

# CELEBRATING EXCELLENCE



## A 15-Year Journey

## 2017 RECIPIENTS

**LIFETIME ACHIEVEMENT**

**His Excellency Abdulla Yameen Abdul Gayoom**  
President, The Republic of Maldives

**CONTRIBUTION TO SOCIETY**

**Datin Paduka Ir Dr Siti Hamisah Tapsir**  
Director General, Department of Higher Education, Ministry of Higher Education

**Professor Tan Sri Dzulkifli Abdul Razak**

Chairman, Board of Directors of Universiti Sains Islam Malaysia (USIM) Malaysia

**His Excellency J. Eduardo Malaya (Former Ambassador of Philippines to Malaysia)**

Assistant Secretary, Legal Affairs Department of Foreign Affairs, Philippines

**Professor Datuk Seri Dr Noor Azlan Ghazali**

Vice Chancellor, Universiti Kebangsaan Malaysia (UKM), Malaysia

**Professor (Col.) A. Balasubramanian**

President, Sri Balaji Society, India

**CONTRIBUTION TO ORGANISATION**

**Social Security Organisation, Malaysia**

**Yayasan Pahang, Malaysia**

**Asian Institute of Management Philippines**

**Prasarana Malaysia Berhad, Malaysia**

**Composites Technology Research Malaysia, Malaysia**

**Cyberview Sdn Bhd, Malaysia**

**CONTRIBUTION TO HR COMMUNITY**

**Thanh Nguyen**  
Founder & Chief Happiness Officer Amphabe JSC, Vietnam

**Chua Chai Ping**

Human Resources Director Experian Malaysia Sdn Bhd, Malaysia

**Jyothi Menon**

Director, Human Resources Credit Suisse, India

**Professor Datuk Dr Hj Kassim Hj Md Mansur**

Professor Universiti Malaysia Sabah, Malaysia

**Professor Dr Naresh Kumar Samy**

Head of Research, Entrepreneurship Education & Consultancy Unit University Malaysia Kelantan, Malaysia

**Nadiah Tan Abdullah**

Chief Human Resources Officer, Group Human Resources, S P Setia Berhad Malaysia

**MOVERS & SHAKERS**

**Professor Datuk Dr Rujhan Mustafa**  
Chief Executive Officer Malaysia Qualifications Agency, Malaysia

**His Excellency Ambassador Assoc. Professor Dr Bubaker Hamad Almansori**

Visiting Professor, University of Omar Al-Muktar, Libya

**Dr Venkates Rao**

President, YouthCorp Malaysia, Malaysia

**Dr Asleena Haji Helmi**

Chief Executive Officer Sarawak Centre of Performance Excellence Sdn Bhd (SCOPE) Government of Sarawak, Malaysia

**Cheryl Lourdes**

Chief Executive Officer The Learning Matchmaker Sdn Bhd Malaysia

# Excellence is a habit

The Asia HRD Awards acknowledges the contributions of outstanding role models and celebrates excellence. Philosopher Will Durant summed up Aristotle's thoughts on excellence – "We are what we repeatedly do, excellence then is not an act, but a habit."

Similarly, Malcolm Gladwell in his book *Outliers: The Story of Success* advocated the 10,000-hour rule that highlights the need for at least 10,000 hours of deliberate practice to achieve the level of mastery associated with being a world-class expert.

For example, the great painters weren't great because they could paint at birth. They were great because they painted a lot.

Role models put in a lifetime worth of effort in whatever they did. It may look simple today but lest we forget, it is a journey of a lifetime. Whatever they did, whether a small or large initiative, they persisted and showed to the communities they served the value of their efforts.



Tan Sri Palan with guest of honour Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi.

With focus and determination, they consistently created the environment to develop "Outliers". They were able to deal with changes, uncertainty and adversity. They interacted and collaborated to make things

happen. They leave behind a legacy for others to follow and made the world a better place for others. These role models made superior performance the norm in their organisations. It's not easy but they soldiered on

with continued perseverance and persistence.

As Walt Disney said: All our dreams can come true if only we have the courage to pursue them. – **By Tan Sri R. Palan** Founder, the Asia HRD Awards



The award recipients of the Asia HRD Awards 2017.

## About the Asia HRD Awards

The Asia HRD Awards is a celebration and recognition of virtuosos who contribute to people development – whether it is to the human resource profession, an organisation, the community or society at large.

Launched as an independent initiative in 2003 with just five recipients from two countries, the Awards have now become a prestigious annual event with the Asia HRD Awards Hall of Fame honouring a total of 229 recipients from 21 countries. The recipients in the past include the 12th President of

the Philippines, HE General (Rtd) Fidel V. Ramos; Governor of Sarawak Tan Sri Taib Mahmud; United Arab Emirates Minister HE Sheikha Lubna Khalid bin Sultan Al Qasimi; former Professor Emeritus at University of Wisconsin Prof Don Kirkpatrick; and Dr Saparinah Sadli of The Graduate Women's Studies Programme, University of Indonesia.

The goal of the Awards is to showcase achievements and develop best practices to further enrich the field of people development. Recipients of the Awards are

honoured for bringing significant changes to human development through their initiatives in the following categories:

- Lifetime Achievement
- Contribution to Society
- Contribution to Organisation
- Contribution to HR Community
- Movers and Shakers

The Asia HRD Awards 2017 gala dinner was a black-tie event held at Le Meridien Hotel in Putrajaya on Aug 8.

## Awards Committee

**CHAIRMAN**

**His Excellency Engineer Fahmi bin Ali Al Jowder**  
Former Minister of Works, Former Minister in-charge of Electricity & Water Authority Kingdom of Bahrain

**Dr Amat Taap Manshor**  
Chief Executive Officer, AJM Academy Sdn Bhd (Former Chief Executive Officer, Finance Accreditation Agency) Malaysia

**Priyantono Rudito**  
Director of Human Capital Management, PT. Telekomunikasi Selular Indonesia

**Jun Maria Tan Abdullah**  
Director, Human Capital Management Malaysian Electronic (Learning Corporation) Sdn Bhd [MyClear] Malaysia

**Karen Bhal**  
Regional Head – Asia, CIPD Singapore

## Supported by Cyberjaya University College of Medical Sciences

Cyberjaya University College of Medical Sciences (CUCMS) is a top-tier, award-winning Malaysian university with over a decade of teaching excellence. The university has been rated

as Tier-5 (Excellent) by the Malaysian Qualifications Agency. Strategically located on a modern, fully equipped campus at the heart of Cyberjaya township, the university cur-

rently has more than 20 programmes ranging from degree to postgraduate research courses in areas such as medicine, pharmaceutical sciences, psychology, homeopathic

medical sciences, physiotherapy, occupational safety and health, biomedical engineering technology, paramedical sciences and more.

## Supported by Asia Metropolitan University

Asia Metropolitan University (AMU) provides a comprehensive educational pathway beginning from foundation and diploma studies for post-secondary school certifi-

cate holders who can then move on to pursuing undergraduate studies. Beyond that AMU also offers a wide range of masters and doctoral degree programmes. We have revolu-

tionised our approach to ensure the quality and delivery of our academic programmes whereby AMU is committed to prepare graduates with the right skills and knowledge to

enter the competitive and challenging workforce.



# Empowering people through education

Stories by EMILY K.  
emilyk@thestar.com.my

HAVING access to education would not only improve a person's quality of life, it could also change the lives of others around them.

Realising this, the Pahang State Foundation has been working tirelessly since 1982 to realise one goal: To bring about improvements in education and to act as a catalyst towards developing world-class human capital in Pahang.

"In every industry, securing a job is getting more and more competitive. Often, those who lack of education, or certain skill sets, are left behind. And this is often due to the lack of financial support.

"In the Pahang State Foundation, we believe that education is important for a better future, and no one should miss this opportunity simply because of financial difficulties.

"To support social mobility, we have implemented various programmes, and offered educational loans and scholarships to all level of society, including students in primary, secondary and tertiary education, working adult and indigenous community (Orang Asli)," said Pahang State Foundation general manager Datuk Mahmud Mohd Nawawi.

To date, the foundation has offered vocational programmes, educational loans and scholarships worth a total of RM1.1bil to 1.3 million students in the state.

"One of the programmes that is close to our hearts is our Program Anak Yatim Permata Hati, a special programme in which we help Form 5 orphans gain access to tertiary education.

"Nowadays, there are many assistance for underprivileged students out there, but they are not informed and do not have the guidance on what to do next, unlike privileged students.

"So, we assign teachers as caretakers, to guide our orphan students academically, care for their psychological well-being, and help them establish a pathway to a better life," he explained.

Since 2007, Mahmud said that the foundation has assisted about 17,000 orphan students in Pahang and 70% of them gained access to tertiary education while 30% undertook vocational and skill training programmes.

However, the foundation felt that it was not about the act of giving that matters most; it was also about the measures taken after that to ensure that the students are able to secure a job.

In effort to reduce graduate unemployment, the foundation is working together with other organisations to bridge the gap between employers and fresh graduates.

"Over the years, there has been a lot of emphasis towards fields of study in Science, Technology, Engineering and Mathematics (STEM), but we need more than that.

"Little do we realise, we actually need more social scientists. These are the people who study and understand the social problems in our society and plan better policies to address these issues.

Going forward, we want to offer special scholarships to help develop social scientists to help move Pahang to excellence and ultimately, Malaysia as a whole," Mahmud said.

In recognition of the foundation's great efforts in developing its state human capi-



Datuk Mahmud receiving the award from Deputy Prime Minister Datuk Seri Dr Ahmad Zahid.



The Pahang State Foundation team posing for a group photo with Datuk Seri Dr Ahmad Zahid Hamidi.

tal, Pahang State Foundation was announced as one of the winners of the prestigious Contribution to Organisation Award at the Asia HRD Awards 2017.

"We are honoured to receive this award.

We hope to continue to empower the youth and the community with more economic opportunities, better quality of education, but most of all, better quality of life," Mahmud said.

# Creating people with values

DID you know that eight men own the same wealth as the 3.6 billion people who make up the poorest half of humanity?

Citing the report by Oxfam International, Universiti Sains Islam Malaysia (USIM) Board of Directors Chairman Prof Tan Sri Dzulrifli Abdul Razak said that economic disparity is currently the biggest problem in education.

"The disparity of wealth is an important issue that we need to pay attention to moving forward. When wealth is not well distributed, education becomes an expensive endeavour.

"And when people cannot afford education, they are left uninformed, which will lead to more social problems," he said.

## Equal opportunity and accessibility to education

In this day and age, he said that it is important for everyone to have equal opportunity and accessibility to education for better employment. But this should not be the main reason behind it.

"Education is not just about getting an academic transcript and getting a job. People need to come back to the core value and purpose of education, which is to create people with values and to sustain civilisation.

"People must have a social agenda or concern in which they wish to make a difference in their society or on a global level. Only then will they be successful in education," he added.

Prof Dzulrifli is the first Malaysian and 14th president of the International Association of Universities, a Unesco-affiliated organisation based in Paris.

He worked with 700 universities from around the world, spanning across 39 countries, to move the agenda of education on how universities can work together to develop internationally.



The Asia HRD Awards 2017 Contribution to Society Award winner Universiti Sains Islam Malaysia (USIM) Chairman Prof Tan Sri Dzulrifli Abdul Razak.

Prior to this, he was the President of Association of South-East Asia Institutions of Higher Learning from 2007 to 2008, and served in the Executive Council of the Association of Commonwealth Universities from 2006 to 2011.

"People often think that universities and societies are two separate entity. But they are actually one unit, contributing to each other's development.

"When people understand the role of universities, they will begin to collaborate with one another and the agenda of internationalisation will become a real agenda in solving social issues.

"This increases the mobility of students and a real exchange will occur, where they can learn and understand more

about the problems that are happening in the world, and address them accordingly. Only then, will we be able to grow and move forward," he explained.

## Contribution to Society Award

Recognising his transformational work in the field of education, the Asia HRD Awards committee was proud to award Dzulrifli with the Contribution to Society Award at the Asia HRD Awards 2017.

"If we want to see our society flourish, we must see education follow suit because education led us to where we are today, and the development of human beings should not stop here," he said.



The Asia HRD Awards 2017 Movers & Shakers Award winner Sarawak Centre of Performance Excellence Sdn Bhd (SCOPE) Government of Sarawak chief executive officer Dr Asleena Haji Helmi.



The Asia HRD Awards 2017 Contribution to HR Community Award winner Experian Malaysia Sdn Bhd human resources director Chua Chai Ping.



The Asia HRD Awards 2017 Contribution to HR Community Award winner Anphabe JSC founder and chief happiness officer Thanh Nguyen.

# Socso clinches prestigious award for its contributions

THE success that Social Security Organisation (Socso) has seen in its efforts to enhance employee development stems from its core belief that employees are an organisation's "greatest asset".

Socso, which was among the big winners of the night at the recent Asia HRD Awards 2017, walked away with the prestigious "Contribution to Organisation" award, in recognition of its achievements in building innovative systems, processes and practices aimed at enhancing employee development.

Apart from providing social security protection to private sector workers and self-employed taxi drivers in Malaysia as well as their dependants, Socso has also put in place comprehensive Human Resource Development (HRD) policies for its own staff.

Under the leadership of its CEO Datuk Dr Mohammed Azman Aziz Mohammed, Socso employs over 2,400 staff in 52 offices nationwide.

Dr Mohammed Azman, who received the award on behalf of the organisation, says the recognition is a meaningful testimony to the good relations between the management and staff at Socso, apart from showing that their human resource programmes have been effective and impactful.

"First of all, I would like to express my sincere gratitude to Asia HR Award's judging committee for recognising us with this prestigious award.

"This achievement will make us work harder to improve employee well-being, not only within Socso but for all Malaysian employees," he says.

## Competitive

He adds that the award demonstrates that Socso was not only competitive among Government agencies, but also within the private sector.

"Allow me to quote Thomas J. Watson, Jr, who was the chairman and chief executive officer during IBM's most explosive period of growth: 'I believe the real difference between success and failure in a corporation can be very often traced to the question of how well the organisation brings out the great energies and talents of its people.'"

## Open communication

Dr Mohammed Azman says that at Socso, the management believes in practising open communication with its staff.

"I believe that leaders should have strong interpersonal skills and communicate effectively.

"We have regular engagement sessions with the in-house union as well as conduct 'Program Keharmonian' with our staff to get their feedback on all the company's programmes," Dr Mohammed

**This achievement will make us work harder to improve employee well-being, not only within Socso but for all Malaysian employees.**

Datuk Dr Mohammed Azman



Azman says.

## Employee development

Asked why employee development is so important to Socso, he says having competent and knowledgeable staff is crucial, especially for a social security organisation.

Being in the business of providing services to people, employee development is essential, he says.

"In the service industry, customers are the main stakeholder and in our case, this refers to employers, employees and the society in general.

"Socso provides services to the workers and their dependants in any event of work-related injuries, invalidity or death. We can't provide the best service to clients if our staff are not competent, knowledgeable, skilful and do not have compassion and empathy towards our clients," he says.

It was with this in mind that the organisation formulated its Human Resource Development Plan 2016-2020 with the objective of empowering Socso's human capital to become Subject Matter Experts in the area of Social Security, apart from instilling a culture of creativity, innovation and quality.

## S4P policy

The organisation also places an emphasis on good interpersonal skills among its staff through the introduction of the Employee Customer Guide (ECG) for counter staff and the S4P policy (Senyum, Sapa, Salam, Santun dan Prihatin) culture.

This S4P policy, he says, was recognised by the Public Services Department at the national level Akrib Convention last year with an award under the Innovative category.

## Balance Scorecard

"I have also introduced performance measurement methodology in Socso, such as the Balance Scorecard.

"Staff performance is measured through four perspectives – Customer Service, Finance, Internal-Business-Process, and the Learning and Growth Perspective,"



Socso CEO Datuk Dr Mohammed Azman receiving the award from Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi.



The jubilant Socso team with Datuk Seri Dr Ahmad Zahid.

he says.

Among the activities measured through the Balance Scorecard is the performance of the Perkeso Prihatin Squad members.

The squad, which has been set up in every Socso office nationwide, is in line with the organisation's aim to provide services that go beyond the expectations and well-being of its clients.

Last year, the squad successfully resolved the 1,758 cases it received within an average period of four days.

## Transformation of its service delivery

In 2016, the organisation also kicked off a transformation of its service delivery in order to remain in sync with the current conditions and to create further value in its services.

Dr Mohammed Azman says each Socso employee, as a key driver of the service, must not only have academic qualifications but also be knowledgeable and able to solve problems by thinking

outside the box.

He says the transformation programme also aimed to encourage employees to be more responsive to changes in the environment and to the demands of clients.

"Every Socso employee also acts as a facilitator in ensuring that the clients receive the services promised to them," he says.

Apart from ensuring their staff are competent, knowledgeable and skilful, the organisation also makes it a point to ensure that the employees are in good health. Socso has made it compulsory for each of its staff members to undergo a free Health Screening programme, regardless of their age.

## Wellness Programme

"For me, overall wellness of the workers, comprising physical, emotional and social wellness, is important in any organisation.

"That is why we also have a Wellness Programme in Socso to enhance employee productivity through improvements in their

wellness," he says.

Among the activities under Socso's Wellness Programme is Active @Work Challenge 2017, which aims to encourage employers to help their employees to stay active wherever they are.

The three-month challenge, which will run from Sept 1 to Nov 31, 2017, rewards employers whose employees clock the most steps through the BookDocActiv mobile app.

Dr Mohammed Azman stresses that organisations that are reluctant to spend on employees' wellness will end up incurring indirect costs such as work delays, or expenses related to sick pay, rehiring or lost time.

Socso aims to lead by example in this area to prove that organisations with wellness programmes in place can create a productive workforce and this can contribute to a long-term positive impact on the organisation's bottom line.

"I strongly believe in work-life balance that emphasises family, career and community," he adds.