms demonstrate ability to leverage innovation to enhance competitive edge.
6	Business Sustainability	LLS firms demonstrate appropriate mindset towards innovation and adaptation to new technology.



# Partnering Action Plan

Version 1.0 • March 27, 2011

“To ensure that we put in motion today, the Essentials that help us face and anticipate tomorrow’...

# Partnering Action Plan

## Strategic Plan Implementation Roadmap

Version: [1.0]

Revision Date [28 March 2011]

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# 1 Introduction

## 1.1 Our Vision

“A Dynamic and Agile Community of Surveying and Mapping Professionals”  
(PEJUTA Strategic Plan, 2007 – 2017)

## 1.2 Our Long-Term Objectives

- a) Business Sustainability
- b) Competitive Positioning
- c) Competency and capability enhancement

## 1.3 Our Initiative

Development and Sustainability Initiative

## 1.4 Principle behind the Initiative

To ensure that we put in motion today, the Essentials that help us face and anticipate tomorrow.

## 1.5 The Envisioned Future

- a) ‘Dynamic’ LLS Community (adaptable LLS firms)
- b) ‘Agile’ LLS Community (strong competitive positioning of LLS firms)
- c) Platform for integration (Enabling Environment)

## 1.6 Strategic Thrust

Strategic Thrust-3 : Sustainability Through Business Excellence

## 1.7 Essential

Partnering (Development and Sustainability Perspective)

## 1.8 Beneficiary

Licensed Land Surveying Community

## 1.9 Implementation Scope

Critical Path, Supporting Path and Shared Services and Resources.

### 1.10 12-Month Quick Win

- a) QW 2-3 : Developing 'Partnering' Mindset

### 1.11 12-Month Key Results Areas

- a) KRA 4-2 : Facilitation Workshops on Partnering
- b) KRA 4-5 : Best Practice Sharing and Networking

### 1.12 24-Month Key Results Areas

- c) KRA 3-4 : Identify further opportunities in the 10<sup>th</sup> Malaysia Plan
- d) KRA 4-1 : Develop Expertise and Resources Exchange

### 1.13 Goals of QW 2-3 (by the end of the 12-month period)

- a) 30 % of LLS Firms entering into Partnerships.

### 1.14 Goals of KRA 4-2 (by the end of the 12-month period)

- a) Licensed Land Surveying firms to enhance their business acumen and expand their unique professional capabilities, especially in the area of leveraging technology innovation.
- b) Partnering Programs organized by PEJUTA
- c) Increased visibility of LLS Firms.

### 1.15 Goals of KRA 4-5 (by the end of the 12-month period)

Success stories of LLS firms gaining success in projects with partners from Best Practice Sharing and Networking sessions.

## 1.16 Goals of KRA 3-4 (by the end of the 24-month period)

- a) LLS aligning their practices with potential clients' needs and requirements in the 10th Malaysia Plan

## 1.17 Goals of KRA 4-1 (by the end of the 24-month period)

- a) Development of an online expertise and resources exchange to facilitate business partnering activities amongst LLS firms.

## 1.18 Our Strategies

- a) Establishment of Survey Academy that delivers impactful capability building of surveying professionals.
- b) Leverage web site technologies for the development of the expertise and resources exchange.
- c) PEJUTA's collaboration with other business institutions both local and overseas.

## 1.19 State of Readiness of LLS Firm

- a) Gear 3 LLS Firms (Total Score of 40 % to 60 %)

## 1.20 Assumptions

Ref #	Assumption	Impact
	N/A	

## 1.21 Constraints

Ref #	Constraint	Impact
1	Timeliness of the establishment of the Survey Academy.	Potential delays can potentially affect the planning for the courses that need to be delivered to achieve the goals.

## 2 Roles and Responsibilities

Name	Role	Organization	Area of Responsibility
Licensed Land Surveying Firm	Participation	Licensed Land Surveying Community	<ul style="list-style-type: none"> <li>a) Determine 'driving license' status (state of readiness to align with the Roadmap implementation with an expectation to reap the best results).</li> <li>b) Full participation</li> <li>c) On-going commitment</li> <li>d) Assignment of special team to be involved in the Roadmap implementation.</li> </ul>
PEJUTA	Facilitation	Association	<ul style="list-style-type: none"> <li>a) Ensuring profession's relevance in national development</li> <li>b) Communicate the Partnering Action Plan</li> <li>c) Empower broad base action</li> <li>d) Drive the implementation of the Action Plan.</li> <li>e) Track and monitor progress</li> </ul>

### 2.1 Anticipated Change

- a) Licensed Land Surveying firms demonstrate their proficiency in their knowledge of in-demand technical and specialized expertise.

### 3 Action Plan

#	Action Item
1	Briefing on the Roadmap and Partnering Action Plan
2	Consolidation of information of LLS Firms track record on projects (for participating LLS)
3	Arrangement of Business Matching Sessions
4	Implement Design and Align phase of Survey Academy for Branding Workshops, Development Guidelines for 4 Service Strategies and Workshops on Application of 4 Service Strategies.
5	Training workshops on 4 Service Strategies conducted for LLS Firms.
6	Branding workshops conducted for LLS Firms at different stages of 'Readiness in Aligning with Implementation Roadmap'.
7	Promotion of capability of LLS Firms through identified channels during Branding Workshops



## 4 Continuous Monitoring

Continuous monitoring on the part of PEJUTA involves reviewing the critical success factors identified during the Industry Consultation sessions where LLS were required to identify the factors that will impact their chances of successfully securing opportunities in the 10<sup>th</sup> Malaysia Plan.

Ref.	Results/Accomplishments/Outcomes	Next Step
1	Evaluation of performance of LLS Firms, local and abroad	Appropriate steps to be taken on LLS Firms in their quality delivery in projects and due recognition given to those who upkeep the image of the Profession.

## 5 Participant Outcomes

### 5.1 Licensed Land Surveyors Outcomes

Some desired outcomes were identified during the Industry Consultation sessions where LLS were required to describe the scenario when the Roadmap is successfully implemented and an additional list of outcomes were obtained from PEJUTA's Strategic Planning Committee and EXCO.

Ref #	Long-Term Objective	Outcome
1	Business Sustainability and Competitive Positioning	With greater awareness and appreciation of the huge potential of Partnering, LLS firms can 'sense and respond' effectively in line with the new demands of clients for Total Solution Providers.

# Liberalization Acton Plan

Version 1.0 • March 27, 2011

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# Liberalization Action Plan

## Strategic Plan Implementation Roadmap

Version: [1.0]

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# 1 Introduction

## 1.1 Our Vision

“A Dynamic and Agile Community of Surveying and Mapping Professionals”  
(PEJUTA Strategic Plan, 2007 – 2017)

## 1.2 Our Long-Term Objectives

- a) Business Sustainability
- b) Competitive Positioning

## 1.3 Our Initiative

Development and Sustainability Initiative

## 1.4 Principle behind the Initiative

To ensure that we put in motion today, the Essentials that help us face and anticipate tomorrow.

## 1.5 The Envisioned Future

- a) ‘Dynamic’ LLS Community (adaptable LLS firms)
- b) ‘Agile’ LLS Community (strong competitive positioning of LLS firms)
- c) Platform for integration (Enabling Environment)

## 1.6 Strategic Thrust

Strategic Thrust-3 : Sustainability Through Business Excellence

## 1.7 Essential

Liberalization (Development Perspective)

## 1.8 Beneficiary

Licensed Land Surveying Community

## 1.9 Implementation Scope

Critical Path

## 1.10 24-Month Key Results Area

- a) KRA 3-2 : Liberalization Advocacy and Opportunities

## 1.11 Goals of KRA 3-2 (by the end of the 24-month period)

- a) Awareness level of LLS Firms towards the implications and potential impact of Liberalization reaches at least 30-40 % amongst the LLS Business Community.
- b) LLS Firms respond effectively to the new realities and opportunities of Liberalization that will hit Malaysian shores on 1 January 2012.

## 1.12 Our Strategies

- a) Establishment of Survey Academy that delivers impactful capability building of surveying professionals.
- b) PEJUTA's collaboration with other business institutions both local and overseas.

## 1.13 State of Readiness of LLS Firm

- a) Gear 3 LLS Firms (Total Score of 40 % to 60 %)

## 1.14 Assumptions

Ref #	Assumption	Impact
	N/A	

## 1.15 Constraints

Ref #	Constraint	Impact
1	Timeliness of the establishment of the Survey Academy.	Potential delays can potentially affect the planning for the courses that need to be delivered to achieve the goals.



## 2 Roles and Responsibilities

Name	Role	Organization	Area of Responsibility
Licensed Land Surveying Firm	Participation	Licensed Land Surveying Community	<ul style="list-style-type: none"> <li>a) Determine 'driving license' status (state of readiness to align with the Roadmap implementation with an expectation to reap the best results).</li> <li>b) Full participation</li> <li>c) On-going commitment</li> <li>d) Assignment of special team to be involved in the Roadmap implementation.</li> </ul>
PEJUTA	Facilitation	Association	<ul style="list-style-type: none"> <li>a) Ensuring profession's relevance in national development</li> <li>b) Communicate the Liberalization Action Plan</li> <li>c) Empower broad base action</li> <li>d) Drive the implementation of the Action Plan.</li> <li>e) Track and monitor progress</li> </ul>

### 2.1 Anticipated Change

- a) Licensed Land Surveying firms demonstrate their responsiveness towards the changing business environment brought about by Liberalization.

### 3 Action Plan

#	Action Item
1	Briefing on the Roadmap and Liberalization Action Plan
2	Consolidation of information on Liberalization and communication of the information to the LLS Business Community to enhance their knowledge, awareness and understanding of Liberalization and its impact on the sustainability of their individual businesses.
3	Participate and work with other institutions and bodies such as ASEAN Federation of Land Surveyors and Geomatic (ASEAN FLAG) and ISM on mutually-beneficial initiatives on Liberalization.
4	Meet and discuss with other government agencies and surveying-related institutions to stay current with action plans and initiatives being implemented by these organizations.
5	Review current policies and regulations and initiating advocacy discussions on potential Liberalization-related issues that may impede the progress of the Surveying and Mapping Industry.

## 4 Continuous Monitoring

Continuous monitoring on the part of PEJUTA involves reviewing the critical success factors identified during the Industry Consultation sessions where LLS were required to identify the factors that will impact their chances of successfully securing opportunities in the 10<sup>th</sup> Malaysia Plan.

Ref.	Results/Accomplishments/Outcomes	Next Step
1	Getting to grips with Liberalization.	Increased visibility for PEJUTA in order that effective influence can be exerted at the right time and place to support the progress of the LLS Business Community.

## 5 Participant Outcomes

### 5.1 Licensed Land Surveyors Outcomes

Some desired outcomes were identified during the Industry Consultation sessions where LLS were required to describe the scenario when the Roadmap is successfully implemented and an additional list of outcomes were obtained from PEJUTA's Strategic Planning Committee and EXCO.

Ref #	Long-Term Objective	Outcome
1	Business Sustainability and Competitive Positioning	With greater awareness of external factors like Liberalization, its developments and policies, LLS firms are in a better position to 'sense and respond', with PEJUTA in the Advocacy role.

# Legislative Action Plan

Version 1.0 • March 27, 2011

“To ensure that we put in motion  
today, the Essentials that help us  
face and anticipate tomorrow’...

# Legislative Action Plan

## Strategic Plan Implementation Roadmap

Version: [1.0]

Revision Date [28 March 2011]

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# 1 Introduction

## 1.1 Our Vision

“A Dynamic and Agile Community of Surveying and Mapping Professionals”  
(PEJUTA Strategic Plan, 2007 – 2017)

## 1.2 Our Long-Term Objectives

- a) Business Sustainability
- b) Competitive Positioning

## 1.3 Our Initiative

Development and Sustainability Initiative

## 1.4 Principle behind the Initiative

To ensure that we put in motion today, the Essentials that help us face and anticipate tomorrow.

## 1.5 The Envisioned Future

- a) Platform for integration (Enabling Environment)

## 1.6 Strategic Thrust

Strategic Thrust-1 : Leveraging and Enhancing Intellectual Assets

## 1.7 Essential

Legislative (Development and Sustainability Perspective)

## 1.8 Beneficiary

Licensed Land Surveying Community

## 1.9 Implementation Scope

Critical Path and Supporting Path.



## 1.10 24-Month Quick Win

QW 2-7 : Gearing LLS firms to meet minimum requirements and standards

## 1.11 24-Month Key Results Areas

KRA 3-1 : Public consultation (advocacy channels)

## 1.12 Goals of KRA 3-1 (by the end of the 24-month period)

- a) Revision of the Licensed Land Surveyors Act 1958.
- b) Alignment of the Geospatial Act with the Licensed Land Surveyors Act.
- c) Alignment with the Government's aspirations on K-economy.

## 1.13 Goals of KRA 2-7 (by the end of the 24-month period)

- a) 60 % of Licensed Land Surveyors meeting minimum requirements and standards
- b) Capability Building Programs organized by PEJUTA
- a) Survey Academy fully operational.

## 1.14 Our Strategies

- a) Establishment of Survey Academy that delivers impactful capability building of surveying professionals.
- b) PEJUTA's collaboration with other academic and business institutions both local and overseas.

## 1.15 State of Readiness of LLS Firm

- a) Gear 1 LLS Firms (Total Score of 0% - 20 %)
- b) Gear 2 LLS Firms (Total Score of 20% to 40%)
- c) Gear 3 LLS Firms (Total Score of 40 % to 60 %)

## 1.16 Assumptions

Ref #	Assumption	Impact
	N/A	

## 1.17 Constraints

Ref #	Constraint	Impact
	Timeliness of the establishment of the Survey Academy.	Potential delays can potentially affect the planning for the courses that need to be delivered to achieve the goals.

## 2 Roles and Responsibilities

Name	Role	Organization	Area of Responsibility
Licensed Land Surveying Firm	Participation	Licensed Land Surveying Community	<ul style="list-style-type: none"> <li>a) Determine 'driving license' status (state of readiness to align with the Roadmap implementation with an expectation to reap the best results).</li> <li>b) Full participation</li> <li>c) On-going commitment</li> <li>d) Assignment of special team to be involved in the Roadmap implementation.</li> </ul>
PEJUTA	Facilitation	Association	<ul style="list-style-type: none"> <li>a) Ensuring profession's relevance in national development</li> <li>b) Communicate the Legislative Action Plan</li> <li>c) Empower broad base action</li> <li>d) Drive the implementation of the Action Plan.</li> <li>e) Track and monitor progress</li> </ul>

### 2.1 Anticipated Change

- a) Licensed Land Surveying firms demonstrate their proficiency in their knowledge of in-demand technical and specialized expertise.

### 3 Action Plan

#	Action Item
1	Briefing on the Roadmap and Legislative Action Plan
2	Resolve 'Runway' Issues
3	Briefing on status of advocacy-related discussions
4	Joint-Development of Issues Management Plan
5	Implementation of Issues Management Plan
6	Forge closer ties with Government Agencies involved
7	Development of Minimum Standards requirements Framework for Accreditation with LJT
8	Implement Design and Align phase of Survey Academy for Minimum Standards requirements
9	Implementation of Minimum Standards requirements Accreditation with LJT
10	Advocacy channel discussions to help involvement of LLS from planning to construction.

## 4 Continuous Monitoring

Continuous monitoring on the part of PEJUTA involves reviewing the critical success factors identified during the Industry Consultation sessions where LLS were required to identify the factors that will impact their chances of successfully securing opportunities in the 10<sup>th</sup> Malaysia Plan.

Ref.	Results/Accomplishments/Outcomes	Next Step
1	Playing a bigger role in monitoring	Build awareness on PEJUTA's influence and presence.
2	Emphasis on relevance of the LLS Profession	Increase relationship building and collaboration with Government Agencies

## 5 Participant Outcomes

### 5.1 Licensed Land Surveyors Outcomes

Some desired outcomes were identified during the Industry Consultation sessions where LLS were required to describe the scenario when the Roadmap is successfully implemented and an additional list of outcomes were obtained from PEJUTA's Strategic Planning Committee and EXCO.

Ref #	Long-Term Objective	Outcome
1	Business Sustainability and Competitive Positioning	With greater awareness of external factors like legislative developments and policies, LLS firms are in a better position to 'sense and respond' with PEJUTA in the Advocacy role.

# Branding Action Plan

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# Branding Action Plan

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# 1 Introduction

## 1.1 Our Vision

“A Dynamic and Agile Community of Surveying and Mapping Professionals”  
(PEJUTA Strategic Plan, 2007 – 2017)

## 1.2 Our Long-Term Objectives

- a) Business Sustainability
- b) Competitive Positioning

## 1.3 Our Initiative

Development and Sustainability Initiative

## 1.4 Principle behind the Initiative

To ensure that we put in motion today, the Essentials that help us face and anticipate tomorrow.

## 1.5 The Envisioned Future

- a) ‘Dynamic’ LLS Community (adaptable LLS firms)
- b) ‘Agile’ LLS Community (strong competitive positioning of LLS firms)
- c) Platform for integration (Enabling Environment)

## 1.6 Strategic Thrust

Strategic Thrust-3 : Sustainability Through Business Excellence

## 1.7 Essential

Branding (Development and Sustainability Perspective)

## 1.8 Beneficiary

Licensed Land Surveying Community

## 1.9 Implementation Scope

Critical Path, Supporting Path and Shared Services and Resources.

## 1.10 24-Month Quick Wins

- a) QW 3-8 : Promote capability of members
- b) QW 4-3 : Business Opportunities matching

## 1.11 12-Month Key Results Areas

- a) KRA 3-3 : Develop guidelines for the 4 Service Strategies

## 1.12 Goals of QW 3-8 (by the end of the 24-month period)

- a) At least 50 LLS Firms enjoying business success and more business opportunities (expanded markets and partnering opportunities).
- b) Increased visibility of LLS Firms.
- c) Increased visibility of PEJUTA.

## 1.13 Goals of QW 4-3 (by the end of the 24-month period)

Success stories of LLS firms gaining success in projects with partners from business matching sessions.

## 1.14 Goals of KRA 3-3 (by the end of the 12-month period)

- a) 60 % of Licensed Land Surveyors meeting minimum requirements and standards
- b) Capability Building Programs focused on implementing the four (4) Service Strategies organized by PEJUTA.
- a) Survey Academy fully operational.

## 1.15 Our Strategies

- a) Establishment of Survey Academy that delivers impactful capability building of surveying professionals.
- b) PEJUTA's collaboration with other local and overseas business institutions.

## 1.16 State of Readiness of LLS Firm

- a) Gear 2 LLS Firms (Total Score of 20% to 40%)
- b) Gear 3 LLS Firms (Total Score of 40 % to 60 %)

## 1.17 Assumptions

Ref #	Assumption	Impact
	N/A	

## 1.18 Constraints

Ref #	Constraint	Impact
1	Timeliness of the establishment of the Survey Academy.	Potential delays can potentially affect the planning for the courses that need to be delivered to achieve the goals.

## 2 Roles and Responsibilities

Name	Role	Organization	Area of Responsibility
Licensed Land Surveying Firm	Participation	Licensed Land Surveying Community	<ul style="list-style-type: none"> <li>a) Determine 'driving license' status (state of readiness to align with the Roadmap implementation with an expectation to reap the best results).</li> <li>b) Full participation</li> <li>c) On-going commitment</li> <li>d) Assignment of special team to be involved in the Roadmap implementation.</li> </ul>
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### 2.1 Anticipated Change

- a) Licensed Land Surveying firms demonstrate their proficiency in their knowledge of in-demand technical and specialized expertise.

### 3 Action Plan

#	Action Item
1	Briefing on the Roadmap and Branding Action Plan
2	Consolidation of information of LLS Firms track record on projects (for participating LLS)
3	Arrangement of Business Matching Sessions
4	Implement Design and Align phase of Survey Academy for Branding Workshops, Development Guidelines for 4 Service Strategies and Workshops on Application of 4 Service Strategies.
5	Training workshops on 4 Service Strategies conducted for LLS Firms.
6	Branding workshops conducted for LLS Firms at different stages of 'Readiness in Aligning with Implementation Roadmap'.
7	Promotion of capability of LLS Firms through identified channels during Branding Workshops

## 4 Continuous Monitoring

Continuous monitoring on the part of PEJUTA involves reviewing the critical success factors identified during the Industry Consultation sessions where LLS were required to identify the factors that will impact their chances of successfully securing opportunities in the 10<sup>th</sup> Malaysia Plan.

Ref.	Results/Accomplishments/Outcomes	Next Step
1	Evaluation of performance of LLS Firms, local and abroad	Appropriate steps to be taken on LLS Firms in their quality delivery and due recognition given to those who upkeep the image of the Profession.

## 5 Participant Outcomes

### 5.1 Licensed Land Surveyors Outcomes

Some desired outcomes were identified during the Industry Consultation sessions where LLS were required to describe the scenario when the Roadmap is successfully implemented and an additional list of outcomes were obtained from PEJUTA's Strategic Planning Committee and EXCO.

Ref #	Long-Term Objective	Outcome
1	Business Sustainability and Competitive Positioning	With greater awareness of external factors like legislative developments and policies, LLS firms are in a better to 'sense and respond' with PEJUTA in the Advocacy role.