

**6th International Federation of Surveyors
Regional Conference**
San José, Costa Rica, 12 – 15 November 2007
*“Coastal Areas and Land Administration –
Building the Capacity”*

**“Changing the Game:
Sustaining the Profession”**

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**THE
SITUATION**



The Surveying and Mapping Profession has evolved from being mere observers of angles and distances and map makers to be key players in multi-disciplinary teams of decision makers on projects in a market driven economy, working within the geo-spatial realms to ensure the security of tenure, public safety and national security.



The Profession realises -

the presence of multiple challenges, including an ever-accelerating rate of change;

having to focus on crisis management instead of strategic planning in response to present and future challenges;



the necessity of re-branding and marketing in an increasingly complex and global marketplace; and

the critical need to create and maintain viable and sustainable industry.



A quick scan of the near and distant reveals a landscape where -

⇒ competitive pressures demand both efficiency and effectiveness.

⇒ it is imperative to adapt with increasing speed to market pressures, deregulation, changing consumer demographics and technological innovations.

⇒ the traditional approach of sole practitioners has paved ways for dynamic networks of multi-disciplinary competencies and capabilities.

⇒ the preference for adaptive and agile enterprises with alternative strategies like outsourcing, partnering relationships and leveraging communication technology.



**THE
CONSULTATION**



The Professional Regulatory Body

The Land Surveyors Board, enacted by an Act of Parliament in 1958, is one of the oldest professional regulatory authority in Malaysia tasked with the control and regulation of licensed land surveyors and all matters related thereto.

Its primary objective is to regulate and control the licensing of land surveyors and matters pertaining thereto; and to provide leadership in the upholding and advancement of the survey and mapping profession.

The National Survey and Mapping Authority

The Department of Survey and Mapping Malaysia, from its humble beginning as a survey department in the state of Johore in 1885, is now a key agency within the Government of Malaysia.

Its core function includes advising the Government in the field of cadastral surveying and mapping and along with this, State and International boundaries; providing and managing complete and conclusive cadastral and mapping databases, providing geodetic and spatial data infrastructure to support survey and mapping and to publish maps..

The Practitioners

The **Association of Authorised Land Surveyors Malaysia** was created to foster, preserve and enhance the status, prestige and integrity of the surveying profession through the promotion and encouragement of ethical practices.

Formed in 1979, the membership is restricted to surveyors duly registered by the Land Surveyors Board and who possesses an annual licence to practise.

The Malaysian Government is committed to "Malaysia Inc." and central government agencies were advised to establish Consultative Panels bringing together all relevant stakeholders around a table.

The Department of Survey and Mapping Malaysia, established such a panel comprising essentially captains of the profession - representatives from **the Department, the Land Surveyors Board and the Association** of Authorised Land Surveyors Malaysia.

In the spirit of "Malaysia Inc", the Director General of the Department co-chairs the Panel with the President of the Association.

The Consultative Panel through its **Strategic Planning Committee** became engaged in a series of brainstorming sessions that were then geared towards answering three (3) questions:

- ‡ What does the Surveying and Mapping industry stand for?
- ‡ What kind of industry should the Surveying and Mapping profession seek to be over the longer term?
- ‡ What short-term, mid-term and long-term objectives will help the Profession fulfill its role?

This select group clarified and amplified the Profession's **Core Purpose** that stems from the following factors, especially during the past decades -

- ‡ Like so many other professions, the Surveying and Mapping Profession is facing **multiple challenges**, including an ever-accelerating rate of change;
- ‡ Too often the Profession find itself having to focus on crisis management instead of planning how we can **strategically respond** to present and future challenges;
- ‡ The realization that **re-branding and marketing** is becoming a do-or-die necessity because of increasing competition from global players penetrating our home base;
- ‡ There is a critical need for both new and existing Surveyors to **create and maintain viable and sustainable businesses**.

The Three Components of the Core Purpose are -

- Ensuring our **profession's relevance** in national development;
- Maintaining an **invaluable presence** in our chosen markets;
- **Advancing our influence** in policy decisions and advocacy on matters that impact the welfare of the Profession.

THE OUTCOME



The Profession's Vision: **A Dynamic and Agile Community of Surveying and Mapping Professionals** comprising:

- 7 A **cohesive community of professionals** with clarity of purpose, direction and accountability, unified in its agreement on strategic initiatives and priorities, armed with an unfailing discipline to follow through;
- 7 Surveyors who **demonstrate increasing ability** to anticipate and adapt effectively to the future;
- 7 An **innovation-driven infrastructure** that enhances access to comprehensive information through a wide range of technology and facilities.



In order to attain this Vision, the Professionals opted to reference themselves based on various types of service strategies that underpin the **multi-faceted range of Surveying and Mapping services** offered:

- 7 Vendors
- 7 Specialists
- 7 Total Solution Providers
- 7 Game Changers



Based on a best reference to 'Buying Strategy', i.e. a client's philosophy on their approach to purchasing:

- 7 When buying from **Vendors**, the buying strategy is always to shop around for the best deal. An important consideration here, though, is that not much time will be spent;
- 7 When purchasing from **Specialists**, the buying strategy is to continually investigate other potential suppliers and substitute services;

7 When considering purchasing from **Total Solutions Providers**, there are always at least two or three services businesses that clients feel can do the job adequately. Since there are only minor areas of uniqueness, once the shortlist is finalized, the buying strategy is to negotiate—offer better terms, toss in a few more services or lower the cost a bit;

7 When the critical business issues of the organization are at stake, customers will aggressively try and partner with those they see as **Game Changers**, as they realize that organizations with these capabilities are few and in-between. They will pay just about anything (within reason) to get the job done "world class."

THE GAME PLAN



The Profession faces a myriad of issues and will continue to grapple with, in its endeavors to seek the most **feasible path to continued relevance and business sustainability**, issues such as –

- ✓ increasing competitiveness;
- ✓ borderless marketplace;
- ✓ sophisticated and knowledgeable clients;
- ✓ technological innovation and advancement; and
- ✓ social corporate responsibilities.



One factor dominates all – a pervasive sense of **anxiety about the future**.

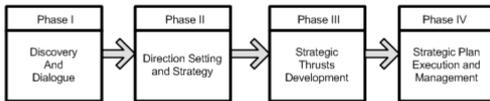
The Association's respond to this 'future-tense' anxiety with a Strategic Plan targeted at creating and nurturing a **"Dynamic and Sustainable Malaysian Surveying and Mapping Industry"**.



The **Professionals** intend, over the next 1-10 years to meet Public, Members and Stakeholder needs through a Strategic Plan.

The Plan would be clear and easily communicated and would empower committees and staff. The Plan consists of **four (4) phases**:

- 7 Phase I: Discovery and Dialogue
- 7 Phase II: Direction Setting and Strategy
- 7 Phase III: Strategic Thrusts Development
- 7 Phase IV: Strategic Plan Execution and Management



The Association settled on three (3) Planning Horizons are:

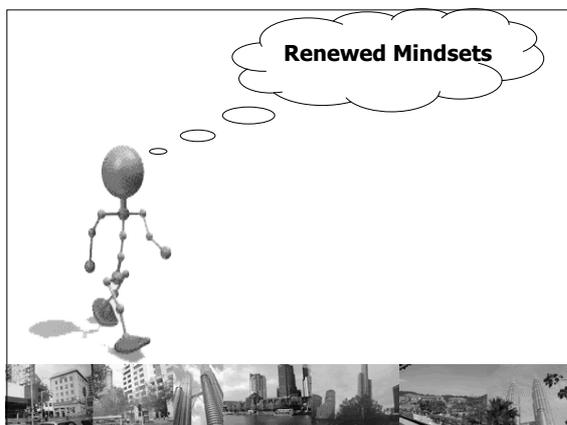
- 7 **Short-Term Horizon (1-2 years)** that will be spearheaded by a theme on "Consensus and Commitment";
- 7 **Medium-Term Horizon (3-5 years)** that will be inspired by a theme on "Revitalization and Transformation";
- 7 **Long-Term Horizon (6-10 years)** that will drive a theme on "Evolution and Sustainability".

This Plan called for a **paradigm shift** amongst Surveying and Mapping Professionals, to be "Game Changers" as well as to transform themselves into "sense-and-respond" enterprises in an era of change.



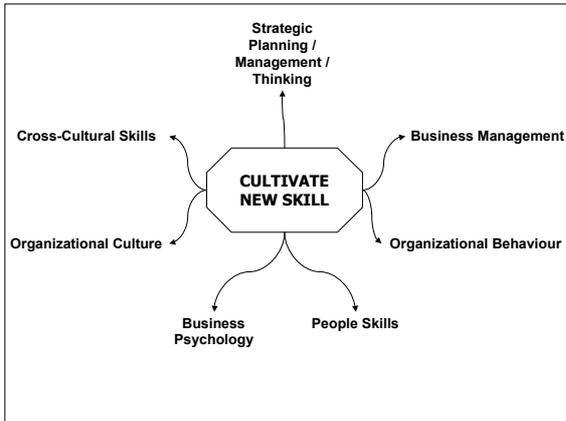
Three Key Lessons (or focus) -

- ✓ Consultative not Confrontational
- ✓ Pro-active not Re-active
- ✓ Feasible not Ideal



The mission is to **evolve** from 'Vendor'-type Professionals to those of '**Game Changers**' who:

- 7 provide the **highest quality** professional services;
- 7 enjoy a **high degree of confidence from the public** in the Surveying and Mapping industry;
- 7 demonstrate continuing **trust and collaboration**, strengthened **partnerships**, increased **understanding**;
- 7 seek to **continuously improve communication**;
- 7 demonstrate **unmatched knowledge, skills, and abilities** in meeting the expectations of clients and consumers.



"It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change".

Charles Darwin

