



## APO National Award for Productivity Advocates

### Nominee Profile

Name: TAN SRI DATO' SERI MOHD ZUKI BIN ALI		
Designation : TAN SRI DATO' SERI		
Organization name : PRIME MINISTER DEPARTMENT		
Nature of organization : THE CHIEF SECRETARY TO THE GOVERNMENT		
Address : LEVEL 4, EAST WING, PERDANA PUTRA BUILDING, 62050, PUTRAJAYA		
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### Description of Nominee

#### Role & Contributions

*Describe the role of the nominee in championing and driving productivity as a policymaker, strategist, management leader, or thought leader and whether this is at organizational and/or international level. Include specific productivity initiatives that he/she has advocated or spearheaded and how the nominee was able to maintain efforts to drive the productivity movement. Please include any documents to show that the nominee has been nominated for and/or won awards or been acknowledged for his/her endeavors.*

As Chief Secretary to the Government of Malaysia, Tan Sri Dato' Seri Mohd Zuki bin Ali played a crucial role in advising The Right Honourable Prime Minister and the Cabinet on matters of public administration, policy formulation, and implementation. He was responsible for leading and managing the civil service to ensure its effectiveness and efficiency in serving the needs of the Malaysian people.

He is the only the Chief Secretary to the Government in the country's history to have served under four Prime Ministers and has gone through the national struggle during the COVID-19 pandemic, health emergency, political leadership transition, and served under two Yang di-Pertuan Agong.

Tan Sri Dato' Seri Mohd Zuki bin Ali would have been involved in various efforts to drive administrative reform, improve governance, and enhance the delivery of public services in Malaysia. His tenure would have coincided with initiatives aimed at promoting good governance, accountability, and efficiency within the Malaysian civil service.

Tan Sri Dato' Seri Mohd Zuki has received several awards in recognition of his contributions throughout his service. He was awarded the Excellent Service Award by the Ministry of Finance, the Ministry of Rural and Regional Development, as well as the State Palace. In addition, he was honoured with various medals including Darjah Indera Mahkota Pahang (Pahang State) in 2009, Panglima Setia DiRaja (Federal) in 2011, Seri Mahkota Wilayah (Federal) in 2018 and Darjah Panglima Mangku Negara which carries the title of Tan Sri for his loyalty and service to the King and country. In 2022, he was awarded the Terengganu State Level Maal Hijrah. He also served as Pro Chancellor of Universiti Kebangsaan Malaysia (2022) and Universiti Malaysia Terengganu (2024).

## **Leadership & Strategies**

*Describe how the nominee has exercised leadership to develop strategies/policies and gain cooperation from stakeholders. Please give specific examples of his/her ability to define problems as well as the quality and effectiveness of strategies/policies developed to resolve them.*

Tan Sri Dato' Seri Mohd Zuki advocates G.R.E.A.T CIVIL SERVICE framework as a guiding principle for public service in Malaysia. G.R.E.A.T stands for good governance, responsibility, empathy, accountability, and tenacity of purpose, to be applied in civil servants at all levels.

For example, Tan Sri Dato' Seri Mohd Zuki emphasizes the need for civil servants to empathize with the public, recognizing them as customers with high expectations for efficient and prompt service at government counters. To meet these expectations, Tan Sri Dato' Seri Mohd Zuki proposes an extensive digitalization initiative across all government agencies to streamline counter services.

He has introduced four main initiatives during his tenure as KSN, among them Trust to Serve, F.A.S.T.E.R which stands for Fast, Agile, Streamlined, Tech-enabled, Efficient and Resilient; and S.W.I.F.T which stands for Speed, World Class Thinking, Integrity, Flexible and Tech-based. He also introduced a new measurement method that has never been implemented in any public service before, namely D.E.E.P (Demerit Performance Evaluation) which emphasizes the objective measurement of performance for heads of department by using demerit and re-merit points based on monthly performance reporting, instead as the current practice which focused on performance measurement based on reports yearly.

## **Results & Impacts**

*Highlight the quantitative and qualitative achievements and impacts of the productivity strategies/policies developed by the nominee, including the results and impacts over a prolonged period. Indicate whether the strategies/policies can be applied to other sectors within the country or have resulted in social, environmental, and/or governance benefits.*

Tan Sri Dato' Seri Mohd Zuki has introduced the *Reformasi Kerenah Birokrasi* (RKB) or “Bureaucratic Reform” to ensure that regulation development and implementation meet objectives in safeguarding the welfare of the people and promoting business development, productivity, competitiveness and economic growth.

Through RKB, ministries, departments, and government agencies are directed to conduct regulatory reviews to address issues and challenges related to bureaucratic red tape and streamline regulatory delivery for greater efficiency and effectiveness.

As of April 2024, a total 200 regulatory reform projects have been registered by 28 ministries, with 10 high-impact projects identified as priorities. Further efforts include identifying the root causes of bureaucratic red tape through internal regulation reviews, particularly outdated Government circulars and directives.

**Additional Points (if any)**

**Declaration**

**Name of nominator**

**Zahid Ismail, Director General**

**Organization**

**Malaysia Productivity Corporation (MPC)**

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I declare the information on the nomination form and in accompanying documents (if any) submitted to be true to the best of my knowledge.



I am not related to the nominee in a personal capacity.



03-05-2024

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Signature of Nominator

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Date