



“This gave me a broad picture of where I needed to go and showed me how I needed to go forward in building up the organisation. This is not something you get from attending a class or hiring a consultant.”

**Shaifulizam Mohd Saleh**

Managing Director  
TriSystems Engineering Sdn Bhd  
Member since 2004  
VCE-9

# GETTING GOOD VALUE

**Shaifulizam Mohd Saleh believes that Vistage membership is cost effective and offers good value. He gets the biggest value from his group members who have vast practical knowledge to challenge him to become a better leader and better parent.**

When Shaifulizam Mohd Saleh (or Shaiful for short) started TriSystems Engineering as a startup, he received a grant from Perbadanan Ushawan Nasional Berhad or PUNB, a Government linked entity which offers finance, business advisory support and entrepreneurial training. He underwent training programmes at PUNB where he met the late Ahmad Misron Yusof, a PUNB consultant and Vistage Chair. Misron invited him to join his Vistage group VCE-9 which he was then chairing (now chaired by Simon Soh).

The experience of developing a startup company to where it is now has provided him with a good understanding of business and organisation strategies. Through the Vistage process, he learnt the importance of having systems and was guided to set them in place. These systems have been a good foundation to prepare the company for subsequent growth.

Incorporated in 1995, the TriSystems Group has offices in Kerteh, Terengganu and Miri, Sarawak to service their customers in the oil and gas, and petrochemicals industries. The specialised products and engineering services offered include instrumentation, combustion, and flow metering systems. “When I joined Vistage in January 2004, our turnover was RM25 million with a staff of 50 people. In 2015, our turnover was RM130 million, but because of the downturn in the oil and gas industry, the turnover today is about RM100 million with 160 people,” Shaiful explains.

“The biggest value I get from being with Vistage is to have this group of people that I call friends who are very capable and caring and from whom I can get honest advice, especially on how to be a better leader,” he notes.

He points out that when he joined VCE-9, there were already some members who had made it big. “This gave me a broad picture of where I needed to go and showed me how I needed to go forward in building up the organisation. This is not something you get from attending a class or hiring a consultant.” It allowed him to benchmark against his peers to drive himself to do better. Shaiful observes he has at least 10 “consultants” with vast personal and practical knowledge to challenge and provoke him at the very cheap price of Vistage membership fees.

“I can’t get this elsewhere, in any other scenario,” and he adds that because his peers and Chair have already known him for some time, they understand his character and his situation built up over a period of time better, which a consultant wouldn’t possess. The mix of older and younger members within the group further enhances the feedback and insights given.

**“Vistage shaped a lot of what I am right now. I have become a better leader, to lead people in an efficient and caring manner. To be long sighted — not so much on the details but more of the vision.”**

“Vistage shaped a lot of what I am right now. I have become a better leader, to lead people in an efficient and caring manner. To be long sighted – not so much on the details but more of the vision,” Shaiful expresses. To him, issue processing within the group meetings is “by far the most rewarding, with the one-to-one coaching with the Chair coming a close second.” At various points in his Vistage journey, Shaiful now in his 50s, has found different pressing issues to process with his group. Two years ago, it was the issue of a succession plan in his companies. He could tap into the feelings and perspectives of members whose business was started by their parents, and “get some not obvious answers.” Discussing this issue of succession with his Vistage team helped him in his plan to manage his assets and company ownership.

As a result of listening to how others in his group deal with the problem of shareholders going their separate ways, Shaiful too realised the importance of drawing up shareholders agreement as he works with partners for different parts of the business. Hence, he has ensured such agreements are in place (there are currently five active companies within his group).

## TRANSFORMING & TRANSCENDING | PRIVATE ADVISORY BOARDS FOR CEOs, EXECUTIVES AND BUSINESS OWNERS

Meanwhile, Shaiful is able to talk to his Chair Simon Soh on a range of matters before raising them in the group. “Simon keeps me in check, holds me to my word and promises and keeps track of my To Do List because as Managing Director I don’t report to others (at work). This keeps me on my toes,” said Shaiful.

On the personal front, Shaiful says he also values how Vistage has taught him to be a better person and father. While stress is part of his life, he now knows how to manage his life better and plan for the future as a parent.

On the whole, Shaiful believes that the Vistage development programme is cost effective and offers good value. However, he would like to see more interactions and sharing with members across other groups. He also suggests that Vistage help him and other members to become more engaged in CSR activities by co-ordinating or guiding such initiatives.



*Shaifulizam Mohd Saleh with his VCE-9 peers at The Malaysian Petroleum Club in KLCC Tower 2*

Shaifulizam Mohd Saleh began his career as a control systems engineer in Esso Production Malaysia Inc. (EPMI) in 1985 before establishing Trisystems Engineering Sdn Bhd.

He is also the non-executive Director of the following companies: Counter Force Services Sdn Bhd, Jas Mobile Solutions Sdn Bhd and Newland Agrotech Sdn Bhd.