

Case Study

Economic & Public Policy - Malaysia

A few years ago, Malaysia made a commitment to transform itself from an undeveloped country to a developed country by 2020. To enable and oversee the strategy they created the Government Transformation Program.

Blue ocean strategy was the methodology applied to a number of policy development areas including:

- Urban Public Transport
- Crime
- Rural Basic Infrastructure
- Education
- Low Income Household
- Corruption



Overall the program has scored 120% on its KPIs at whilst spending only 79% of its expenditure budget.

Formulation

Validation

Execution

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Key successes of Malaysia's Transformation Program include:

- Malaysia Airlines Service experienced record profits and turnaround with its highest profits in 60 years. The turnaround at breakneck speed saw MAL transition from its largest deficit in 2005 to highest profit in 2007.
- The national crime index rate decreased by 15% and street crime dropped by 35% over one year after police resources were reallocated through creation of hotspot-based deployment (part of the Tipping Point Leadership principle). This outcome was achieved without deploying additional police while simultaneously reducing crime expenditure.
- The Urban Public Transport initiative resulted in 2.43 million more trips on the Light Rail and resulted in 192% increase in passengers on the Bus Express.

The success has been such that Prime Minister Datuk Seri Najib Razak has called for all government agencies to apply blue ocean strategy to policy development. To date 300,000 public sector staff has been trained in Blue Ocean Strategy with the number projected to increase to 1.3 million over coming years.



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