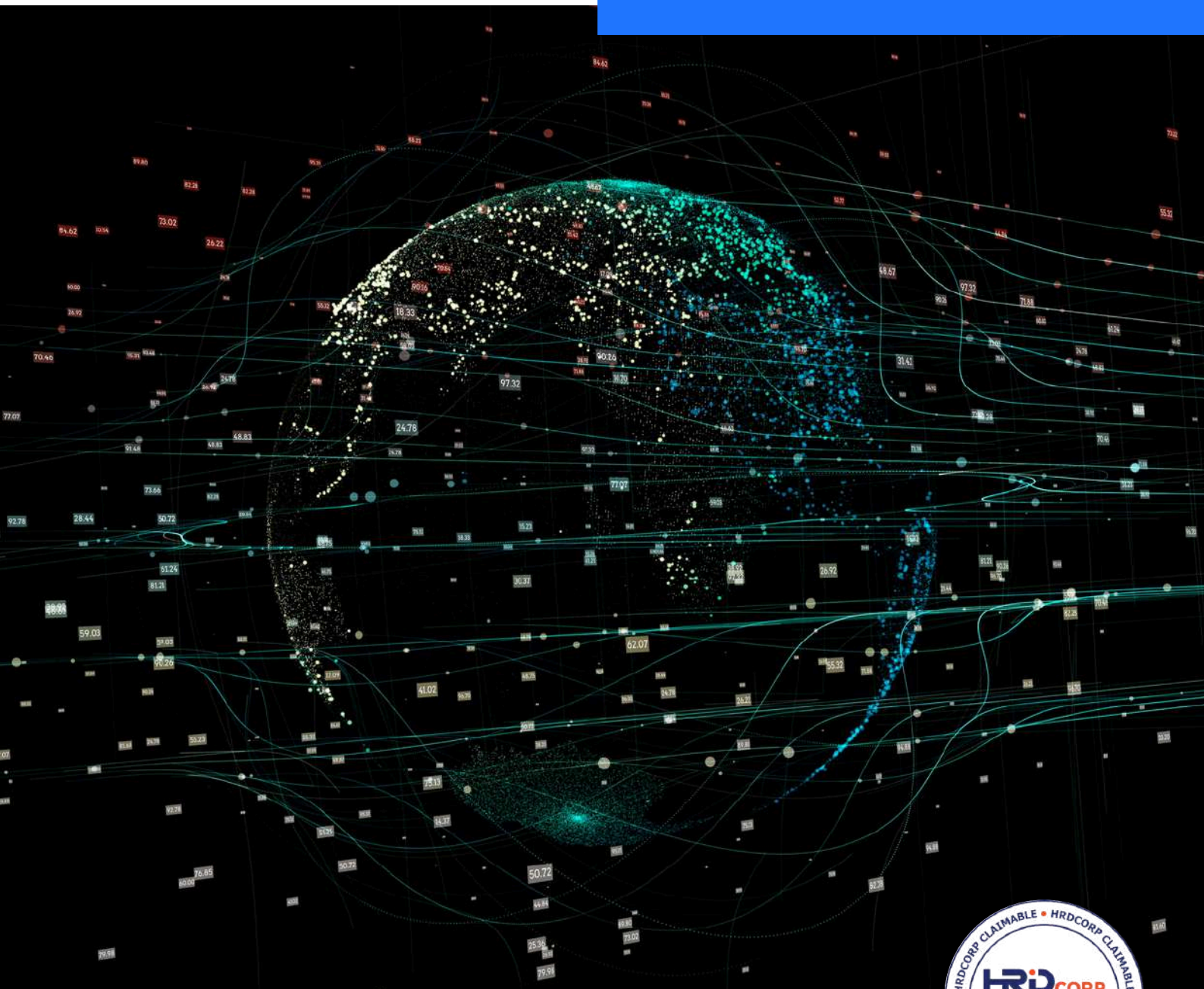


## COURSE OUTLINE

# Understanding Blockchain: What Every Leader Needs to Know



# Understanding Blockchain: What Every Leader Needs to Know

**Duration:** One day (9:00am to 5:00pm)

**Method:** Instructor-led

**Mode:** Physical

**Level:** Beginner to intermediate

**Instructor:** Ali Reza Azmi

## Overview

This one-day program provides a plain-English introduction to blockchain technology. It is designed for senior management professionals who want to understand what blockchain is and why it matters for businesses and governments.

Through relatable examples and real-world applications, participants will explore how blockchain works and how it can improve processes such as record-keeping, decision-making, and trust-building in organizations.

By the end of the course, participants will know enough to start asking the right questions and exploring blockchain's potential for their organizations.

## Course Objectives

- Explain blockchain in simple, clear terms without technical jargon.
- Illustrate practical examples of how blockchain is used in business and government.
- Help participants understand when blockchain is the right tool (and when it isn't).
- Foster strategic thinking about blockchain's potential in organizations.

## Who This Course is For

This course is designed for:

- Senior managers who want to understand blockchain without the technical details.
- Decision-makers exploring how blockchain could improve processes and services.
- Leaders curious about the future of technology in business and government

## Prerequisites

- No technical background is needed.
  - Participants should have a general understanding of organizational challenges and workflows.
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## Module 1 — What Is Blockchain, and Why Should You Care?

### Overview:

- Think of blockchain as a digital notebook shared across many people.
- What makes blockchain unique: It's secure, transparent, and hard to change.
- Busting myths: Blockchain isn't just about Bitcoin.

### Practical Activity:

- **Interactive Analogy:** Participants will create a "human blockchain" using index cards to simulate how data is shared and verified.

### Learning Outcome:

Participants will walk away with a basic understanding of blockchain that they can explain to others in simple terms.

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## Module 2 — How Does Blockchain Work in the Real World?

### Overview:

- Real-world uses of blockchain:
  - Tracking products in supply chains.
  - Creating secure records, like land titles or medical data.
  - Speeding up payments without banks.
- Public vs. private blockchains: Who gets access?

### Practical Activity:

- **Video & Discussion:** Watch a short video on a successful blockchain project, then discuss its relevance to participants' industries.

### *Learning Outcome:*

Participants will understand blockchain's real-world impact through relatable examples.

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## Module 3 — Where Can Blockchain Add Value?

### *Overview:*

- What blockchain can do for businesses:
  - Save time and money by cutting out middlemen.
  - Build trust with transparent records.
  - Automate processes with smart contracts.
- What blockchain can do for governments:
  - Secure voting systems.
  - Transparent spending and budgeting.
  - Efficient public services, like land registration.

### *Practical Activity:*

- **Case Study Brainstorm:** Participants work in groups to identify one process in their organization that blockchain could improve.

### *Learning Outcome:*

Participants will start to think about how blockchain might solve real problems in their own organizations.

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## Module 4 — Thinking Strategically About Blockchain

### *Overview:*

- When to use blockchain (and when not to):
  - It's great for sharing and securing data—but not always the best tool.
- What's next? Trends shaping the future of blockchain.
- Common roadblocks: Costs, complexity, and trust.

### *Practical Activity:*

- **Group Discussion:** Participants share what excites them about blockchain and what concerns they have about adopting it.

### *Learning Outcome:*

Participants will leave with a practical understanding of blockchain's potential and challenges, ready to guide future conversations in their organizations.

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### **Closing Remarks**

- Recap of key lessons.
- Q&A session: Addressing participants' specific questions.
- Next steps: Where to learn more and how to explore blockchain further.



## HARMONIZING OUR SKILLS WITH YOUR ASPIRATIONS

### CONTACT US

**Fahim Zulkafli**

Business Operations Manager

✉ fahim@twenty-four.io

☎ +60 13 526 6350

Scan the QR code or register via:  
<https://twenty-four.io/contact/>



**Twenty-Four Consulting PLT**  
(202404000540)

No. 8, Jalan Yap Kwan Seng,  
31st Floor, Menara Ambank  
50450 Kuala Lumpur  
W.P. Kuala Lumpur

Our webiste:  
[twenty-four.io](https://twenty-four.io)

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