

Foreword

Bismillahirrahmaanirrahim.

Alhamdulillah, praise be to Allah S.W.T for His blessings and guidance in enabling the completion of the **Strategy Playbook for Leaders**.

As Malaysia's largest and most comprehensive public university, UiTM aspires to globally excel in science, technology, humanities, and entrepreneurship. Following this aspiration, the **university's strategic plan** was formulated to spearhead UiTM into becoming a **Globally Renowned University** in 2025. The plan requires the university to proactively respond to changes, developments, and current needs stipulated in the **Industrial Revolution 5.0 (IR 5.0)**, **Sustainable Development Goals (SDGs)**, and the **Malaysia Education Blueprint 2015–2025 (Higher Education)**.

The **UiTM2025 Strategic Plan** focuses on three strategic core areas, namely **Quality Education**, **Global Excellence**, and **Value-Driven Performance**. Each core is mapped to key themes, initiatives, and achievements based on excellence, synergy, and integrity values to ensure the highest quality of results. In becoming a top-performing university that provides high-quality education, UiTM strives to develop a constructive ecosystem that equips Bumiputera students, graduates, and lecturers with a global mindset to be competitive internationally. In other words, UiTM hopes to be a global player in providing world-class and internationally reputable courses.

This subsequently led to the publication of the **Strategy Playbook for Leaders** for the purpose of providing guidelines and a manual that is necessary for the achievement of the targeted aims and objectives. It is uniquely designed to assist and facilitate UiTM leaders and UiTM staff in their planning initiatives and processes to develop effective strategic action plans in achieving Performance Indicators (PI) assigned to each respective unit.

The **Strategy Playbook for Leaders** is developed based on numerous key criteria for effective **Strategic Action Plan (SAP)** development to maintain leadership and hasten the attainment of GRU2025. Using the book as a point of reference, UiTM leaders will be steered to strategically focus on and launch the best SAP based on the best practices and lessons discovered from initiatives and projects carried out in previous years.

I highly encourage all UiTM leaders, Heads of Departments, and UiTM staff to use this book to guide them to create a successful and efficient SAP for their respective departments.

Congratulations and my greatest appreciation to the University Transformation Division (BTU) and all the contributors for making this publication a reality. Thank you for your concerted efforts, initiatives, and commitments toward achieving this milestone.

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