

Programme:	Reputation, Social Licence and Stakeholder Trust at Board Level
Date:	20 August 2026
Duration:	09:00 AM - 01:00 PM
Director level:	All Levels
Programme category:	Stakeholder Management
Programme mode:	In-Person
CPD:	4
RCH:	12
Price:	RM 1,760,00 (members) / RM 2,200,00 (Standard) (*excluding SST)
Venue:	ICDM, Penta Training Room
Speaker:	Siti Baizura Yunus, Board-Level Crisis Governance & Operational Resilience Advisor

Programme Description

Programme Overview

In today's environment, reputation is no longer solely a communications issue but a strategic board concern directly linked to stakeholder confidence, regulatory credibility, organisational resilience and long-term value creation.

Boards are increasingly expected to provide oversight over reputational exposure arising from governance failures, cyber incidents, misinformation, ESG-related concerns, stakeholder activism, operational disruptions and leadership conduct. This programme is designed to provide directors and senior leadership participants with practical insights into board-level crisis leadership, stakeholder trust management, reputational oversight, escalation judgement and strategic decision-making during periods of heightened scrutiny and crisis.

The session combines executive-level facilitation, practical discussion and a boardroom-focused crisis simulation to strengthen leadership preparedness and board oversight effectiveness.

Learning outcome

By the end of this programme, participants will be able to:

1. Understand why reputation and stakeholder trust have become critical board level concerns.
2. Appreciate the board's role in overseeing reputation, stakeholder confidence and social licence.
3. Identify key sources of reputational and stakeholder risk.
4. Differentiate between management responsibilities and board oversight responsibilities during crises.
5. Strengthen board-level judgement, escalation thinking and crisis leadership decision-making.
6. Improve understanding of stakeholder engagement, communications and trust restoration during high-pressure situations.
7. Recognise the importance of governance, transparency and leadership conduct in preserving long-term organisational trust.

Who Should Attend

- Sitting Directors and Senior Directors of PLCs, GLCs, financial institutions, private and family-owned companies.
- Board Chairs, Committee Chairs and Lead/Senior Independent Directors who play a key role in shaping the board-management relationship.
- Executive Directors and CEOs who also sit on boards and wish to sharpen the way they engage with their own boards and leadership teams.
- Nominee and representative directors of GLICs, institutional investors or strategic shareholders who must balance multiple expectations in the board-management interface.

Trainer Profile



Siti Baizura Yunus

Board-Level Crisis Governance & Operational Resilience Advisor

Siti Baizura Yunus is a senior Business Continuity, Crisis Management and Operational Resilience advisor with over 26 years of cross-industry leadership experience across Financial Services, Telecommunications, Energy, Infrastructure and Regional Consulting in Asia.

She advises Boards, CEOs and senior leadership teams on strengthening crisis governance, escalation authority and operational resilience — ensuring organisations respond decisively during the Golden Hour of disruption.

Her work goes beyond compliance documentation. She designs governance structures that function under pressure, clarifies decision ownership across executive levels, and validates readiness through structured simulations and board-level stress testing.

Baizura has led enterprise-wide BCM transformation programmes aligned to Bank Negara Malaysia (BNM) regulatory requirements, ISO 22301 standards and international resilience best practices.

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