

# Lion Today

VOL. 21 NO. 6 NOVEMBER / DECEMBER 2009 FOR INTERNAL CIRCULATION ONLY [www.lion.com.my](http://www.lion.com.my)

## CROSS COUNTRY 2009



Launching of Educare 2009 to Assist Needy Schoolchildren

- Recognition For Parkson In "Most Valuable Brands"
- Seminar On Automotive & Industrial Engineering
- Lion-Parkson Foundation Unveils Website
- 2010 Malaysian Budget Highlights



## CROSS COUNTRY

2009



- ▶ Warming up session followed by the flag-off and they are off.
- ▶ Sesi memanaskan badan diikuti dengan para peserta dilepaskan dan peserta beraksi.



- ▶ Tan Sri William Cheng leading the management staff in the 1km walk.
- ▶ Tan Sri William Cheng mengetuai kakitangan pengurusan untuk acara jalan kaki 1km.



- ▶ Winners, all.
- ▶ Para pemenang.



- ▶ Participants of Karaoke Competition (top photo) and Amsteel's cheerleading team (bottom photo).
- ▶ Para peserta pertandingan karaoke (gambar atas) dan pasukan sorak Amsteel (gambar bawah).



More than 1,200 participants from our operating companies and the Head Office gathered at Kompleks Sukan Shah Alam on 15 November 2009 for the Group's 9th Cross Country Run co-hosted by Amsteel Mills Klang and Parkson Corporation.

The flag-off by our Group Chairman and CEO, Tan Sri William Cheng saw the participants in the Men's Open category streaking away followed by the runners in the Women's Open, Men's Veteran and lastly, the Women's Veteran category.

Group Executive Director, Tan Sri Albert Cheng; Posim Executive Director, Mr Ngan Yow Chong who is also the Chairman of the Group Sports and Recreation Committee; Group Director, Mr Vijay Kumar; GMs, managers and staff were also present to cheer the runners.

Prizes in the form of medals, Parkson vouchers and travelling bags were awarded to the top three winners while the consolation winners also received a travelling bag each. Certificates were given to participants who finished within the qualifying time.

Tan Sri in his speech at the prize presentation ceremony encouraged everyone to join in the activities as a way of getting to know each other in the Group. The overall champion award went to Amsteel Mills Klang which will keep the Tan Sri William Cheng Challenge Trophy until the next run. Amsteel Mills Klang also won the Best Contingent award.

Lucky staff walked away with Silverstone tyres, Parkson vouchers, room vouchers in Mahkota Hotel, electrical appliance, hampers and other products as lucky draw prizes. Richard Goh from Likom and Chan Cheng Sam of Amsteel Banting won the special prize of RM500 Parkson vouchers each contributed by Tan Sri William Cheng.

Silverstone, Posim Petroleum Marketing, Lion Best and CEDR also set up booths to display their products and services during the event. Earlier, Amsteel and Parkson hosted a welcome dinner followed by a karaoke competition for the participants on 14 November 2009. Amsteel Klang's Arizal Saadon who sang "Cek Mek Molek" won the judges' votes.

See you at Pasir Gudang 2010.

## LARIAN MERENTAS DESA 2009

Lebih 1,200 orang peserta daripada syarikat-syarikat operasi dan Ibu pejabat berkumpul di Kompleks Sukan Shah Alam pada 15 November 2009 untuk acara Larian Merentas Desa ke-9 yang dianjurkan bersama oleh Amsteel Mills Klang dan Parkson Corporation.

Pengerusi Kumpulan dan CEO, Tan Sri William Cheng melepaskan para peserta kategori Terbuka Lelaki diikuti oleh peserta-peserta kategori Wanita Terbuka, Lelaki Veteran dan Wanita Veteran.

Pengarah Eksekutif Kumpulan, Tan Sri Albert Cheng; Pengarah Eksekutif Posim, Encik Ngan Yow Chong yang merupakan Pengerusi Jawatankuasa Sukan dan Rekreasi Kumpulan; Pengarah Kumpulan, Encik Vijay Kumar; para pengurus besar, pengurus dan kakitangan hadir memberi sokongan kepada para peserta.

Pemenang tiga tempat teratas menerima hadiah berupa medal, baucar Parkson dan beg kembara, manakala pemenang saguhati menerima beg kembara. Sijil penghargaan diberikan kepada peserta yang berjaya menamatkan larian mengikut masa yang ditetapkan.

Dalam ucapan beliau, Tan Sri William Cheng mengalu-alukan pembabit kakitangan dalam aktiviti yang dianjurkan dan berharap

kesemua mereka mengambil kesempatan untuk saling mengenali sesama sendiri. Antara Steel Mills Klang muncul sebagai juara keseluruhan dan akan menyimpan Piala Pusingan Tan Sri William Cheng sehingga penganjuran larian tahun hadapan. Amsteel Mills juga memenangi hadiah Kontingen Terbaik

Kakitangan bertuah membawa pulang tayar Silverstone, baucar Parkson, baucar penginapan di Mahkota Hotel, perkakas elektrik, hamper dan lain-lain produk sebagai hadiah caburan bertuah. Richard Goh dari Likom dan Chan Cheng Sam dari Amsteel Banting masing-masing menerima hadiah khas berupa baucar Parkson bernilai RM500 sumbangan Tan Sri William Cheng setiap seorang.

Silverstone, Posim Petroleum Marketing, Lion Best dan CEDR turut membuka gerai mempamer dan menjual produk serta perkhidmatan masing-masing. Terlebih dahulu, pada 14 November 2009, Amsteel dan Parkson menganjurkan majlis makan malam dan pertandingan karaoke bagi mengalu-alukan kedatangan para peserta. Arizal Saadon berjaya mencuri hati juri untuk muncul pemenang menerusi lagu Cek Mek Molek.

Jumpa lagi di Pasir Gudang pada 2010.

2009 Cross Country Winners / Pemenang Larian Merentas Desa 2009 ialah:

	1st Placing / Pertama	2nd Placing / Kedua	3rd Placing / Ketiga
Men's Open / Lelaki Terbuka	Chandra Kumar Shrestha (Secom)	Bikram Suyal Magar (Amsteel Klang)	Chua King Keong (Likom)
Women's Open / Wanita Terbuka	Aki Loh Nong Sim (Lion DRI)	K. Vimala a/p Krishnan (Likom Plastic Industries)	Juliana Teo (Head Office)
Men's Veteran / Lelaki Veteran	Tan Eng Huat (Silverstone)	Loke Shu Sun (Head Office)	Antray a/l Anthony (Silverstone)
Women's Veteran / Wanita Veteran	Cheah Keen Mei (Amsteel Klang)	Leong Oi Chan (Amsteel Klang)	Sarah Lau (Silverstone)

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## EDITORIAL

Editorial Advisor Tan Sri Albert Cheng

Editor Quah Le Ching

Editorial Committee Peter Lee, Fauziah Harun, Khairuddin Zaman, Yap Chan Mei & Ian Bo

## PUBLISHER

The Lion Group

Level 46-47, Menara Citibank

165, Jalan Ampang

50450 Kuala Lumpur

Tel: 03-21622155 Fax: 03-21618409

Email: webmaster@lion.com.my

Homepage: <http://www.lion.com.my>

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## NEW YEAR MESSAGE FROM GROUP CHAIRMAN & CEO

2009 had been a very difficult year especially for our steel manufacturing companies. Our retail and tyre making operations performed satisfactorily while the other businesses under the Group fared moderately. With the full implementation of the ASEAN-China Free Trade Agreement effective 1 January 2010, the import duty on several products including steel products has been reduced to 0%. In view of China's huge production capacities and low production costs, many industries including in developed countries are concerned over the impact this will have on their local industries and domestic market. We need to be prepared to face the challenges posed not only by China but also, all the other countries which are gearing themselves for the intense global economic competition.

Given the above developments, the operating environment particularly for our manufacturing companies has become very tough. While our operations have been striving to increase productivity, reduce costs and inventory, and improve operating efficiencies, we now must push ourselves to face the greater challenges in the new year.

Our steel operations must put in greater efforts to achieve their KPIs and to benchmark and learn from the best in the world. We need to source locally for available raw materials such as iron ore and coal in order to bring our cost down, and provide more in-house training for our staff to upgrade their skills and develop new products. On the retail side, Parkson opened 9 new stores in 2009 with 4 each in Malaysia and China and one in Vietnam. It plans to open another 12 stores in these 3 countries this year and is working with our Property Division to establish shopping malls in the future. The Property Division is also seeking potential partners and suitable land bank for development.

All our operating companies have to be proactive and look for niche markets for their continuing growth. The Blue Ocean Strategy which our managers and executives had undergone training in a few years ago needs to be applied to create new market space whilst pursuing product differentiation and low cost initiatives. It is essential that everyone adopts continuous learning in order to keep abreast of new ideas and changes, and be multi-skilled so as to stay ahead.

I wish to thank all our staff for your continuing hard work and dedication to enable the Group to carry on throughout these challenging times. My appreciation also goes to all our shareholders, customers, business associates and the government authorities for their support and cooperation. I wish you all a happy new year and take this opportunity to extend festive greetings to everyone.

**Tan Sri William Cheng**

# PERUTUSAN TAHUN BARU DARIPADA PENGGERUSI KUMPULAN & CEO

**T**ahun 2009 merupakan satu tahun yang sukar terutamanya kepada syarikat-syarikat pembuatan kita. Operasi peruncitan dan tayar menunjukkan prestasi yang memuaskan manakala operasi lain di bawah Kumpulan mencatat pencapaian sederhana. Dengan pelaksanaan penuh Perjanjian Perdagangan Bebas Asean-China berkuatkuasa 1 Januari 2010, duti import ke atas beberapa produk termasuk besi keluli dikurangkan sehingga 0%. Berikutan dengan kemampuan negara China mengeluarkan produk dalam kapasiti yang besar dan kos pengeluaran yang rendah, banyak industri termasuk di negara maju amat prihatin akan impak ini ke atas industri tempatan dan pasaran domestik mereka. Kita perlu bersedia menghadapi cabaran, tidak hanya daripada negara China sahaja malah kesemua negara yang kini bersedia berhadapan dengan saingan ekonomi global yang sengit.

Berdasarkan perkembangan terbaru ini, persekitaran operasi terutamanya bagi syarikat-syarikat operasi kita akan menjadi lebih getir. Ketika operasi-operasi kita gigih meningkatkan produktiviti, mengurangkan kos dan inventori serta memantapkan kecekapan operasi masing-masing, kita perlu tekun berusaha untuk menghadapi cabaran yang akan datang.

Operasi besi keluli kita mesti berusaha gigih untuk mencapai KPI mereka dan meletakkan penanda aras serta belajar daripada yang terbaik di dunia. Kita perlu mendapatkan bahan mentah seperti bijih besi dan arang batu di dalam negara untuk mengurangkan kos, dan menyediakan lebih banyak latihan dalaman kepada para

pekerja kita untuk meningkatkan kecekapan dan keupayaan mereka memajukan produk baru. Di bahagian peruncitan, Parkson telah membuka 9 stor baru pada tahun 2009 dengan masing-masing 4 di Malaysia dan China serta 1 di Vietnam. Parkson bercadang untuk membuka 12 stor di ketiga-tiga negara ini pada tahun ini dan bekerjasama dengan Bahagian Hartanah kita untuk membuka kompleks membeli belah di masa hadapan. Bahagian Hartanah juga kini mencari rakan kongsi untuk menjalin usahasama serta mengenalpasti lokasi sesuai untuk dimajukan.

Kesemua syarikat operasi kita mesti bersikap pro-aktif dan meninjau pasaran sesuai untuk pertumbuhan berterusan. Strategi Laut Biru di mana para pengurus dan eksekutif kita telah menjalani latihan beberapa tahun lalu, perlu digunapakai bagi mencari ruang pasaran baru di samping meneruskan usaha mencari kelainan dan kos rendah. Kita semua perlu mengamalkan konsep pembelajaran berterusan supaya tidak ketinggalan dalam ide baru dan arus perubahan serta memiliki pelbagai kepakaran untuk terus berdaya saing.

Saya mengambil kesempatan ini untuk mengucapkan terima kasih kepada semua warga kerja atas kegigihan dan dedikasi anda semua ketika Kumpulan menghadapi persekitaran yang amat mencabar ini. Saya juga ingin mengucapkan setinggi penghargaan kepada para pemegang saham, pelanggan, sekutu perniagaan dan pihak berkuasa kerajaan atas sokongan dan kerjasama mereka. Akhir kata, selamat menyambut tahun baru dan mengambil peluang untuk mengucapkan salam perayaan kepada semua.

**Tan Sri William Cheng**

## CORPORATE

## UPDATE

### 2009越野赛跑

逾1千200名来自我集团营运公司及总部的参赛者于11月15日集聚在莎阿南体育馆参与由巴生合营钢铁和百盛机构联合举办的第九届越野赛跑。

我集团主席及执行长丹斯里钟廷森主持挥旗礼，男子公开组先展开竞跑，紧接着女子公开组、男子宿将组以及女子宿将组。

集团执行董事丹斯里钟荣锦，宝森执行董事颜友将(同时也是集团运动和康乐委员会主席)、集团董事Vijay Kumar、各总经理、经理及职员们都纷纷出席为参赛者打气助威。

前三名胜出者皆获颁发奖牌、百盛礼券以及旅行袋，而安慰奖优胜者也各获得一个旅行袋。至于在规定时间内完成赛事的参赛者也都获得一张证书以示鼓励。

丹斯里在颁奖仪式上致词鼓励大家踊跃参与这项活动，藉此机会认识集团内的其他同事。勇夺全场总冠军奖的巴生合营钢铁厂将保留丹斯里钟廷森挑战奖杯，直

以下是四个组别的前三名优胜者名单：

第一名	第二名	第三名
男子公开组 Chandra Kumar Shrestha - Secom	Bikram Suyal Magar - 巴生合营钢铁	Chua King Keong - 丽康
男子宿将组 Tan Eng Huat - 银石	Loke Shu Sun - 总部	Antray a/l Anthony - 银石
女子公开组 Aki Loh Nong Sim - Lion DRI	Vimala a/p Krishnan - Lion Plastics Industries	Juliana Teo - 总部
女子宿将组 Cheah Keen Mei - 巴生合营钢铁	Leong Oi Chan - 巴生合营钢铁	Sarah Lau - 银石

到下一届的竞跑。巴生合营钢铁厂也赢得了最佳队伍奖。

此外，筹委会也在当天进行了幸运抽奖活动，让在场的幸运儿赢走了银石轮胎、百盛礼券、马六甲皇冠酒店住宿礼券、电器、礼篮及其他奖品。两项特别大奖由丽康的Richard Goh和万津合营钢铁的Chan Cheng Sam抽中，各赢得了由丹斯里钟廷森赞助的马币500令吉百盛礼券。

银石、宝森石油行销、Lion Best及CEDR也在竞赛现场设立了摊位展示其产品及所提供的服务。较早前，合营和百盛于11月14日晚为参与者举办了欢迎晚宴，随后还有余兴节目卡拉OK竞赛。巴生合营钢铁的Arizal Saadon以一曲“Cek Mek Molek”赢得了评审们的青睐。

2010 巴西古当市再见。



# HAPPENINGS AT AMSTEEL BANTING BASKETBALL TOURNAMENT

A total of 12 teams participated in the Inter-Department Basketball Tournament organized by Amsteel Banting Sports Club on 21 December 2009 at Wisma Lion. Team "Yoyo Raj" emerged as Champion while the second and third placings went to Team "DNA" and Team "SMP Selected" respectively.



## PRIZE GIVING CEREMONY



Amsteel Banting Sports Club organized a Prize Giving Ceremony on 29 December for the winners of Futsal, Badminton, Table Tennis and Bowling

matches held earlier. Amsteel's Director - Works, Ir. Dr Loh Fook Guan and General Manager - Works, Mr Pong Chung Kuan gave away the prizes to the winners.



## CHRISTMAS PARTY

Santa Claus and his assistant spread Christmas cheer at Amsteel Banting on 24 December 2009 when Amsteel organised a party for its staff. To add to the merriment, several games were played while Director - Works, Ir Dr Loh Fook Guan serenaded everyone with a song.



# ANTARA STEEL MILLS

## HARI RAYA AIDIL ADHA CELEBRATION

**B**adan Kebajikan Islam Antara had once again arranged the monthly installment programme to enable more employees to participate and perform the 'korban'.

While the men were busy with slaughtering the cows and preparation of the meat, the ladies helped prepare the special 'Nasi Beriani' for lunch. The 'korban' meat was distributed among the employees.



- ▶ All helping out with the meat distribution and food preparation in performing the 'korban'.
- ▶ Membantu mengagihkan daging korban dan menyediakan makanan selepas upacara korban.

## TRAINING PROGRAMMES

**F**or the months of November and December 2009, Antara's Training Section had carried out several in-house training programmes:

2 sessions on Safety Training Program on 9/11/2009 and 9/12/2009

Overhead Crane Operation Competency & Safety Training on 22 & 23/12/2009 for new crane operators

3 sessions of Refresher Crane Operation Competency & Safety Training on 17/11/2009, 18/11/2009 and 24/12/2009 for experienced overhead crane operators

The monthly training programmes are on-going until all employees have been properly trained in terms of safety awareness while the Refresher Crane Operation Competency & Safety Training will continue in accordance with OSHA 1994 (514 Act) requirements.



## PLANT VISITS TO CHINA

**T**he Technical Team from Kinabalu Motor Assembly Sdn Bhd and Lion Motor Sdn Bhd, led by CEO, Mr David Chai visited Dong Feng Automobile Co., Ltd in Wuhan and Anhui Jianghuai Automobile Co., Ltd in Hefei on 24 October and 27 October 2009 respectively.

The team joined in a Joint Vehicle Inspection to witness the improved new facelift for Dong Feng EQ1032 TM & EQ1032TLM truck models and the improved model of JAC HFC1048KL and the new JAC HFC 1035KD light commercial truck.

The improved new facelift model of Dong Feng trucks will be launched in the local market in January 2010 while the JAC HFC 1048KL will be launched by end - February. The new JAC HFC 1035KD model with gross vehicle weight of 4000 kg is targeted to be launched in June 2010.



- ▶ Mr David Chai (2nd from right) and the technical team inspecting the new facelift model for Dong Feng truck at its Wuhan plant.
- ▶ Encik David Chai (kedua dari kanan) dan pasukan teknikal melihat model trak Dong Feng yang baru diubahsuai di kilangnya di Wuhan.



## SIM AUTO CENTRES MEET AT GENTING



- Mr Paul Chan (seated, centre) and Silverstone's management with the participants at SIM Auto Centres Seminar in Genting Highlands.
- Encik Paul Chan (duduk, tengah) dan pasukan pengurusan Silverstone bersama-sama peserta Seminar SIM Auto Centres di Genting Highlands.

More than 120 owners and managers of SIM Auto Centres nationwide attended the annual seminar held by Silverstone Berhad at Genting Highlands on 19 October 2009.

officiated the event thanked dealers for their support and loyalty for a successful year. He also shared with them his optimism on Malaysia's current economic recovery as well as Silverstone's continued growth next year.

their operations, the seminar reviewed past sales performance, 2010 retail marketing programmes, new product update as well as the business system. The seminar included a dialogue session with participants to share their business experiences and opportunities.

Silverstone Director, Mr Paul Chan who To assist the centres to better manage

## CHINESE DEALERS VISIT SILVERSTONE



62 tyre dealers from Luhe in China visited Silverstone Berhad in Taiping on 17 December 2009 as part of their study tour to the South-East Asia region as well as to identify new business opportunities. They were briefed on the tyre operations and taken on a plant tour.

## BAKIS ORGANISES CIRCUMCISION CEREMONY



- The children taking a ride around Kamunting town followed by a dip in the swimming pool at Silverstone.
- Kanak-kanak diarak ke sekitar bandar Kamunting, diikuti dengan mandi di kolam Silverstone.

In conjunction with the year-end school holidays, Badan Kebajikan Islam (BAKIS) of Silverstone Berhad in Taiping organised a circumcision ceremony for its employees' children aged from eight to 12 years.

Before the ceremony, the 34 children were taken on a

Vespa ride around Kamunting town, organised by Taiping Vespa Club before taking a dip in the swimming pool and showered with the water hose to create a wet and cheerful atmosphere. The circumcision ceremony was officiated by BAKIS Chairman, Haji Nizam Zainal Abidin while the circumcision was conducted by Tuan Haji Juraij.





# CLEAN SWEEP BY FGW97 IN SOCCER TOURNAMENT



► The winning team - FGW97 with Mr Chew Kee Guan (standing, far left), Tuan Haji Nizam (standing, far right) and Encik Khairudin Zaman (standing 2nd from right).

► Juara - FGW97 bersama Encik Chew Kee Guan (berdiri, kiri sekali), Tuan Haji Nizam (berdiri, kanan sekali) dan Encik Khairudin Zaman (berdiri, 2 dari kanan).



► 2nd runner-up: Jarum FC from Tire Room Radial.

► Naib Juara - Jarum FC dari Tire Room Radial.



► Best Player - Elias Mohd Said from FGW97.

► Pemain Terbaik - Elias Mohd Said dari FGW97.



► Encik Khairudin Zaman handing over the Fair Play award to FGW97.

► Encik Khairudin Zaman menyampaikan hadiah Permainan Bersih kepada FGW97.

The team from Warehouse, FGW97 emerged Champion in the Inter-department 9-a-side soccer tournament organised by Kelab Sukan Silverstone (KSS) recently. In the final match, the team defeated Jarum FC from the Tire Room Radial department 1-0 in front of more than 200 spectators.

FGW97 also won the Fair Play trophy while its striker, Elias Mohd Said was the Best Player.

The prizes and trophies were presented by Senior HR Manager, Encik Khairudin Zaman; Senior Manufacturing Manager, Mr Chew Kee Guan and QA Manager, Tuan Hj Nizam Zainal Abidin.

## SILVERSTONE UNITED IN TAIPING PREMIER LEAGUE 2010



Silverstone United (SU) has qualified for next year's Taiping Premier League Soccer by finishing second in this year's Division A league. In the Grand Final Div A match against Larut Tin FC recently, SU team was unlucky not to clinch the championship despite controlling the game from the beginning. Playing on the wet pitch due to continuous rain at the Taiping Esplanade Stadium, the team lost 0-1.

Among those present to provide moral support were Assistant GM, Mr Mike Toh; Senior HR Manager, Encik Khairudin Zaman; Senior Manufacturing Manager, Mr Chew Kee Guan; and 200 club members.

*Syabas Silverstone United. Keep It Up in 2010.*



► Silverstone United - Team to be reckoned with in 2010.

► Silverstone United - Pasukan yang bakal digeruni di 2010.

# 134 AWARDED FOR THEIR LOYALTY

Thirty-eight employees who joined Silverstone Berhad in 1988 and 1989 were feted to a dinner and received recognition for their loyalty in serving the company for more than 20 years while 96 others who joined the company between 1997 and 1999 received the 10-year service awards.

Silverstone Director, Mr Paul Chan presented the 20-year awards to the recipients while Assistant GM, Mr Mike Toh; Assistant GM – Finance and Admin, Mr KL Ooi; GM – Sales Mr Tan Song Chye, and Senior Manufacturing Manager, Mr Chew Kee Guan gave away the 10-year awards. Also in attendance were Senior HR Manager, Encik Khairudin Zaman and all heads of department.



- Recipients of 20 years' service award with Silverstone's management led by Mr Paul Chan (centre, in white shirt).
- Penerima hadiah 20 tahun bersama pihak pengurusan Silverstone, diketuai oleh Encik Paul Chan (tengah, berbaju putih).

# RECOGNITION FOR PARKSON

## Malaysia's Most Valuable Brands

For the second year running, Parkson maintained its position at No 5 in Malaysia's Most Valuable Brands, a valuation study commissioned by the Association of Accredited Advertising Agents Malaysia (4As) and The Edge, conducted by leading brand consultancy, Interbrand.

In the presentation event held to honour the recipients, Parkson's Chief Operating Officer, Mr Toh Peng Koon accepted the award from the Minister in the Prime Minister's Department, Tan Sri Nor Mohamed Yacop.

Parkson, valued at RM3.740 billion, was ranked fifth after Public Bank (RM6.593 billion), Maybank (RM5.374 billion), CIMB (RM5.245 billion) and Celcom (RM3.993 billion).



- Mr Toh Peng Koon (right) receiving the award from Tan Sri Nor Mohamed Yacop.
- Encik Toh Peng Koon (kanan) menerima anugerah daripada Tan Sri Nor Mohamed Yacop.

## MRA Awards : Parkson Pavilion – Overall Best Retailer 2009/2010

Parkson Pavilion emerged Overall Best Retail Outlet in 2009/2010 "Service & Courtesy" Excellence Awards For Retailers, organised by the Malaysian Retailers Association (MRA). On top of that, Parkson Pavilion also received the Certificate of Excellence for Best Department Store in 2009/2010. Parkson Pavilion had also swept both awards last year.

Meanwhile, Parkson Klang Parade received Certificate of Merit in the Department Store category.



- Parkson Pavilion Store GM, Mr Kam Siew Kheong receiving the 'Overall Best Retailer Outlet 2009/2010' award from Deputy Minister of Domestic Trade, Cooperatives and Consumerism, Datuk Tan Lian Hoe (2nd from left).
- Pengurus Besar Parkson Pavilion, Encik Kam Siew Kheong menerima anugerah 'Outlet Peruncit Terbaik 2009/2010' daripada Timbalan Menteri Perdagangan Dalam Negeri, Koperasi dan Pengguna, Datuk Tan Lian Hoe (2 dari kiri).



- Parkson Pavilion team celebrating their success.
- Pasukan Parkson Pavilion meraikan kejayaan mereka.



# SIGNING OF ANCHOR TENANT AGREEMENTS

## Shah Alam, Selangor

Parkson recently signed an anchor agreement with Greenhill Resources Sdn Bhd for the rental of 120,000 sq ft of retail space spanning two levels at Setia City Mall in Setia Alam, Shah Alam which is expected to be operational by end-2011.

Parkson Setia Mall will be the 40<sup>th</sup> store in Malaysia. Parkson's Chief Executive Officer, Mr Alfred Cheng said that the store would become one of Parkson's top 10 stores in terms of turnover in Malaysia within three to five years of operation.



- Lend Lease Investment Management Pte Ltd Director, Mr Erle William Spratt (2nd from left) and Mr Toh Peng Koon exchange documents, witnessed by S P Setia Group MD & CEO, Tan Sri Liew Kee Sin (left) and Mr Alfred Cheng (right).
- Pengarah Lend Lease Investment Management Pte Ltd, Encik Erle William Spratt (2 dari kiri) dan Encik Toh Peng Koon bertukar dokumen disaksikan oleh Pengarah Urusan Kumpulan & CEO S P Setia, Tan Sri Liew Kee Sin (kiri) dan Encik Alfred Cheng (kanan).

## Kuching, Sarawak

Parkson's new store in Kuching, Sarawak which is scheduled to open in the second quarter of 2012 has been unveiled as the anchor tenant for the proposed Plaza Merdeka Shopping Mall in the city centre.

The store will be Parkson's third outlet in Kuching and fifth in the state. Parkson's Chief Operating Officer, Mr Toh Peng Koon said it would be the largest store in Kuching with 135,000sq ft. "It will be our flagship store and slightly more upmarket than the current stores. We will bring in higher-end brands for the middle to upper segment market here," he added.

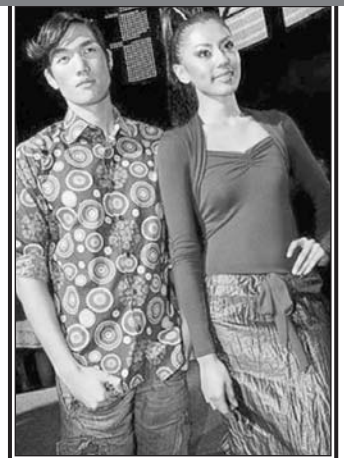


- Plaza Merdeka Managing Director, Mr Steve Ng (left) exchanging documents with Mr Toh Peng Koon after the signing ceremony.
- Pengarah Urusan Plaza Merdeka, Encik Steve Ng bertukar dokumen dengan Encik Toh Peng Koon selepas majlis menandatangani perjanjian.

## PARKSON WELCOMES NEW AMBASSADORS

Parkson threw a party themed "A Night of Style" to introduce its two new brand ambassadors - Danny Lim and Kelly Jagan, the winners of the Ford Supermodel of the World Malaysia 2009. The duo is set to grace Parkson's fashion shows, advertisements as well as a list of fashion events.

"Parkson welcomes Kelly and Danny, the new faces of Parkson for the next one year. As we continue our evolution towards being a more chic and classy department store, we believe this will be a rewarding relationship as they will be able to get more exposure, coverage and experience via all the fashion and style events and activities that Parkson will be organising," said Parkson's Merchandising and Marketing Senior General Manager, Mr Raymond Teo.



- Parkson's new ambassadors, Danny Lim and Kelly Jagan.
- Duta baru Parkson Danny Lim dan Kelly Jagan.



# HAPPENING

## January-February



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1. Parkson Bintang Megamall in Miri, Sarawak was reopened on 17 January.
2. Megasteel Sdn Bhd received the Smart Partnership Award (Customs-Private Sector Category) on 7 February from Jabatan Kastam DiRaja Malaysia in organising technical training and information sharing particularly on the steel industry for Customs personnel.
3. The Chairman of Lion-Parkson Foundation, Puan Sri Chelsia Cheng staged a bellydance performance at the Million Dollar Dance Grand Finale Charity Show in Pavilion Kuala Lumpur on 8 February. The Charity Show raised RM1.9 million to help build a centre for handicapped and mentally disabled children with The Lion Group chipping in by donating a 4-acre piece of land in Selangor to build the centre.
4. Parkson Gurney Plaza was awarded "Best Customer Service 2008" award by CapitaLand, the management of Gurney Plaza Shopping Mall, under their Retail Hot Shop Award campaign.

## March-April

5. Changshu Lion Enterprise Co Ltd had a groundbreaking ceremony for its D'Venice Residence Project in Changshu City, Jiangsu Province, China on 13 April.
6. Parkson opened a new store in Square One Mall in Batu Pahat, Johor on 24 April.
7. Parkson Corporation received 'Asia Pacific Super Excellent Brand' award.



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# GS IN 2009

## May-June

8. The Prime Minister's wife, YABhg Datin Seri Rosmah Mansor officiated the launch of Parkson Beijing's newly renovated Shoes & Leather Department on 4 June.
9. The Group donated RM 10,000 to Typhoon Morakot Fund in aid of typhoon victims, handed over by Puan Sri Chelsia Cheng to HE Victor Tseng, Representative of Taipei Economic & Cultural Office in Malaysia.



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## July-August

10. Parkson opened 2 new outlets; in Kota Bharu Trade Centre, Kelantan and in 1 Borneo, Kota Kinabalu, Sabah on 15 and 17 August respectively.

## September-October

11. Akurjaya Sdn Bhd and Property Division Head Office moved to Wisma MCA in Jalan Ampang, and the Office Tower at Jalan Nagasari Off Jalan Raja Chulan respectively, in end September.
12. Lion Diversified Holdings Berhad was reclassified from Consumer Products sector to Industrial Products sector on Bursa Malaysia's Main Board with effect from 1 October. Lion Forest Industries Berhad was reclassified from Trading sector on the Second Board to Consumer Products sector on the Main Board with effect from 16 November.
13. On 8 September, Kinabalu Motor Assembly Sdn Bhd and Lion Motor Sdn Bhd signed a Vehicle Assembly Agreement with Swedish Motor Assemblies Sdn Bhd to assemble Dong Feng light commercial trucks.
14. The Group's Property Division, Asian Retail Mall II Limited and Belleview Group are jointly developing 1st Avenue Mall in Penang which is expected to open in the third quarter of 2010, which Parkson Corporation being the anchor tenant in the mall.



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## TECHNICAL SEMINAR ON AUTOMOTIVE AND INDUSTRIAL ENGINEERING



- Dr Hou Kok Chung (centre) with (from left) Mr David Teo and Dato' Kalsom Abdul Rahman and Monash University officials at the Technical Seminar.
- Dr Hou Kok Chung (tengah) bersama (dari kiri) Encik David Teo dan Dato' Kalsom Abdul Rahman serta pegawai Universiti Monash di Seminar Teknikal.



- Participants viewing the exhibits on display at the seminar.
- Peserta melihat barangan yang dipamerkan di seminar.

Lion Petroleum Products Sdn Bhd (LPP) and Monash University Sunway Campus jointly organised a Technical Seminar comprising two workshops on (i) Automotive : Remote Diagnosis & Trouble Shooting of Automotive System and (ii) Industrial : Failure Identification & Prevention on 7 November 2009.

The seminar targeted at automotive and production technicians, industrial engineers, and students from the Engineering and related field was launched by Dr Hou Kok Chung, the Deputy Minister of Higher Education. Also present were Dato' Kalsom Abdul Rahman, Director of Lion Forest Industries Berhad, Mr Phang Koon Teck, Executive Director of Monash University and Professor Walter Wong, Deputy Pro Vice-Chancellor of Monash University.

The Automotive workshop was conducted by an automotive specialist from Taiwan with first hand and interactive training on Remote Diagnosis and Automotive System, while the Industrial workshop featured speakers who are industrial leaders in various fields such as Bering, Greases, Metal Working Tools, Cutting Coolant and Hydraulics.

LPP General Manager, Mr David Teo said that the company hopes to promote extended learning to its business partners to enable them to excel and also believes that training apprentices will give their careers a professional boost and provides the industry with more productive workers.

## GOVERNOR'S CHALLENGE TROPHY 2009



- From left: Tan Sri Aseh Che Mat, TYT Tun Mohd Khalil Bin Yaakob, Tan Sri Albert Cheng and Dato' Seri Wong Yeon Chai, all ready to tee-off.
- Dari kiri: Tan Sri Aseh Che Mat, TYT Tun Mohd Khalil Bin Yaakob, Tan Sri Albert Cheng dan Dato' Seri Wong Yeon Chai, bersedia untuk tee-off.

Tiara Melaka Golf and Country Club hosted the Governor's Challenge Trophy to honour the Governor of Melaka, TYT Tun Mohd Khalil Bin Yaakob in conjunction with TYT Governor's birthday celebrations recently.

A total of 119 players, including Club President, Tan Sri Aseh Che Mat and our Group Executive Director, Tan Sri Albert Cheng took to the field. Up for grabs on all par 3s were a Toyota Camry 2.4V, a Perodua MyVi SE, a Kawasaki Vulcan 900cc motorbike and RM30,000 worth of vouchers from Poh Kong Jewellers. Nevertheless, Tiara Melaka's par 3s are no easy prey... better luck next time!

The mode of play was Stableford but all were aware that 8 blind holes (4 holes from each nine) were picked by TYT Tun Khalil before tee-off to make it a fair and level playing ground for all.

Tan Sri Aseh was announced the Champion for the Governor's Challenge Trophy 2009.



# EXPO CINTAI MALAYSIA



- ▶ Tan Sri Nor Mohamed Yakcop declaring the Expo 'opened' flanked by Tan Sri William Cheng (left) and Dato' David Chua of KLSCCCI (right).
- ▶ *Tan Sri Nor Mohamed Yakcop merasmikan pembukaan Expo, diapit oleh Tan Sri William Cheng (kiri) dan Dato' David Chua dari KLSCCCI (kanan).*



Our Group participated in the 8th Malaysia International Trade and Consumer Fair, Expo Cintai Malaysia organized by the Chinese Chambers of Commerce and Industry of Kuala Lumpur and Selangor (KLSCCCI) at the Mines Convention Centre in Seri Kembangan from 2 to 8 December 2009.

Minister in the Prime Minister's Department, Tan Sri Nor Mohamed Yakcop who officiated the opening of the Expo on 3 December 2008 toured the Expo, accompanied by our Group Chairman and CEO, Tan Sri William Cheng who is also the President of KLSCCCI.

Tan Sri Nor stopped at our booth and viewed the products and services on display by our operating companies. Among the participating companies were Megasteel, Amsteel Mills, Antara Steel Mills, Lion DRI, Parkson Corporation, Lion Best, Likom, Posim Petroleum Marketing, Lion Trading and Marketing, Silverstone, Secom and Property Division.



- ▶ (Top photo) Tan Sri William Cheng briefing Tan Sri Nor Mohamed Yakcop on our steel and tyre operations on display at our booth.
- ▶ (Gambar atas) Tan Sri William Cheng memberi taklimat kepada Tan Sri Nor Mohamed Yakcop mengenai operasi tayar dan besi keluli yang dipamerkan di gerai kita.

## ANNUAL GENERAL MEETINGS



- ▶ Lion Industries Corporation Berhad's AGM chaired by Tun Musa Hitam (fifth from left).
- ▶ *Mesyuarat Tahunan Lion Industries Corporation Berhad dipengerusikan oleh Tun Musa Hitam (5 dari kiri).*

Our Group's public listed companies namely Lion Corporation Berhad, Lion Diversified Holdings Berhad, Lion Forest Industries Berhad and Parkson Holdings Berhad; as well as Silverstone Berhad (non-listed) held their Annual General Meetings (AGMs) on 17 and 18 November 2009.

Lion Industries Corporation Berhad's AGM was on 24 November 2009 while Amsteel Corporation Berhad had its AGM on 3 December 2009. All the AGMs were held at Level 48, Menara Citibank.

## LION PARKSON FOUNDATION LAUNCHES WEBSITE

Lion Parkson Foundation's website, [www.lion-parksonfoundation.com.my](http://www.lion-parksonfoundation.com.my) was unveiled on 29 November 2009 by Foundation Chairman, Puan Sri Chelsia Cheng and Foundation Trustees, Mr CS Tang, Dr Yulduz Emiloglu and Madam Gooi Sui Guet.

Designed by Puan Sri's daughter, Serena Cheng, the website features a rising sun spreading its rays which symbolises the giving of hope and extending assistance to the less fortunate.

The website has information on the foundation's objectives and activities, scholarships and loans available to students and job vacancies in our Group of companies. It will also incorporate a database on the Foundation's scholars which will allow them to network, contribute ideas and act as role models for those still pursuing their studies.

The launch was attended by some of the scholars and their family members.



- ▶ (Left photo) Puan Sri Chelsia Cheng (2nd from left) with (from left) Dr Yulduz Emiloglu, Madam Gooi Sui Guet and Mr CS Tang, launching the Foundation's website; and (right photo) with the Foundation's scholars on stage.
- ▶ (Gambar kiri) Puan Sri Chelsia Cheng (2 dari kiri) dan (dari kiri) Dr Yulduz Emiloglu, Puan Gooi Sui Guet dan Encik CS Tang melancarkan laman web Yayasan; dan (gambar kanan) bersama skolar Yayasan di atas pentas.

## LAUNCHING OF EDUCARE 2009



- ▶ Mr Paul Chan presenting Silverstone's contribution to Ven. B. Sri Saranankara Nayaka Maha Thera, witnessed by Puan Sri Chelsia Cheng and Datuk Meme Zainal Rashid.
- ▶ Encik Paul Chan menyerahkan sumbangan Silverstone kepada Ven. B. Sri Saranankara Nayaka Maha Thera, disaksikan oleh Puan Sri Chelsia Cheng dan Datuk Meme Zainal Rashid.

Lion-Parkson Foundation collaborated with Siri Jayanti Association and Yayasan Maha Karuna on Educare 2009, a charitable programme which distributes essential school items to needy school children throughout the country. Educare 2009 was launched by Women, Family and Community Development Ministry's Social Welfare Department Director General, Datuk Meme Zainal Rashid on 29 November 2009.

For the past 9 years, Parkson has been involved in this programme whereby all its stores nationwide provide collection bins for the public to donate school items.

In her speech, Foundation Chairman, Puan Sri Chelsia Cheng related her experience in visiting a home for the handicapped and mentally disabled children which



- ▶ Puan Sri Chelsia Cheng and Parkson management presenting the collection for Educare 2009 to Ven. B. Sri Saranankara Nayaka Maha Thera.
- ▶ Puan Sri Chelsia Cheng dan pengurusan Parkson menyerahkan kutipan untuk Educare 2009 kepada Ven. B. Sri Saranankara Nayaka Maha Thera.

inspired her to help these special children by publishing a book, 'Hot Dog Society'. The book which is filled with inspirational quotes and heartwarming stories is on sale at all Parkson outlets with 30% of the sales proceeds donated to Educare 2009.

At the event, Silverstone Marketing Sdn Bhd contributed RM15,000 to the programme. Its Director, Mr Paul Chan presented the mock cheque to Venerable B. Sri Saranankara Nayaka Maha Thera, Chief High Priest of Malaysia.

On 28 December 2009, Puan Sri Chelsia Cheng handed over Parkson's Educare collection worth RM95,566 to Venerable B. Sri Saranankara Nayaka Maha Thera.



# 2010 MALAYSIAN BUDGET HIGHLIGHTS

**BDO** Binder and Group Tax Department jointly organised the "2010 Budget Commentary & Tax Information Seminar" on 12 November 2009 at Level 48, Menara Citibank. The seminar was held to update and brief the staff on the latest taxation issues and highlights from the 2010 Budget Proposals tabled by the Prime Minister / Finance Minister on 23 October 2009.

The seminar covered 2010 Budget highlights, Real Property Gains Tax and Transfer Pricing, with the highlights being:-

## CHANGES AFFECTING INDIVIDUALS

- Tax rate for chargeable income group exceeding RM100,000 be reduced by 1% from 27% to 26% effective 2010
- Individual tax relief on broadband subscription fees up to RM500 per year from YA 2010 until YA 2012
- Personal relief be increased from RM8,000 to RM9,000 effective YA 2010
- Tax relief on EPF and life insurance premium be increased from RM6,000 to RM7,000 effective YA 2010. The increased relief is given solely on annuity scheme premium from insurance
- A fixed rate of 5% be imposed on gains from the disposal of real property effective from 1 January 2010. (Exemption up to RM10,000 or 10% of the gains, whichever is higher is given to individuals; gift between parent and child, husband and wife, grandparent and grandchild, and disposal of a property once in a lifetime)
- Service tax on credit cards and charge cards effective from 1 January 2010 i.e RM50 per year on the principal card and RM25 per year on the supplementary card
- The employment income of knowledge workers residing in Iskandar Malaysia and working in qualifying activities be taxed at 15% indefinitely. (Applicable to workers who apply and commence employment between 24 October 2009 and 31 December 2015)
- Government to make it easier for skilled/qualified people to get permanent residence status. Visa to be granted for family within 14 days

## CHANGES AFFECTING COMPANIES

- Expenses incurred on registration of patents and trademarks be allowed as a deduction for tax purpose for Small and Medium Scale Enterprises



- Staff from the Head Office and operating companies listening to the 2010 Malaysian Budget highlights.
- *Kakitangan Ibupejabat dan syarikat operasi mendengar taklimat Belanjawan Malaysia 2010.*

- Enhancing Tax Incentive for Health Tourism i.e. tax exemption on 100% of the value of increased export subject to 70% of the statutory income
- Tax incentives for buildings obtaining green building index (GBI) certificate i.e. tax exemption of 100% on the additional CAPEX to be set off against 100% of the statutory income (only applicable for the 1st GBI certificate issued in respect of the building from 24 Oct 2009 – 31 December 2014)
- Stamp duty exemption for buyer of GBI building
- Extension of additional stamp duty exemption of 20% on instruments of Islamic Financing be extended until 31 December 2015
- Extension and expansion of tax incentives (5 year tax exemption) for export of financial services (bank, insurance and takaful sectors)
- Double deduction on expenses to promote Malaysia as International Islamic Financial Centre to be extended to YA2015
- Deduction on expenditure to establish Islamic Stock Broking Companies be extended until 31 December 2015
- Deduction on expenditures incurred in the issuance of Islamic Securities approved by SC/LOFSA to be extended until YA 2015
- Standardizing tax treatment for special purpose vehicles for the purpose of issuance of Islamic securities approved by SC
- Extending tax exemption on profits from Non-ringgit sukuk approved by SC/LOFSA to YA2010
- Tax assessment system for upstream petroleum companies be changed to current year assessment and self assessment system
- Application for tax incentives for forest plantation, consolidation of the management of smallholdings and idle land, knowledge based economy must be received not later than 31 December 2011

## REAL PROPERTY GAINS TAX (RPGT)

- A fixed rate of 5% be imposed on gains from the disposal of real property effective from 1 January 2010

# THE NO-COST WAY TO MOTIVATE

**A MANAGER'S GENUINE INTEREST IN EMPLOYEES' LIVES PAYS OFF AT EVERY LEVEL, IN EVERY JOB**

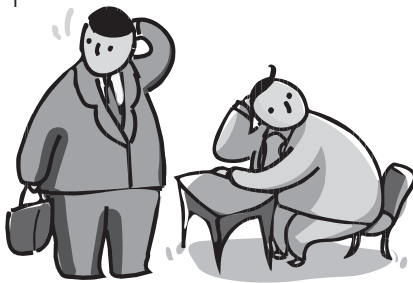
By Patrick Lencioni (extracted from bloomberg.com)

**"N**ow listen to me, all of you. You are all condemned men. We keep you alive to serve this ship. So row well, and live." Those were the words of Quintus Arrius in the movie *Ben-Hur*. And while he was speaking to Roman slaves, one can almost imagine a modern version coming from a manager today. "O.K., people, you all know that unemployment is at a 50-year high. You're lucky to have jobs. So work hard, and no more complaining."

Lost amid the justifiable concern about the 9.7% of U.S. workers who are unemployed is the well-being of the other 90.3%, many of whom are miserable. They feel they're out of options and that management has little incentive to make their work lives more meaningful.

Even well-intentioned managers as most are feel their hands are now tied when it comes to motivating and engaging their workers. Salaries are stagnant. Perks and benefits are only going to get slimmer. What can they do?

Plenty and one important way to motivate and engage your team is just as available and cost-effective as it has always been. Perhaps it's overlooked because it's so ridiculously simple; it's something even the worst managers get and the best ones can forget. In fact, I am reluctant to write about it here because it is so patently obvious. But then I think about that quote from 18th century writer Samuel Johnson: "People need to be reminded more often than they need to be instructed."



So here's a reminder for managers: Take an active, genuine interest in the lives of your employees.

One of the greatest causes of misery for employees is the feeling that the person they work for isn't interested in who they are and what goes on in their lives, personally or professionally. Regardless of how much money people make and whether their jobs suit them, if they feel anonymous they'll dread going to work and return home deflated.

I see this in every industry, at every level. One woman I know of had a great job at a nonprofit place she loved, so

she was at a loss to explain why she felt unfulfilled. After she had her first child and returned to work, she realized why: For two months her manager failed to ask her about the arrival of her baby, the most important event in her life.

A manager needs to be interested in employees from a professional standpoint, too, not only in job details but also in motivation. And a big part of this is helping people figure out why their job matters to someone, somewhere, in some way large or small. For a brain surgeon, firefighter, or priest this is obvious, but for an accounts payable clerk or a pizza delivery guy, it requires a bit more thought. It's essential, however, to finding fulfillment at work.

It's amazing how many high-profile, highly paid employees are as miserable as anyone else when their managers don't seem interested in them. Take, for instance, professional football players. Based on my work with NFL teams, I can attest that misery is alive and well among the players. Most fans can't understand. After all, these athletes are paid exorbitant salaries for playing a child's game for half the year.

Anonymity certainly shouldn't be the cause. Fans and the media dote on the players. But it's an employee's manager who needs to take an interest and that doesn't happen often in the NFL. A few years ago I spent time with an NFL head coach who had just traded for a talented but troubled player. When I asked the coach, a remarkably decent guy, if he would get to know the new player, try to understand what made him tick, he said: "Nah. This is pro ball, Pat. We're adults. This is a job." The player was 24 years old.

Even among executives, I find that anonymity is a bigger problem than many will admit. So many CEOs and top executives convince themselves that the senior managers they hire are big boys and girls who don't need to be managed like employees anymore. They're shocked to find out later, often after someone leaves, how much their personal detachment affected that employee's work experience.

The truth is, whether we're managing executives in a global technology company, linebackers in the NFL, or rowers in the hull of a ship, if we can't find a way to take an interest in our employees as people, we're committing them to a miserable work life. And that makes ships go a lot slower.



*Patrick Lencioni is the author of several books, including *The Three Signs of a Miserable Job* and *The Five Dysfunctions of a Team*, and is the founder and president of management consultancy *The Table Group*.*







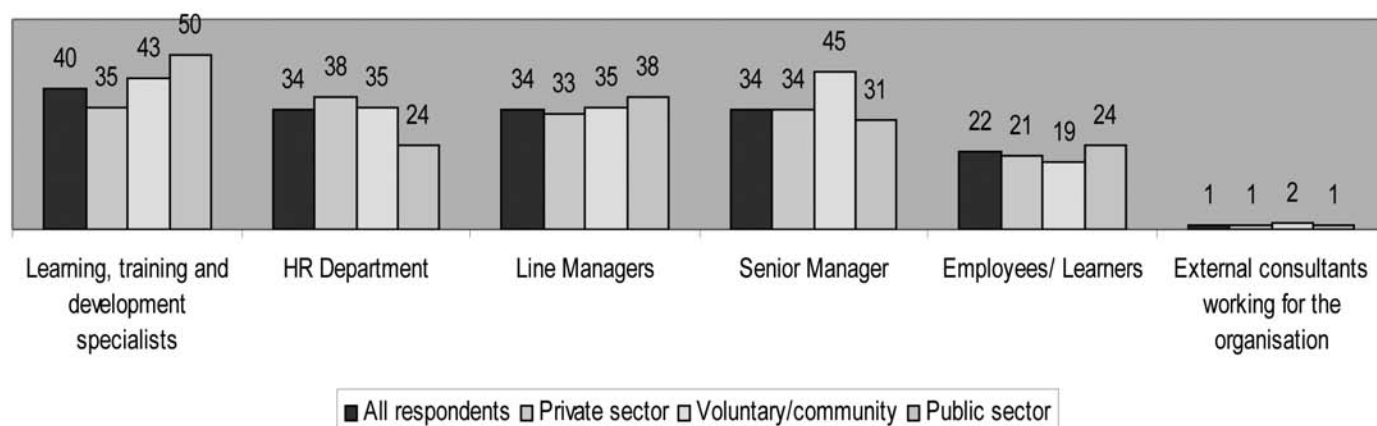
# INFO LINK

CEDR Corporate Consulting Sdn Bhd

No. 15, Jalan Pekan Baru 30A/KU 01, Bandar Klang, 41050 Klang, Selangor Darul Ehsan. Tel: 03-33447310 Fax: 03-33447315

The Learning and Development Annual Survey Report 2009 below done by the Chartered Institute of Personnel and Development, UK shows that the responsibilities for determining the learning and developments needs of the organisation as a whole does not only rely on the Learning, Training and Development specialists and Human Resource Department but also hinges a lot on the managers' involvement as well.

**To what extent are the following people responsible for determining the learning and development needs of the organisation as a whole? (% main responsibility)**



## MANAGER'S ROLE IN A COMPETENCY-BASED T&D SYSTEM

### Introduction .....

The basic principle of any competency-based system focuses on ensuring the organisation has the right people, with the right skills, at the right time, to accomplish its business objectives:

1. Trainees are taught skills they need to solve day-to-day job requirements
2. Trainees are active participants during the training process
3. Training objectives must be clearly defined and understood by trainees
4. Activities should focus on trainee participation because people remember things they do more readily than things they only read about
5. Trainees must be allowed and encouraged to use their newly acquired skills when performing their regular jobs
6. The learning environment must be supportive and positive



## Responsibility .....

The manager is the person who is ultimately responsible for ensuring the success of the day-to-day implementation of a competency-based program. That is because the manager's ultimate goal is to ensure their subordinates (and trainees) are competent, productive and can safely, effectively and efficiently perform their jobs.

Line managers' most important contribution to the competency-based training system focuses on establishing an environment where "on-the-job-training" (OJT) efforts can be successfully completed as a normal part of day-to-day operations. Although this statement appears to be simple and straightforward, in reality, it is difficult to accomplish for a number of reasons:

- Few managers receive formal training in how to train their workers
- Conflicts often arise between normal operations and training activities
- Training activities require resources such as: time, money, personnel and energy that would normally be focused on daily work efforts
- OJT training activities are often considered to be a burden by managers

## Overcoming Barriers .....

To overcome the barriers listed above, managers need to take specific actions in order to establish a successful competency-based training program within their section, department or division. These actions would include setting up an OJT program that incorporates the following principles:

- **Structure** - Structured programs rely on organisational support and include things like policies, procedures, training records and training performance reports.
- **Objectives** - Training objectives need to be clearly defined and communicated to the trainees, trainers and other folks that may be involved with the training activities.
- **Accountability** - Trainees and their trainers both have responsibilities that must be fulfilled to ensure success. The trainees must also be tested against job-related skills that are outlined in their competency-based development plan.
- **Preparation** - Trainers must be given adequate time to prepare for OJT and the trainees must be briefed on things they must do to prepare for training sessions.
- **Consistency** - Training outcomes should not vary by trainer, shift or time of year and the trainees should have the same set of job-skills when OJT is finished.

A manager can also help ensure the competency-based efforts are successful by providing an initial orientation briefing to new trainees on the training and development process when they arrive and making sure that OJT activities are integrated with the day-to-day operations of the work area. Managers also have to ensure the competency-based training activities support the department's job requirements and then take the time to brief trainees on their OJT assignments, the results expected and then how the trainee's performance will be measured.

Line managers also have the responsibility of helping the training department create a development plan for newly assigned staff by identifying the tasks the new personnel will eventually be responsible for. Managers then establish a training schedule and personally conduct OJT, or they select other qualified personnel to conduct competency-based training with the trainees. Even when the manager does not provide the training, they still have the responsibility for monitoring and overseeing the training process.

## Follow Through Evaluation .....

Although other individuals may carry out portions of the training the manager has the duty of evaluating and ensuring that timely feedback is provided to the trainees on their progress. When evaluating training activities the manager must ensure all critical tasks are evaluated and that the trainee is competent before they advance to the next phase of their training.

And how should the manager evaluate the competence of the trainees? Unfortunately, there is no "one" best method of evaluating a trainee's competence and the evaluation method needs to match the task itself. The table below provides information on some of the most popular evaluation methods; testing, interview, observation, work samples and written reports.

	CRITERIA FOR ADMINISTERING EVALUATION
Written Test	<ul style="list-style-type: none"> <li>• No special training is required to administer test</li> <li>• Easy to administer</li> <li>• Develop a scoring guide</li> <li>• Results are easily tabulated</li> <li>• Write questions clearly</li> <li>• Questions must identify all causes and solutions</li> </ul>
Interview	<ul style="list-style-type: none"> <li>• Clarify issues and build rapport</li> <li>• Focus on non-verbal messages</li> <li>• Focus the process on obtaining solid evidence</li> <li>• Probe ambiguous answers</li> <li>• Administered by skilled interviewers</li> <li>• Conducted by unbiased interviewers</li> <li>• Develop an interview questionnaire</li> </ul>
Observation	<ul style="list-style-type: none"> <li>• Minimize disruptions of the work activities</li> <li>• Observe that procedures are followed correctly</li> <li>• Validity is high</li> <li>• Keep administrative costs low</li> <li>• Observe all procedures</li> </ul>
Work Samples	<ul style="list-style-type: none"> <li>• Detailed evaluation can be done by more than one individual</li> <li>• Collect direct data on actual work performed</li> <li>• Physical activities on the job are noted</li> <li>• Take sample from typical working conditions</li> </ul>
Reports	<ul style="list-style-type: none"> <li>• Trainees can work on their own schedule completing the assignment</li> <li>• Does not interrupt the work routine</li> <li>• Can be administered easily</li> <li>• Potential problems identified</li> <li>• Develop a scoring guide for easy grading</li> <li>• Encourage further reading and self-development efforts</li> <li>• Set aside enough time to review information</li> </ul>

## Conclusion .....

Finally, the manager should make sure that training activities are documented in the trainee's formal development plan. The records should include comments on the trainee's attitude, motivation, training difficulties and other items affecting the training process in order to ensure the integrity of the competency-based system.



# KEEPING YOU IN VIEW



- What time is it? It is party time!!!
- Fonterra Workplace Assessor, 8 & 11 September 2009



- "I want to dig a pond in my backyard."
- Nestle FLM Competency Based Operation Training System, 6 - 7 October 2009



- Yiyo Yiyo yiyo... Anyone called for the ambulance?
- Occupational First Aid, AMS2 9 - 10 September 2009



- Santa, don't forget to bring me a gift!!!
- CBTE Instructor 30 November, 1, 7 & 8 December 2009



- Finally, it is over...
- HR Practical Series, 15 - 16 December 2009

## Write A Caption & Win Attractive Prizes!

Write the most creative or humorous caption in English or Bahasa Malaysia for the photograph shown (below) in not more than 20 words. Attractive prizes await the two most interesting captions which will be published in the next issue of Lion Today. The judges' decision is final and no correspondence will be entertained. Closing date: 25/2/2010.

The winning captions for last issue's photograph is as follow:

- "Jom mandi kat sebelah sane plak... Aku berenang kat sini sangkut kat perut la... Air kat sini pun bau masam je..."

Submitted by **Msizatul Najwa** (Megasteel Sdn Bhd - HR & Admin Dept)



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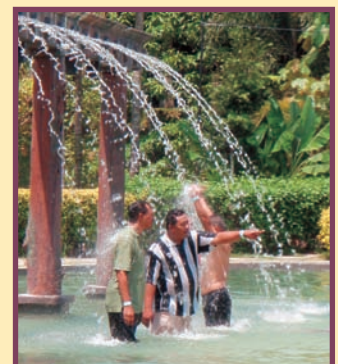
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Name: (Mr / Ms): ..... Tel. No.: .....

Company / Dept (please state full address): .....



# PARKSON OPENS AT KLUANG



- ▶ Parkson Management with Tuan Haji Abdul Rahman Mohamed Dewam, Head of Kluang Town Council (6th from left) who officiated the store's opening.
- ▶ *Pengurusan Parkson bersama Tuan Haji Abdul Rahman Mohamed Dewam (6 dari kiri), Yang Dipertua Majlis Perbandaran Kluang yang merasmikan pembukaan stor.*

**P**arkson Kluang Parade, the brand new addition to the Parkson family is the 35<sup>th</sup> Parkson outlet in the country and the 3<sup>rd</sup> in Johor.

With a built-up area of 78,000 sq ft over 3 floors, the store is a convenient and exciting venue for shoppers from the surrounding neighborhoods, nearby townships and even a stopover destination for visiting Singaporeans.

The store carries over 200 brands with a wide selection of cosmetics & fragrances and women's accessories on the ground floor, followed by the 1<sup>st</sup> floor which is dedicated to women's fashion apparel, work wear and lingerie while the 2<sup>nd</sup> floor carries apparels for men, sports, children and babies as well as household items.

Parkson's Senior General Manager of Operations, Mr Gui Cheng Hock said that Parkson is looking forward to a more positive and upbeat 2010; and offering new and exciting products that promise to add zest to the ever changing lifestyle of their consumers.



## RELOCATION OF LION GROUP HEAD OFFICE

With effect from **1 February 2010**, our Head Office will be operating from its new premises at the following address:

Level 11 - 15, Office Tower  
No. 1 Jalan Nagasari (Off Jalan Raja Chulan)  
50200 Kuala Lumpur

Tel: 03-21420155 (hunting line) Fax: 03-21481036, 21428409  
Website: [www.lion.com.my](http://www.lion.com.my)

