



CAMEO

Coaching and Mentoring for Executive Outcomes
Program by **WLF**

Every Leader Deserves A CAMEO Moment



Creating
WOMEN
LEADERS OF TOMORROW

LEADERSHIP ●

ENTREPRENEURSHIP ●

CHARITY ●

SPECIAL PROJECTS

About **Women Leadership Foundation**

At WLF, we recognize the vital role women leaders play in driving positive change and shaping the future. We strive to be a catalyst for this transformation, focusing on supporting emerging women leaders as they develop the necessary professional skills, while fostering a strong ethical foundation and cultural awareness. By equipping these women with the tools they need, we aim to help them overcome barriers and break through the glass ceiling, enabling them to thrive in corporate bodies, universities, NGOs, and other influential organizations.

Through our advocacy efforts, we work tirelessly to promote gender equality and raise awareness of the importance of women's representation in decision-making positions. Our research initiatives delve into the challenges and opportunities faced by women leaders, providing valuable insights that inform our programs and empower women to navigate their professional journeys successfully.

At WLF, we believe in the power of collaboration and synergy. We actively foster partnerships with like-minded organizations, government entities, academic institutions, and industry leaders to create a supportive ecosystem for women leaders. Together, we organize collaborative events, workshops, and conferences, creating platforms for networking, knowledge sharing, and mentorship. By bringing together diverse voices and perspectives, we amplify the impact of our collective efforts and inspire women to reach their full potential.

Join us at Women Leadership Foundation and become a part of our vibrant community dedicated to empowering women leaders. Together, let's create a future where women's leadership is not only recognized but celebrated, leading to social and economic progress for our nation and beyond.



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Our **Mandate** and Actions



EMPOWER: We discover, train, and support talented women to become leaders in top-level C-Suite positions such as CEO, MD, Chairman, and Board Members in prominent organizations. Our comprehensive programs help women reach the pinnacle of their careers in Government-Linked Companies (GLCs), Government-Linked Investment Companies (GLICs), and Public Limited Companies (PLCs).



STRATEGY: We develop strategic approaches to foster women leaders at all levels, with a focus on C-Suite leadership locally and internationally. Through targeted initiatives, we create pathways for women to ascend to leadership positions and contribute to decision-making across diverse industries.



DEVELOP: We cultivate women leaders with strong professional ethics and values, aligning with the nation's goal of empowering women in economic development. Our programs equip women with the necessary skills, knowledge, and ethical foundations to succeed and create positive societal impact.



SPONSOR & MENTOR: We identify, train, and support women talents from marginalized backgrounds, specifically within the B40 category, to align with the country's national economic development. Through sponsorship and mentorship opportunities, we provide resources, guidance, and support for women to pursue their leadership aspirations.



GUIDE & SUPPORT: We assist and mentor women entrepreneurs, particularly those from the B40 and M40 categories, recognizing their vital role in driving economic growth and global competitiveness. Our mentorship programs and tailored resources empower women to thrive, overcome challenges, and realize their business potential.



About **Coaching and Mentoring for Executive Outcome (CAMEO)**

In today's fast-changing leadership landscape, technical expertise alone is no longer enough. The leaders of tomorrow must be able to inspire trust, communicate with clarity, and navigate complexity with confidence. They must balance strategic vision with empathy – and turn everyday challenges into defining leadership moments.

The CAMEO (Coaching and Mentoring for Executive Outcome) Program was created by the Women Leadership Foundation (WLF) to help leaders do exactly that.

It is a six-month transformative journey that bridges experience with structured growth, combining the wisdom of mentorship with the discipline of executive coaching. CAMEO is built on a simple but powerful belief – Every Leader Deserves a CAMEO Moment. That moment when preparation meets opportunity, when self-awareness turns into influence, and when leadership excellence becomes visible in action.

Designed for organizations that value both performance and people, CAMEO offers leaders the space to pause, reflect, and realign with purpose – guided by distinguished mentors and certified coaches. Each participant is challenged to elevate not just how they lead, but how they show up – at the boardroom table, in team settings, and within themselves.

Through personalized mentoring, executive coaching, and measurable reflection, CAMEO helps leaders sharpen their communication, strengthen their presence, and lead with authenticity – creating leaders who not only deliver outcomes but inspire lasting impact.

Program Details

TARGET PARTICIPANTS

SENIOR MANAGEMENT, HEADS OF DEPARTMENTS, AND BOARD-LEVEL LEADERS

The CAMEO Program is designed for senior and emerging leaders who are preparing for higher leadership responsibilities, including board or executive-level roles. It is ideal for individuals who seek to enhance their leadership articulation, communication presence, and emotional intelligence through a personalized, structured development journey



METHODOLOGY

COACHING & MENTORING

CAMEO is an internal, high-impact leadership development program that integrates personalized mentoring and executive coaching. It focuses on real-world leadership challenges, providing confidential, one-on-one sessions tailored to organizational and board-level contexts.



Leadership Challenges & Transformational Impact

Modern leaders face challenges that extend beyond technical expertise. They must communicate with clarity, navigate complex board dynamics, and lead with emotional intelligence under pressure.

CAMEO was created precisely to address these realities – through a deeply personalized, one-to-one journey that transforms how leaders think, decide, and show up.

Unlike group-based programmes, CAMEO places the participant at the centre of an individually tailored mentoring and coaching partnership, co-designed with their sponsor to align with real organisational goals. Each participant works closely with both a distinguished mentor and a certified coach – blending strategic wisdom with behavioural mastery to translate awareness into influence.

The CAMEO Program helps senior executives and board-level leaders strengthen these critical dimensions through personalized mentoring and coaching. It focuses on enhancing:

- **BOARD ARTICULATION & EXECUTIVE COMMUNICATION:** Presenting ideas with confidence and influence in high-stakes discussions.
- **STRATEGIC DECISION- MAKING UNDER PRESSURE:** Managing complexity, uncertainty, and diverse stakeholder expectations.
- **EMOTIONAL INTELLIGENCE & SELF AWARENESS:** Improving empathy, composure, and interpersonal leadership.
- **LEADERSHIP AUTHENTICITY & ALIGNMENT:** Ensuring that values, voice, and vision align with organizational purpose

As a result, participants rediscover and amplify their authentic strengths – leading with greater composure, coherence, and confidence. They experience:

- Improved clarity and conviction when engaging with boards and stakeholders
- Stronger emotional regulation and relational intelligence in leadership interactions
- Visible growth in communication presence, influence, and strategic alignment

Through this transformation, **CAMEO enables leaders to turn everyday leadership moments into defining “CAMEO Moments”** – where clarity, confidence, and impact converge.

Why CAMEO Works:

- **One-to-One Design** – Co-designed journey with mentor, coach, and sponsor
- **Dual Expertise** – Strategic mentoring meets executive coaching
- **Measured Growth** – Continuous reflection, real-world feedback, and tracked outcomes

CAMEO

Framework

Duration of 6 months

1x



Kick-Off & Orientation

Program launch, goal setting, and leadership alignment session.

6x



Mentoring Sessions

Leadership foundation phase focusing on executive presence, board articulation, and strategic awareness.

1x



Reflection / Check-In

Mid-program review to assess progress and prepare for transition into coaching.

3x



Coaching Sessions

Behavioral and performance phase focused on communication mastery and emotional intelligence.

1x



Feedback & Growth Review

Individualized feedback on growth areas and readiness assessment.

1x



Capstone & Closure

Final session summarizing progress and personal development roadmap.

1x



Assessments & Reports

Pre- and post-program leadership evaluation; final report summarizing growth, behavioral change, and recommendations.

About the Coach – Led

Mr. Kuswadi Hedeir is a Certified Professional Coach (CPC) and Associate Certified Coach (ACC, ICF), with over 20 years of combined experience in corporate leadership, human capital development, and executive coaching. Beginning his career in the energy industry with Shell, Kuswadi served in multiple Human Resources roles – covering talent management, organizational effectiveness, policy development, and continuous improvement – across Malaysia and the Netherlands. His passion for people development eventually led him to transition into full-time coaching in 2016.

Today, Kuswadi works globally with clients across Europe, Asia, and Africa through his practice, Kuswadi **Personal Leadership Coaching, and as a Senior Coach and Trainer with UNLOQ**, where he delivers programs for United Nations agencies including **UN Women, UNHCR, WFP, and UN Volunteers**. His coaching focuses on **personal leadership, self-mastery, emotional intelligence, and authentic communication**, helping leaders uncover their strengths and align their leadership style with purpose and impact. Coachees consistently describe him as warm, empathetic, and intuitive – a coach who creates safe spaces for deep self-reflection and growth.

As the Certified Coach for CAMEO (Coaching and Mentoring for Executive Outcome), Mr. Kuswadi brings his international experience and coaching mastery to help participants translate self-awareness into measurable leadership transformation.



MR. KUSWADI HEDEIR
Personal Leadership Coaching

WITH CAMEO

“THROUGH CAMEO, LEADERS REDISCOVER THAT MASTERY IS NOT CONTROL, BUT COHERENCE – WHEN THOUGHT, EMOTION, AND ACTION MOVE AS ONE, LEADERSHIP BECOMES EFFORTLESS.”

About the Mentor – Led

Datuk Dr. Mohd Yusoff Sulaiman is a distinguished figure in Malaysia's innovation, technology and governance ecosystem. A former President and Chief Executive Officer of the Malaysian Industry-Government Group for High Technology (MIGHT) – an agency under the Prime Minister's Department dedicated to high-technology development – he currently serves as President of the Malaysia Rail Industry Corporation (MARIC). His professional portfolio spans leadership of major public-private partnerships, oversight of national science, technology and innovation agendas, and directorships across key national boards including the Aerospace Malaysia Innovation Centre (AMIC) and the Malaysian Automotive Institute (MAI).

In his role as mentor for CAMEO's Foundation phase, Datuk Yusoff brings an unparalleled combination of **strategic vision, board-level governance experience and industry-wide transformation insight**. He guides participants to elevate their executive presence, hone their articulation in boardrooms, and influence stakeholder outcomes with credibility and confidence. With his leadership lens, participants learn not only what decisions are made at the top, but how they are **shaped, framed and communicated to drive organizational impact**. Through his mentoring, leaders in CAMEO will explore their leadership identity, **understand the dynamics of strategy and governance, and strengthen their readiness** for high-stakes leadership moments. Dr. Yusoff's mentorship sets the foundation for the next phase of the program – where insight becomes action under the certified coaching guidance of CAMEO.



DATUK YUSOFF SULAIMAN,
**President of the Malaysia Rail
Industry Corporation (MARIC)**

WITH CAMEO

A CAMEO MOMENT IS WHEN INSIGHT BECOMES
INFLUENCE – WHEN LEADERS RISE WITH CLARITY,
COURAGE, AND CONVICTION TO MAKE DECISIONS THAT
MATTER.

Program Fee

PER PARTICIPANT

RM 20,000

This fee includes:

- **Assessment & Onboarding:** Pre-program leadership and personality assessment, and a goal-setting session with the certified coach.
- **Mentoring: Up to six (6) personalized mentoring** sessions with Datuk Dr. Mohd Yusoff Sulaiman, focusing on strategic presence, board articulation, and leadership influence.
- **Coaching: Up to three (3) coaching sessions** with Certified Executive Coach, Mr. Kuswadi Hedeir, emphasizing communication mastery and emotional intelligence.
- **Peer Learning Roundtable:** A facilitated engagement session where participants present insights on their organization and receive feedback from mentors and coaches.
- **Evaluation & Report:** Final assessment and individualized growth report validated by the certified coach.
- **Program Management & Support:** Continuous coordination, reflection tools, and progress tracking throughout the six-month program.

**Travel and accommodation costs are not included in the program fee.*



THANK YOU

Have Any Questions?

Reach Out to Us Anytime!



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