

Lion Today

VOL. 24 NO. 3 MAY / JUNE 2012 FOR INTERNAL CIRCULATION ONLY www.lion.com.my

MOU WITH IKBN FOR SKILLS DEVELOPMENT



- ▶ Lion Petroleum / Hi-Rev in Metaltech 2012
- ▶ Taiyuan Changfeng Parkson Opens in Shanxi, China
- ▶ Launching of Talent Review and Individual Development Plan

MOU WITH IKBN FOR



- ▶ Mr Suresh Menon and Tuan Haji Shaari Salleh (4th and 3rd from right respectively) after the signing with Senator Tuan Gan Shou Sien (3rd from left) and officials from Megasteel and IKBN.
- ▶ Encik Suresh Menon dan Tuan Haji Shaari Salleh (masing-masing 4 dan 3 dari kanan), menunjukkan dokumen yang ditandatangani bersama-sama Senator Tuan Gan Shou Sien (3 dari kiri) serta pegawai dari Megasteel dan IKBN.



- ▶ Thumbs up for the success of the MoU signing.
- ▶ Isyarat baik tanda kejayaan majlis menandatangani perjanjian persefahaman.



- ▶ HR team and Tuan Haji Shaari Salleh (6th from left) at Lion's Steel Division's booth.
- ▶ Pasukan HR dan Tuan Haji Shaari Salleh (6 dari kiri) di gerai pameran Bahagian Besi Keluli.

RETAIL & TRADING

DIVISION

PARKSON SIGNS AGREEMENT WITH LIPPO GROUP



- ▶ Mr Michael Riady (left) and Datuk Alfred Cheng (right) signing the lease agreement.
- ▶ Encik Michael Riady (kiri) dan Datuk Alfred Cheng (kanan) menandatangani perjanjian pajakan.



- ▶ Exchange of documents between Datuk Alfred Cheng (3rd from right) with Mr Michael Riady (centre) witnessed by (from left) PT Lippo Karawaci TBK Managing Director, Mr Craig William; The St Moritz Managing Director, Mr Budhi Gozali; Lippo Malls CEO, Mr Eddy Mumin; PRA CEO, Mr Toh Peng Koon, and PT Tozy Sentosa CEO, Mr Fandawan Ramali.
- ▶ Datuk Alfred Cheng (tiga dari kanan) dan Encik Michael Riady (tengah) bertukar dokumen perjanjian, disaksikan oleh (dari kiri ke kanan) Pengarah Urusan PT Lippo Karawaci TBK, Encik Craig William; Pengarah Urusan The St Moritz, Encik Budhi Gozali; CEO Lippo Malls, Encik Eddy Mumin; CEO PRA, Encik Toh Peng Koon dan CEO PT Tozy Sentosa, Encik Fandawan Ramali.



- ▶ Mr Michael Riady (extreme right) briefing Datuk Alfred Cheng on the development of The St Moritz mall.
- ▶ Encik Michael Riady (paling kanan) memberi penerangan kepada Datuk Alfred Cheng mengenai pembangunan mall The St Moritz.



- ▶ Senior management of PRA and Lippo Group with guests at the event.
- ▶ Pihak pengurusan PRA dan Lippo Group bersama tetamu yang hadir.

SKILLS DEVELOPMENT

On 15 May 2012, our Group signed a Memorandum of Understanding (MoU) with the Youth Skills Development Division, an agency under the Ministry of Youth Affairs and Sports for collaboration with the various Institut Kemahiran Belia Negara (IKBN) nationwide especially in the technical field.

The MoU will open up more employment opportunities for IKBN's graduates particularly from the electrical, mechanical, mechatronic

and welding disciplines. Our Group will also provide internship training for the graduating students as well as work with the lecturers via cross learning methodology.

Group HR Director, Mr Suresh Menon and Megasteel Senior HR Manager, Mr Kenny Tan signed on behalf of the Group while Youth Skills Development Division was represented by its Director General, Tuan Haji Shaari Salleh and IKBN Director of Commissioning, Encik Khairul Ikhwan

Abdullah. Deputy Minister of Youth Affairs and Sports, Senator Tuan Gan Shou Sien and Deputy Secretary General (Strategic) of the Ministry of Youth Affairs and Sports, Tuan Haji Zaidon Asmuni witnessed the signing.

Senator Tuan Gan and Tuan Haji Shaari Salleh also visited our Steel Division's booth which was set up in conjunction with the convocation ceremony to provide information on our steel businesses.

MOU DENGAN IKBN UNTUK PEMBANGUNAN KECEKAPAN

Pada 15 Mei 2012, Kumpulan kita telah menandatangani satu Memorandum Persefahaman (MoU) dengan Bahagian Pembangunan Kemahiran Belia, sebuah agensi di bawah Kementerian Belia Sukan bagi menjalin kerjasama dengan Institut Kemahiran Belia Negara (IKBN) di seluruh negara terutama dalam bidang teknikal.

MoU itu akan membuka lebih banyak peluang pekerjaan untuk graduan IKBN terutamanya dalam disiplin elektrik, mekanikal, mekatronik dan kimpalan.

Kumpulan kita juga akan menyediakan latihan amali untuk para pelajar yang bakal menamatkan pengajian serta menjalin kerjasama dengan para pensyarah melalui kaedah pembelajaran bersilang.

Pengarah Sumber Manusia Kumpulan, Encik Suresh Menon dan Pengurus Kanan Sumber Manusia Megasteel, Encik Kenny Tan menandatangani MoU tersebut bagi pihak Kumpulan manakala Bahagian Pembangunan Kemahiran Belia diwakili oleh Ketua Pengarah, Tuan Haji Shaari Salleh dan Pengarah

Pentauliah IKBN, Encik Khairul Ikhwan Abdullah. Timbalan Menteri Belia dan Sukan, Senator Tuan Gan Shou Sien dan Timbalan Ketua Setiausaha (Strategik), Kementerian Belia dan Sukan, Tuan Haji Zaidon Asmuni menyaksikan majlis menandatangani MoU tersebut.

Selesai majlis, Senator Tuan Gan serta Tuan Haji Shaari melawat gerai pameran Bahagian Besi Keluli yang dibuka bersempena istiadat konvokesyen bagi memperkenalkan industri besi keluli Kumpulan.

签署谅解备忘录，与全国各青年技能学院（IKBN）合作

2012年5月15日，金狮集团与青年和体育部属下机构——青年技能发展部签署谅解备忘录，俾与全国各青年技能学院（IKBN）合作，特别着重于技术领域。

谅解备忘录将提供更多的就业机会予IKBN毕业生，尤其是电气、机械、机电一体化和焊接学科。我们的集团将为毕业

生提供实习训练，同时也会通过交叉学习方法与讲师们进行合作。

集团人事部总监Mr Suresh Menon与美佳钢铁高级人事部经理陳建利代表集团签署合约；而青年技能发展部则委派总干事Tuan Haji Shaari Salleh和IKBN委员会总监Encik Khairul Ikhwan Abdullah。国家青年

与体育部副部长拿督颜炳寿上议员与青年和体育部副秘书长（策略）Tuan Haji Zaidon Asmuni一同见证签署仪式。

拿督颜炳寿上议员与Tuan Haji Shaari Salleh也一同参观钢铁部门于仪式上的展览摊位，以便了解我们的钢铁生意详情。

PARKSON SIGNS AGREEMENT WITH LIPPO GROUP

On 30 May 2012, Parkson Retail Asia Ltd (PRA) signed an agreement with Lippo Karawaci Group for a 15,000 square metre retail area in The St Moritz mall within the Puri Central Business District in west Jakarta, Indonesia.

PRA's Managing Director, Datuk Alfred Cheng and Lippo Group's CEO, Mr Michael Riady signed on behalf of the two organisations. Datuk Alfred said that it is part of PRA's

long term strategy to introduce the Parkson brand to the Indonesian retail market with its rising domestic consumption and growing upper class.

Parkson St Moritz will be the first Parkson store to be opened in Indonesia in September 2013. Currently, Parkson operates 8 stores under the brand names of Centro and Kem Chicks in Indonesia.

CONTENTS

1 CORPORATE UPDATE

MoU With IKBK For Skills Development

1 RETAIL & TRADING DIVISION

Parkson Signs Agreement With Lippo Group

4 STEEL DIVISION

Amsteel Klang's Diary

- Contribution To Residents Association
- Innovative Car Wash System
- Health Talk On Cancer
- Selangor Industry Futsal Championship 2012

Amsteel Banting Updates

- Launching Of 'Proper' Campaign
- Fire Drills
- Jungle Trekking
- Health Talk
- Inter-Department Games

Events At Antara Steel

- Seminar Pencegahan Kemalangan
- Housekeeping And Landscape Competition
- Training Programs
- Blood Donation
- Isra' Mikraj Celebration
- Soccer Tournament

News From Megasteel

- Training On Gas Safety
- Visit By Industrial Training Institute
- Congratulations To USBT Graduands
- Fire Drill At CRMC
- CRMC Family Day
- Inter-Division Games

Steel Division Sports & Recreation Club Activities

- Bowling Tournament
- Treasure Hunt 2012

Bright Steel's Diary:

- Training
- Sports Club Prize Presentation

11 RETAIL & TRADING DIVISION

LPP Participates In Metaltech 2012

Global Departmental Store Summit 2012

Taiyuan Changfeng Parkson

13 SERVICES DIVISION

Happenings At Secom

- Training Programs
- Commendations For Secom Staff
- Participation In Standard Chartered Marathon 2012
- Participation In Saito College Career Day

14 CORPORATE UPDATE

Training For Directors

Accountants Seminar

Lunch And Learn

Briefing For Scholarships Candidates

15 PROPERTY & COMMUNITY DEVELOPMENT DIVISION

Visit By Zhenjiang City Officials

Table Tennis Championship

16 COMMUNICO

14 Security Tips To Safe Internet Banking

17 HUMAN RESOURCE NEWS

Launching Of Talent Review And Individual Development Plan

Operational Excellence

19 INFOLINK

Pyramids Of Innovation

Learning Styles

22 PROPERTY & COMMUNITY DEVELOPMENT DIVISION

The Promenade - Penang

23 RETAIL & TRADING DIVISION

Salam Aidilfitri Syawal 1433

EDITORIAL

Editorial Advisor Tan Sri Albert Cheng

Editor Quah Le Ching

Editorial Committee Suresh Menon, Ng Ho Peng,

Fauziah Harun & Ian Bo

PUBLISHER

The Lion Group

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

Tel: 03-21420155 Fax: 03-21428409

Email: webmaster@lion.com.my

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

All rights are reserved by the Publisher.

Reproduction in any form of the articles or photographs is strictly prohibited unless written permission is first obtained from the Publisher.

EDITOR'S MESSAGE

Employees' training and development is important for any business as skilled and competent people will be able to contribute to the productivity and efficiency of the organisation. It is imperative that employees are trained and up-to-date with the required skills and knowledge to manage the complexities of business, especially in today's global economy.

To quote Peter F. Drucker, "Today, knowledge has power. It controls access to opportunity and advancement," our operating companies and Head Office are constantly organising seminars, training and talks to enhance the knowledge and skills of our employees. Our Directors too recently attended a half-day training to keep them abreast on the latest requirements by the regulatory authorities.

Still on skills development, our Group has signed an MoU with Institut Kemahiran Belia Negara (or National Youth Skills Institute) for collaboration in the technical field. The MoU will open up more employment opportunities for the institute's graduates, provide internship training for graduating students and facilitate our operating companies to work with the lecturers via cross learning methodology.

On the retail front, Parkson is continuing to build on its strong brand reputation as a leading department store in its existing markets in Asia. Parkson China has increased its number of stores to 54 with the recent opening of Taiyuan Changfeng Parkson in Shanxi Province. It has also signed a lease agreement with Lippo Karawaci Group to open the first Parkson branded store in The St Moritz mall being developed by the latter in Jakarta, Indonesia. Parkson St Moritz, to be opened in 2013 heralds the Group's plan to pursue the dual-brand strategy in Indonesia, after having ventured into the retail market there through its acquisition of 7 Centro department stores and a Kem Chicks supermarket in 2011.

UTUSAN PENGARANG

Latihan dan pembangunan pekerja adalah penting bagi sesebuah perniagaan kerana pekerja yang mahir dan berwibawa mampu menyumbang kepada produktiviti dan meningkatkan kecekapan organisasi. Ia adalah penting kerana pekerja yang terlatih berserta kemahiran dan pengetahuan terkini amat diperlukan bagi menangani urusan perniagaan yang semakin kompleks, terutamanya dalam ekonomi global hari ini.

Meminjam kata-kata Peter F. Drucker, "Hari ini, ilmu pengetahuan berkuasa. Ia mengawal akses kepada peluang dan kemajuan," syarikat-syarikat operasi kita dan Ibu Pejabat menganjurkan pelbagai seminar, latihan dan ceramah untuk meningkatkan pengetahuan dan kemahiran warga kerja kita. Para pengarah kita juga turut menghadiri latihan separuh hari baru-baru ini bagi memastikan mereka mengikuti perkembangan terkini akan kepatuhan semasa yang ditetapkan pihak berkuasa.

Masih mengenai pembangunan kemahiran, Kumpulan kita telah menandatangani perjanjian persefahaman (MoU) dengan Institut Kemahiran Belia Negara untuk kerjasama dalam bidang teknikal. MoU itu akan membuka lebih banyak peluang pekerjaan kepada para graduan, menyediakan latihan amali bagi pelajar yang bakal menamatkan pengajian dan memudahkan syarikat-syarikat operasi kita menjalin kerjasama dengan para pensyarah melalui kaedah pembelajaran bersilang.

Bahagian peruncitan kita, Parkson terus mengukuhkan reputasinya sebagai jenama gedung terkemuka di pasaran yang sedia ada di Asia. Parkson China telah menambah bilangan gedungnya kepada 54 berikutan pembukaan Parkson Taiyuan Changfeng di wilayah Shanxi. Ia juga telah menandatangani perjanjian pajakan dengan Lippo Karawaci Group untuk membuka gedung pertama jenama Parkson di kompleks membeli-belah St Moritz yang sedang dibangunkan di Jakarta, Indonesia. Parkson St Moritz, yang akan dibuka pada tahun 2013 merupakan perancangan Kumpulan untuk meneruskan strategi dua jenama di Indonesia, selepas menerokai pasaran peruncitan di sana berikutan pengambilalihan 7 gedung Centro dan sebuah pasaraya Kem Chicks pada tahun 2011.

AMSTEEL KLANG'S DIARY

CONTRIBUTION TO RESIDENTS ASSOCIATION

Amsteel Mills Klang contributed RM1,000 to Taman Berkeley Residents Association in aid of its members' children's education. Senior General Manager, Mr Chen Kwong Fatt presented Amsteel's contribution to the Chairman of Gabungan Penduduk Penduduk Taman Klang, Mr Tan Yoke Soon and the Chairman of Taman Berkeley Residents Association, Dato' Ang Thye Chi.



INNOVATIVE CAR WASH SYSTEM



The Central Engineering (CE) Department was entrusted to build a Car Wash System to resolve the issue of dust settling on the employees' cars. The innovative idea for this project was contributed by an internship trainee from Universiti Tun Hussein Onn with the help of the Internet.

Further assistance for the project came from the nozzle supply vendors, civil works vendors' fabrication, motorshop and electrical personnel who collaborated to improvise

and develop the car wash design. The automatic system was completed at a minimal cost with most of the parts salvaged from the steel plant.

The unveiling of the Car Wash System was officiated by Director - Works, Ir Dr Loh Fook Guan; Senior GM, Mr Chen Kwong Fatt as well as the ISO 14001 external auditors recently. Syabas to the CE team led by Senior Manager, Mr V. Ramamurthi.

HEALTH TALK ON CANCER

About 100 employees attended a talk entitled 'Early Signs of Cancer' by Dr Francis Lopez, Oncologist & Radiotherapist from Sri Kota Specialist Medical Center on 19 May 2012. The talk organised in collaboration with our medical care provider, Micares was held to raise awareness on early signs of the disease.



SELANGOR INDUSTRY FUTSAL CHAMPIONSHIP 2012

Amsteel Klang emerged first runner-up in the Kejohanan Futsal Industri Selangor 2012 organised by Selangor State Investment Corporation.

AMSTEEL BANTING UPDATES

LAUNCHING OF 'PROPER' CAMPAIGN

In its efforts to promote greater awareness on prevention of road accidents, Amsteel Banting launched the Road Accident Prevention for Employees at Risk (PROPER) campaign jointly organised with Social Security Organisation (Socso), Road Transport Department (RTD) and Selangor Road Safety Department on 30 May 2012.

The campaign was officiated by Director - Works, Ir Dr Loh Fook Guan; General Manager - Works, Mr Pong Chung Kuan, together with Socso's Deputy Executive - Operation, Dato' Dr Mohammed Azman, and Encik Mustapha Bin Draman - Socso Manager (Klang Branch).

There were presentations by the representatives from the three agencies and a simulation exercise for safe motorcycle riding involving the

employees. The RTD officers also demonstrated the techniques for safe motorcycle riding and defensive driving.



► Dato' Dr Mohammed Azman (left) and Ir Dr Loh Fook Guan (right) launching the event.
► Dato' Dr Mohammed Azman (kiri) dan Ir Dr Loh Fook Guan (kanan) merasmikan majlis.



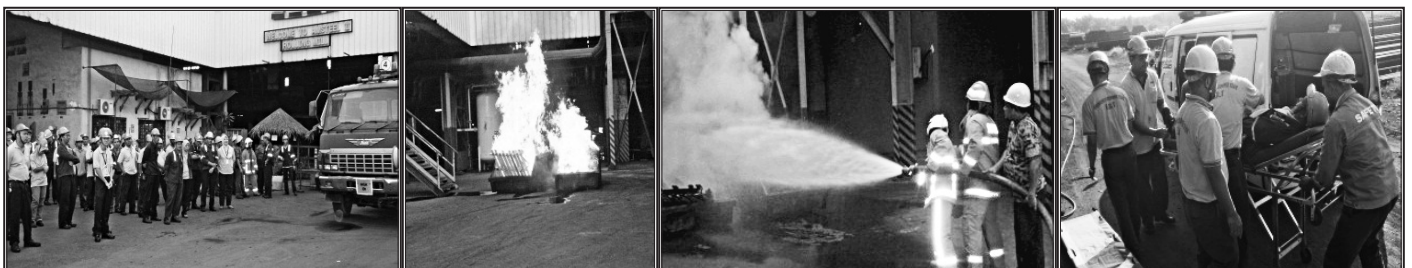
► Demonstration on safe motorcycle riding.
► Demonstrasi pemanduan motosikal.

FIRE DRILLS

Amsteel Banting organised a series of emergency and fire drills at its premises. On 24 May 2012, the Steelmaking Plant had a drill where the fire fighting team successfully put out the fire at the scrap area while the rescue team saved the 'victims' who received treatment from the first aid team. Encik Sulong from Balai Bomba Port Klang and his team were present to witness the drill.



Another drill was held at the Rolling Mill on 13 June 2012. The fire at two different locations were put off by the fire fighting team using our own fire engine. An unconscious 'victim' at the Billet Grinding area was saved by the rescue team and treated by the first aid team. Secomex Safety and Health Officer, Encik Ruslan was invited to witness the drill.



The Admin Block employees had their drill on 26 June 2012. When the siren went off, all employees evacuated their work station for the designated assembly point until Safety and Health Office, Encik Jasri declared that it was safe to return to work.



AMSTEEL BANTING UPDATES

JUNGLE TREKKING

34 employees went on a jungle trekking trip to Sungai Lembing organised by Amsteel Banting United Club on 23 and 24 June 2012.

Led by General Manager - Works, Mr Pong Chung Kuan and Assistant GM - Steel Meltshop, Mr Lim Aik Peng, the team was flagged off from Wisma Lion at 11.00 pm on 23 June 2012. The objective of the trip was to instill environmental awareness as well as to promote a healthy lifestyle and team spirit amongst the employees.

The start point began at Sungai Lembing river crossing, and the team trekked along the jungle path and climbed some rocks. After enduring a meandering journey to avoid obstacles along the path, they arrived at the Rainbow Waterfall. The name of the waterfall came from the spectrum of colours reflected in the water vapor and droplets that act as a prism. It was a tiring but fun journey for everyone.



HEALTH TALK



- (Left) Fogging machine demonstration (right) fogging activities at the premises.
- (Kiri) Demonstrasi menggunakan mesin 'fogging' (kanan) aktiviti 'fogging' di perkarangan kilang.

Due to the increasing cases of dengue fever and leptospirosis, the HR & Admin Department organised a health talk on 'Dengue Outbreak and Leptospirosis' on 25 June 2012 with collaboration from the Kuala Langat District Health Department.

The officers briefed the employees on the symptoms and effects of the diseases, and prevention strategies. They showed samples of the Aedes mosquitoes and demonstrated how to use the fogging machine.

Prior to the talk, fogging activities were conducted at the premises including Central Store, Canteen, Administrative Office and Rolling Mill on 24 June 2012.

INTER-DEPARTMENT GAMES

NETBALL



Two teams competed in the inter-department netball match organised by Amsteel Banting United Club on 18 May 2012. Team B comprising players from various departments won the match and represented Amsteel Banting in the Steel Division netball match. HR Manager, Ms Lee Siew Bee gave away the prizes to the winners.

BADMINTON

78 participants took part in the inter-department badminton tournament on 27 May 2012. Ang Siew Fang and Siti Daryanee came in first in the Women's category while Mozaid and Bain took the champion title in the Men's category. The Veteran's category title went to Hairus and Abdul Aziz. General Manager - Works, Mr Pong Chung Kuan presented the prizes to the winners.

CHAMPIONS



EVENTS AT ANTARA STEEL

SEMINAR PENCEGAHAN KEMALANGAN



- The employees donning their helmet and safety vest.
- Kakitangan bergaya dengan topi keledar dan vest keselamatan yang diterima.



- Dato' Dr Mohammad Azman (left) and Encik Rahmat Ibrahim (right) assisting the participants with their helmet and safety vest.
- Dato' Dr Mohammad Azman (kiri) dan Encik Rahmat Ibrahim (kanan) membantu peserta mengenakan topi keledar dan vest keselamatan.

Antara Steel Mills hosted the inaugural 'Seminar Pencegahan Kemalangan' (Accident Prevention Seminar) initiated by Perkeso Johor on 9 May 2012. General Manager, Encik Rahmat Ibrahim; Heads of Department and employees attended the seminar which was launched by Perkeso Malaysia Deputy Chief Executive, Dato' Dr Mohammad Azman.

In conjunction with the seminar, Perkeso and Malaysian Society for Occupational Safety and Health (MSOSH) jointly conducted a 2-day Safe Riding Program for 29 employees who received a complimentary helmet and safety vest each.

HOUSEKEEPING AND LANDSCAPE COMPETITION

Hostel

The Hostels' Housekeeping and Landscape Competition was launched by General Manager, Encik Rahmat Ibrahim on 30 May 2012 to encourage employees in the hostels to work together in ensuring a clean, beautiful and healthy environment as well as to foster better relations amongst the management and staff.



Rolling Mills' Best 5S Housekeeping

The Mechanical Department was announced the winner for Best 5S Housekeeping for April 2012. Department Head, Encik Nor Sazli Wodi received a hamper from Head of Rolling Mills, Encik Mohd Shah Manaf.



TRAINING PROGRAMS



The Training & Development Section had engaged CeDR Corporate Consulting to conduct training on 'Writing Clear and Effective Report on Technical Aspects' on 25 and 26 April 2012.



To ensure continuous improvement in housekeeping, training was conducted on "Amalan & Pelaksanaan" covering housekeeping practices, group activities and group presentations on the steel plant's housekeeping findings.

EVENTS AT ANTARA STEEL

BLOOD DONATION

121 employees participated in the annual blood donation campaign initiated by the Safety, Health and Environment (SHE) Department in aid of Unit Tabung Darah Hospital Sultanah Aminah on 3 May 2012.



ISRA' MIKRAJ CELEBRATION



Badan Kebajikan Islam Antara (BKIA) organised its annual Isra' Mikraj celebration on 17 June 2012. The event started with the members performing the *Maghrib* prayers followed by the recital of *Yassin* and *Tahlil*. A religious talk by Ustaz Azam Abd Razak took place after the *Isyak* prayers.

General Manager, Encik Rahmat Ibrahim presented the contribution from BKIA members to the fire victims from the nearby residential area who had been invited to the event. Everyone enjoyed the sumptuous *beriani* dinner where the main dish was from the *aqiqah* by Encik Idris Ismail.

SOCCER TOURNAMENT



Since early May 2012, Antara Steel Sports Club had been organising the "Perlawanan Bola Sepak Empat Penjuru 2012" involving four teams - Real Steel Plant FC, Rolling Mills FC, Rewang FC and RnR FC which represented the Steel Plant, Rolling Mills, Material Control Department and Technical Service Department respectively.

After 12 gruelling matches, the final match officiated by HR Manager, Mr Tan Boon Min on 19 June 2012 saw Real Steel Plant FC defeating RnR FC 2-1 to emerge champion. 30 club members took home prizes from the lucky draw held at the closing ceremony.

NEWS FROM MEGASTEEL

TRAINING ON GAS SAFETY



Mr Rama Rao a/l Sitharaman@ Robert from Rite Solution facilitated the training on Gas Safety and Gas Leakage Prevention held on 22 and 23 May 2012 with an overview on handling, maintaining and detecting hazardous gas leakage at the workplace. The training was held to equip the employees with knowledge in safe management of gases at the workplace as well as to understand the correct methods in handling gas leakage and controls.

VISIT BY INDUSTRIAL TRAINING INSTITUTE

On 21 June 2012 a group of students and lecturers from Institut Latihan Perindustrian Kepala Batas in Pulau Pinang visited Megasteel Sdn Bhd to understand its steel making process. The lecturers also had a discussion with the Recruitment Section for the Memorandum of Understanding between our Group of companies and Institut Latihan Perindustrian Kepala Batas.



NEWS FROM MEGASTEEL

CONGRATULATIONS TO USTB GRADUANDS



The second batch of students sponsored by Megasteel for undergraduate studies at University of Science and Technology, Beijing (USTB) in China had their graduation ceremony on 15 June 2012. Puan Sri

Chelsia Cheng, the wife of our Group Chairman and CEO, was present at the convocation ceremony. The students graduated with a Bachelor of Metallurgy and have joined our steel operations in Klang.

FIRE DRILL AT CRMC

Megasteel's CRMC-Rolling Section conducted a fire drill and simulation exercise at the Rollshop area on 12 and 13 June 2012.

23 participants mainly from the Emergency Response Team participated in the drill to refresh and ensure their readiness in handling any emergency. They were tested on correct hose handling techniques as well as coordination and response time in completing the whole procedure. The participants demonstrated good team spirit and put up their best performance.



► ERT team controlling the fire.
► Pasukan ER mengawal kebakaran.



► First aid given to a 'victim'.
► Rawatan kecemasan untuk 'mangsa'.

CRMC FAMILY DAY



► Staff and family members enjoyed themselves at the Family Day.
► Kakitangan dan keluarga bergembira di acara Hari Keluarga.

In efforts to enhance team spirit and instill a sense of belonging amongst its staff, the CRMC Finishing Section organised a Family Day at Pantai Bagan Lalang, Sepang.

Everyone had a good time participating in the games organised and enjoyed the sumptuous BBQ. Lucky staff took home prizes from the lucky draw held.

Section Head, Encik Hafez Hanani and Assistant Section Head, Encik Azhar Satar presented certificates to recipients of the 2011 Achievers, Zero MC and Zero Lateness awards.



► Encik Hafez Hanani (right) presenting a certificate to Encik Latif Rasim, recipient of Zero MC award.
► Encik Hafez Hanani (kanan) menyampaikan sijil kepada Encik Latif Rasim, penerima anugerah Zero MC.

NEWS FROM MEGASTEEL

INTER-DIVISION GAMES

Netball ▶

Megasteel A beat Amsteel Klang to emerge champion in the Inter Division Netball Match held on 14 June 2012. Officiated by Amsteel Director-Works, Ir Dr Loh Fook Guan, six teams participated, two from Megasteel; one each from Amsteel Banting, Amsteel Klang and Brightsteel; and a team comprising Lion Steelworks, Amsteel Klang & Singa Logistics staff.



◀ Bowling

Megasteel took a clean sweep with Team Liverpool from CSP, Baling La Woi (QA) and Terbaik (Security) clinching the top three placings respectively. Zulkiflee from Team QA and Umi Maisarah from Megasteel MRI were announced Champion for the Men's and Ladies' Category respectively.



Fishing ▶

120 anglers took part in the Fishing Competition held on 27 May 2012. Mohd Khairizan Sujangi (left photo) took the first placing with his catch weighing 2.4kg, while Mohd Fariz Tokiman and Muhammad Izuwan Abd Aziz came in second and third respectively. Mohd Fadzilah Mutiayir (right photo) won the lightest catch category.



◀ Paintball

Eleven teams from Megasteel, Lion DRI and Compact Energy took part in the Paintball Match held on 17 June 2012. Team Dysected from Megasteel emerged champion.



BRIGHT STEEL'S DIARY

TRAINING

Twenty participants attended the Job Safety Analysis training organised by Bright Steel Group's Safety Division from 13 to 15 June 2012 to provide insights into preparation of documentation for safety measures while handling machines.

At the end of the three-day training, the participants successfully produced three safety documentations for handling the shearing, slitting and combiner machines. General Manager, Mr Leslie Soo presented certificates to the participants. Megasteel's Senior Manager Q&A, Encik Sabrudin Suren and Amsteel Mills's HR Manager, Encik Khairul Nizam were also present at the event.



- ▶ Participants with Mr Leslie Soo, Encik Sabrudin and Encik Khairul Nizam (standing first row from right: 2nd, 3rd and 7th respectively) .
- ▶ Para peserta bersama Encik Leslie Soo, Encik Sabrudin dan Encik Khairul Nizam (berdiri baris pertama masing-masing ke-2, ke-3 dan ke-7 dari kanan).

SPORTS CLUB PRIZE PRESENTATION

Bright Steel Group (BSG) Sports Club organised a prize presentation ceremony for the winners of the games organised by the club. In his speech, General Manager, Mr Leslie Soo who is also the club's patron commended the members for their active participation in all the activities organised and presented prizes to the winners.



- ▶ Winners in the male category (left photo) and female category (right photo).
- ▶ Para pemenang kategori lelaki (gambar kiri) dan kategori wanita (gambar kanan).

STEEL DIVISION SPORTS & RECREATION CLUB ACTIVITIES

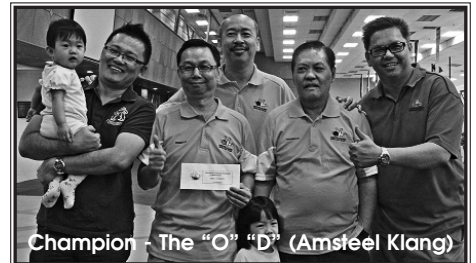
BOWLING TOURNAMENT

Twenty three teams from the Steel Division companies competed in the Bowling Competition held at Sunway Mega Lanes, Sunway Pyramid on 10 June 2012.

The tournament kicked off with Amsteel Director - Works, Ir Dr Loh Fook Guan and Assistant GM - SMP, Mr Cheong Wai Meng making the first throw. The Ladies' and Men's teams from Amsteel Klang emerged champion in both the categories.

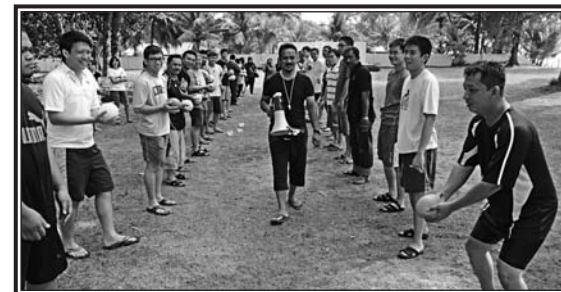


Women's Category (L-R) Ting Wee Thuang (Team Manager), Huriah Jais, Lo Kar Fai, Ng Soo Hoon and Ng Chai Heng (Event Director).



Men's Category (L-R) Ting Wee Thuang, Tham Yeow Chin, Ong Sze Boon, Foong Kok Onn and Ng Chai Heng.

TREASURE HUNT 2012 East Trail to Cherating, Pahang



A total of 47 cars with 183 participants took part in the Olympic Treasure Hunt 2012 : Klang - Cherating East Trail on 19 and 20 May 2012. The participants were flagged off at Amsteel's premises in Klang by HR General

Manager, Ms Kwa Seok Leng where they drove through Kuantan, Lancang, Raub, Temerloh, Mentakab, Jerantut, Maran, Gambang, Jabor and Kemaman in Pahang to their destination in Cherating.

The participants were treated to a BBQ dinner by the beach where the treasure hunt answers and winning teams were announced. The participants also had a great time in the tele-match that was organised before leaving for home.

LPP PARTICIPATES IN METALTECH 2012



- (Top photo) LPP staff at the booth showcasing Hi-Rev lubricants.
- (Gambar atas) Kakitangan LPP di gerai pameran yang memaparkan minyak pelicir Hi-Rev.



Lion Petroleum Product Sdn Bhd (LPP) showcased its HI-REV specialty industrial range of metalworking fluids, hydraulic fluids, anti rust oil and compressor oil among others, at the Metaltech 2012 tradeshow held at Putra World Trade Centre from 15 - 19 May 2012.

Metaltech 2012 is recognized as one of the highly specialized events for machine tools and metalworking and this year's event saw the participation of more than 1500 companies from over 33 nations. LPP's participation opened up networking opportunities with potential customers as well as promoting HI-REV products' features and benefits. HI-REV industrial lubricants are ISO 9001-2008 certified by the National Accreditation Certification Bodies (UK) and SIRIM QAS.

GLOBAL DEPARTMENT STORE SUMMIT 2012

Parkson Retail Group Managing Director, Datuk Alfred Cheng attended the Global Department Store Summit 2012 in Paris, France on 10 and 11 May 2012. Delegates had the opportunity to network with their peers and keep abreast of the latest developments and strategies in the global retail industry.

At the summit, Retail Leisure International (RLI), a global magazine dedicated to the retail and leisure sectors spoke to Datuk Alfred who opined that department store owners need to get back to the basics of retail and provide what customers are looking for when they come to the store, not just in terms of merchandise but also emotional appeal and satisfaction. Parkson has to continually evolve and stay relevant by understanding its customers' desires, aspirations and buying habits, and meeting their needs and wants.

Datuk Alfred also shared that the market in South East Asia has been very encouraging with Indonesia, Philippines and Malaysia showing very strong growth. But, in terms of numbers, China and India are still the biggest despite some moderation in their growth.



- Datuk Alfred Cheng (3rd from left) in the panel discussion on CEO's Perspective at the summit.
- Datuk Alfred Cheng (ke-3 dari kiri) antara panelis bagi sesi Perspektif CEO di persidangan tersebut.

TAIYUAN CHANGFENG PARKSON



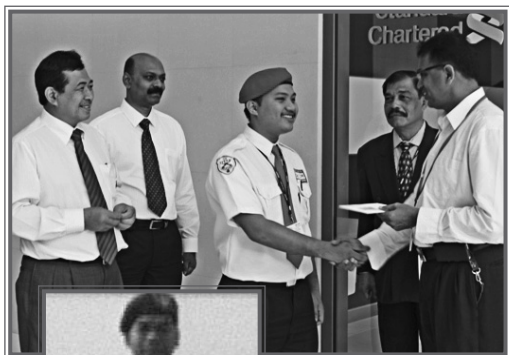
Taiyuan Changfeng Parkson located at Changfeng Street Mall, Qinxian North Street, Taiyuan is the second Parkson store to open in Shanxi Province in China on 30 May 2012. Located in the main shopping centre in the city, it will benefit from the large consumer base. With a retail area of 36,877 sq metres over six floors, Taiyuan Changfeng Parkson offers the latest fashion styles, popular and high end brands as well as other merchandise to cater for all shopping needs.

HAPPENINGS AT SECOM TRAINING PROGRAMS

Secom (Malaysia) Sdn Bhd organised the SUP and JSUP training for its security group on 18 and 14 May 2012 to create awareness on proactive action and to instill the spirit of leadership amongst its employees especially from the Operations Department.

The following modules were held:

Modules	Trainer
Leadership Skills	Lt Col Nor Mubarak
Communications Skills	Encik Rahim
Incident Action	Lt Col Nor Mubarak
Patrolling	Encik Mazlan
Security Group Management	Lt Col Nor Mubarak
Roll Call	Encik Nazri
Pro-active Action	Lt Col Nor Mubarak



COMMENDATIONS FOR SECOM STAFF

Secom's Encik Khairul Azwan Ariff (left photo) received a token of appreciation from SCB CRES (Corporate Real Estate Services) for foiling a snatch attempt near the company's premises. The suspect was brought to the Dang Wangi Police Station.

Encik Syafiq Buding (bottom left photo) also received commendation for his quick action in thwarting a smuggling attempt at Rohm Wako, where he is based.

Both Encik Khairul and Encik Syafiq have demonstrated exemplary roles in protecting the safety and security at Secom's customers' premises.

PARTICIPATION IN STANDARD CHARTERED MARATHON 2012

Three representatives from Secom HQ; Mr Kenji Ishida, Mr Masato Horiuchi and Ungku Abdullah took part in the Standard Chartered KL Marathon - Run For A Cause, which raised funds for its official charity partners.

The trio participated in the Corporate Challenge with a contribution of RM1000 each towards Standard Chartered Trust Fund, The National Autism Society of Malaysia and The Malaysian National Animal Welfare Foundation.



PARTICIPATION IN SAITO COLLEGE CAREER DAY

Secom participated in Saito College Career Day on 26 June 2012. HR Manager, Encik Abdul Nizam; Operations Manager, Encik Shahrul Bahrin and Operations Support, Encik Mohd Hafizi were on hand to provide information about the company to the students.

Encik Shahrul Bahrin gave an overview on the company's activities with some students applying for internship training and submitting job applications on the spot.



TRAINING FOR DIRECTORS



► The directors and staff at the training session with talks by Mr Chee Kai Mun (inset left) and Dr Cheah Foo Seong (inset right).

► Para pengarah dan kakitangan yang menghadiri sesi latihan yang dikendalikan oleh Encik Chee Kai Mun (gambar kecil kiri) dan Dr Cheah Foo Seong (gambar kecil kanan).

As part of Bursa Malaysia's statutory requirements, the directors of our public listed companies attended a half day training session conducted by Tricor Corporate Services Sdn Bhd at our Head Office on 30 May 2012.

Tricor's Director of Compliance and Advisory, Mr Chee Kai Mun delivered his talk on 'Key Amendments to Listing Requirements 2011' while its Chief Technical Officer, Dr Cheah Foo Seong spoke on 'Key Recommendations from Malaysia

Code of Corporate Governance 2012'.

The training was also attended by our staff from the relevant departments in the Head Office.

ACCOUNTANTS SEMINAR

About 80 participants from our operating companies and the Head Office attended a half-day seminar entitled 'MFRS1 : First-time Adoption of Malaysian Financial Reporting Standards' at the Office Tower on 15 June 2012. The seminar was attended by personnel from the accounts and relevant departments.



► Participants listening attentively to the speaker, Ms Yeah Seok Luan (right photo).

► Para peserta tekun mendengar penerangan daripada penceramah, Cik Yeah Seok Luan (gambar kanan).

The speaker, Ms Yeah Seok Luan, Senior Manager for Professional Practice Department from Ernst & Young (EY), Malaysia imparted key information on MFRS to the participants. Also present were EY's Partner - Assurance and Advisory Business Services Department, Mr Steven Low and Director, Assurance and Advisory Business Services Department, Mr H'ng Boon Keng.

LUNCH AND LEARN

Our Group HR organised the second Lunch and Learn gathering for employees in the Office Tower on 16 May 2012. The talk on "Corporate Wellness" was presented by corporate coach, Mr Wong Yu Jin who also demonstrated simple workouts that can be done at the work station.

Group HR gave updates on the Group's recent participation in the Career Fair as well as the upcoming Lion-Parkson Foundation scholarships to be awarded.



► Good turnout for the second Lunch and Learn session.

► Kehadiran memberangsangkan untuk sesi kedua lunch and learn.

► (Inset) Mr Wong Yu Jin and his assistant demonstrating some simple workouts for the staff to practise.

► (Gambar kecil) Encik Wong Yu Jin dan penolongnya mendemonstrasi senaman yang senang dilakukan oleh kakitangan.

BRIEFING FOR SCHOLARSHIPS CANDIDATES

Group HR arranged a briefing session for 29 shortlisted candidates for the Lion-Parkson Foundation scholarships on 19 June 2012. This was held prior to the final interviews scheduled for the following day on 20 June 2012.

The candidates viewed the corporate video for insights into the Group's business activities followed by a briefing on the Foundation's Scholars Programme and the Terms of Acceptance. The candidates participated in the learning activity on team collaboration where they were able to demonstrate their team spirit and leadership abilities.



- Our HR personnel with the shortlisted candidates who were put through a series of challenging tasks (top photos).
- Kakitangan HR bergambar bersama-sama calon-calon tersenarai pendek yang juga diuji menerusi beberapa aktiviti (gambar atas).

PROPERTY & COMMUNITY DEVELOPMENT DIVISION

VISIT BY ZHENJIANG CITY OFFICIALS

Senior government officials from Zhenjiang City, Jiangsu Province visited Changshu Lion on 5 June 2012.

Deputy Director-Foreign Affairs Office, Mr Charlie Zhang CY; GM, Mr Li Jian; Deputy GM, Mr Du WeiGuo; Legal Advisor, Mr Li Yin Ping; Zhenjiang Communication Investment & Construction Development Co Land Operation & Administration Assistant Manager, Mr Zhang Le were briefed by Changsu Lion's senior management led by GM, Mr Loke Mun Kit, and Architect, Mr Lu Bin on the proposed project to be developed at GuanTang Development Zone.

The visitors were impressed with the integrated development proposal which comprises residential and office buildings, hotel and shopping mall.



- Mr Lu Bin (right) with Changshu Lion management briefing the visitors on the project at GuanTang Development Zone.
- Encik Lu Bin (kanan) dan pihak pengurusan Changshu Lion memberi taklimat mengenai projek di GuanTang Development Zone kepada para pelawat.

TABLE TENNIS CHAMPIONSHIP



- Category A Champion, Gong Sheng (4th from right) and Category B Champion, Ding Si Hai (4th from left) with other participants and supporters.
- Juara Kategori A, Gong Sheng (ke-4 dari kanan) dan Juara Kategori B, Ding Si Hai (ke-4 dari kiri) dengan para peserta dan penyokong yang hadir.

Changshu Lion's Table Tennis Championship was held on 30 June 2012 at the Sales Gallery on the 3rd floor of the Multi-Purpose Hall. The championship which was divided into three categories was held to foster greater team spirit and better employee engagement. All employees were treated to a sumptuous dinner after the championship.

14 SECURITY TIPS To Safe Internet Banking

(Advice from CyberSecurity Malaysia)



Scams targeting electronic banking have increased drastically in Malaysia over the past years. Those who fell for these scams were usually new internet banking account holders and those who lacked a general understanding of internet security. The trap was to trick internet banking account holders into revealing their online username and password. CyberSecurity Malaysia is the national cyber security specialist which runs the Cyber999 Hotline and Malaysia Computer Emergency Response Team (MyCERT) to address the computer security concerns of Malaysian internet users.

Below are some of the security tips to safe internet banking :

1. Keep your password/PIN code safe and memorise them. Make sure you change them regularly (recommended every three months). If you conduct internet transactions in a number of websites, use different passwords for each websites. Create unique passwords that are difficult to guess, e.g. use a combination of letters and numbers.
2. How do you know the website is secured?
 - (i) Look for **https://** in the URL and not **http://** when you login.
 - (ii) Look at the status bar of the security icon (locked padlock) when you visit the bank site. Double click on the padlock to ensure that it has a valid digital certificate.
3. Log out immediately after you have completed your internet transition. Then clear the browser cache, cookies and history (refer to your bank's website for online guidance).
4. Ensure that you log out properly after every internet banking session, not just close the browser.
5. Never leave your computer unattended when you are conducting your internet transactions.
6. If you are unaware of the security of the computer, do not use it for internet transactions.
7. Use an anti-virus, anti-spyware and personal firewall and keep it updated. Some of this software is freely available on the internet.
8. Ensure that your PC and browser are updated with the latest patches/fixes. Use the Automated Update feature of your Operating System (e.g Windows Update for Windows users).
9. Do not be influenced by appealing offers, especially from unknown parties. Do not click any link attached in your emails. Do not copy and paste any website address (URL). Retype the website address to surf or use your Bookmark.
10. Do not respond to emails asking for personal information, log in information or on changing password notification. Report to your bank or CyberSecurity Malaysia.
11. If you decide to go to other websites linked via your internet banking website, read the privacy and policy information of that website first before conducting any internet transactions.
12. Always check your account balance/statement to ensure that no unauthorised withdrawals has taken place.
13. When visiting your internet banking site, always check that the Date and Time matches the date and time when you last signed in.
14. If your bank account has been compromised, act fast and inform the bank, or contact CyberSecurity Malaysia at:

•Hotline: 1-300-88-2999
 •Fax: 03 - 8945 3442
 •Email: cyber999@cybersecurity.my
 •SMS: CYBER999 REPORT and send to 15888

LAUNCHING OF

TALENT REVIEW AND INDIVIDUAL DEVELOPMENT PLAN

Group Human Resources (GHR) rolled out the Talent Review (TR) Process in May 2012. The TR process is designed to take stock of our talent supply and demand and ensure a sustainable leadership pipeline for our leadership roles throughout the Group. The process will address current and future business needs.

Integral to the TR process is the implementation of the Individual Development Plan (IDP) for all executive employees. The IDP is intended to strengthen employee-supervisor commitment to career dialogues and actions, supported by the HR team. The IDP will provide the Company with good insights to employees' career aspirations, wishes and plans as well as their mobility status. In developing their IDPs, employees are encouraged to review their career options over a longer time frame and also widen their horizon to career opportunities across the Group.

Another tool that has been rolled out as part of TR is "potential assessment" in respect of employees at job grade

C3 and above. Information collated from the IDP, potential assessment and Performance Appraisal Review (PAR) will be the basis for developing succession plans for the Group's leadership roles. Succession planning discussions will involve the GCO, senior leaders from the various Divisions and facilitated by Group HR.

Employee engagement on the TR process have been held in HQ and most of the operating companies. Employees are strongly encouraged to take ownership of their personal career development as the IDP is a key career development and planning process!



- Talent Review and Individual Development Plan engagement sessions at HQ and the operating companies.
- Sesi Talent Review dan Individual Development Plan di ibu pejabat dan syarikat-syarikat operasi.

OPERATIONAL EXCELLENCE

In line with Group HR Division's 2012 work programme, Megasteel Sdn Bhd's HR Department has chosen Operational Excellence (OE) as the theme of its 2012 HR work programme.

What is and why OE?

OE is where each and every process is being looked into and improved in order to perform HR functions in three dimensions - better, faster and cheaper.

For a start, we began by automating as many processes as we could. For example, the leave



roll-over process used to be managed by four persons and each person took one full workday to complete the task. Hence, in total it took four man days to complete the job. With the assistance of the IT Department and through automation, this process now takes only one person to complete and that too, within one hour. The important thing is, accuracy is not compromised.

Another process that was reviewed into recently was the Non-Slot forms which we used to receive in the region of a couple of thousands forms each month. With OE, the process has improved tremendously and the number of forms received has reduced by about a quarter. We believe that this number can be greatly reduced in the coming months.

As we continue on in 2012, Megasteel HR will focus more intensively on efforts to further improve the existing processes and eliminate redundant ones, to serve our employees better, faster and in a cheaper manner.

Here's your chance to win some Parkson vouchers. Circle the correct answers to these easy questions from the previous issue (Vol.24 No.2) and send your answers to the address on page 3 before the closing date: 31/8/2012. Multiple entries will be disqualified.

the GREAT Lion Brain Tease

Lion Today - Vol. 24 No. 3 May/June 2012

1. When was the official opening of KL Festival City Mall?
a. 9 February 2012 b. 9 March 2012 c. 19 March 2012
2. Which team won the Women's Category of Amsteel's Inter-Department Bowling Competition?
a. 1 Malaysia b. Gerek...SEI... c. Ladies Strikes
3. Sirim auditors conducted the ISO Environmental Management System (EMS) certification audit at Amsteel Mills.
a. 14001 b. 14002 c. 14003
4. Amsteel Banting invited two doctors to speak on
a. healthy living b. corporate wellness c. preventive medicine
5. Our Group presented 3 units of computers to Sekolah Kebangsaan
a. Taman Bukit Subang b. Taman Bukit Ampang c. Taman Bukit Kajang
6. On 28 March 2012, Antara Steel hosted the monthly Auxiliary Police Meeting which was chaired by Seri Alam.
a. IDD b. IPP c. IPD
7. How many staff participated in Mahkota Hotel Melaka's blood donation campaign?
a. 27 b. 26 c. 25
8. Jinan Parkson is the store to be opened in Shandong, China.
a. third b. second c. first
9. Parkson China will open a store in , Xining which is targeted to be completed in 2014.
a. Xinqian Plaza b. Xining Plaza c. Qinghai Plaza
10. Our group participated in the organized by Jobstreet Malaysia.
a. Malaysia Career and Training Fair 2012 b. Malaysia Jobstreet Fair 2012
c. Malaysia Training Fair 2012

NAME: (Mr / Ms)

TEL. NO.: _____

COMPANY/DEPT (please state full address):

CONGRATULATIONS

Prize winners of the previous Lion Brain Tease:

Susila a/p Verapatharan, Heng Wey Fong, Hafizah bt Ibrahim, Premkumar a/l Veeman, Tan Geok Kian, Theson a/l Valoopadachee, Muhamad Zin b Khairi, Goh Li Yong, Ku Fei Chyi, & Low Yap Loong

Answers to the previous Lion Brain Tease

- | | |
|---------------------|------------------------------|
| 1 - 10 January 2012 | 6 - Surabaya |
| 2 - 9 | 7 - Cleanliness at Workplace |
| 3 - Pavilion | 8 - Lunch and Learn |
| 4 - Environment | 9 - 20 January 2012 |
| 5 - 5S and Safety | 10 - 5 HR Pillars |



INFO LINK

CeDR Corporate Consulting Sdn Bhd

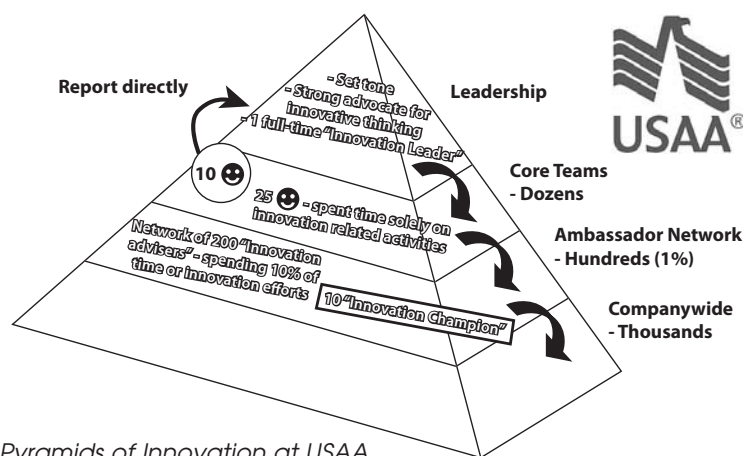
No. 15, Jalan Pekan Baru 30A/KU 01, Bandar Klang, 41050 Klang, Selangor Darul Ehsan. Tel: 03-33447310 Fax: 03-33447315

PYRAMIDS OF INNOVATION

(Extracted from Stephen Shapiro's 24/7 Innovations - Blog at <http://www.steveshapiro.com>)

United Services Automobile Association (USAA) is one of the coolest and most interesting financial services companies out there. Every year they appear on Business Week's list of best customer service organizations. This article describes the way they leverage organization structure to drive innovation.

The majority of companies will form a separate corporate function charged with delivery innovation, consisting of employees who are reassigned to this function. However, it usually is a waste of resources as the leaders of the companies are not involved and it does not address the real needs of the business.



Pyramids of Innovation at USAA

USAA, a 22,600-employee financial service firm recognized this dilemma and came out with another approach. The company uses the 'pyramid' concept in structuring the innovation drive. Innovation starts at the top level followed by a core team composed of 35 individuals. Out of the 35, only 10 of them report directly to the leadership. This creates widespread buy-in. However, USAA realizes that the culture of a 22,600-person organization cannot be easily changed by 35 people.

Therefore, USAA created a network of 200 "innovation advisers" plus 10 "innovation champions". They are the go-to person for innovation and will help to resolve any challenges that might occur.

How can you use this same method to accelerate your innovation efforts?

Firstly, you have to ensure that your top management is on board as they will spearhead the innovation process. But your management cannot do it on its own as they have other duties so there should be one full-time "innovation leader" acting more as a mentor, coach and negotiator than a boss.

Following that, you should create the "core team" which has a lot of different responsibilities. Among them are developing a process for managing the innovation pipeline, serving as the eyes and ears of your innovation efforts etc. They play an important role in identifying and shepherding challenges that may exist inside the organization. The next step is to form your ambassador network with around 1% of your employees, if possible. They should spend around 15% of their time on innovation activities and help spread the innovation message even deeper into the organization.

This approach had worked incredibly well for USAA. They were able to achieved 84% of employee participation in only one year and implemented approximately 100 employee solutions. In short, USAA achieved more than ten times ROI and USAA members achieved almost thirty times ROI.

The Egyptian pyramids worked so well because the majority of the weight was closer to the ground, making these structures more stable. Equally, this pyramid approach to innovation will ground your innovation efforts and fulfill the needs of the business and your customers.

LEARNING STYLES

Understanding your learning preference

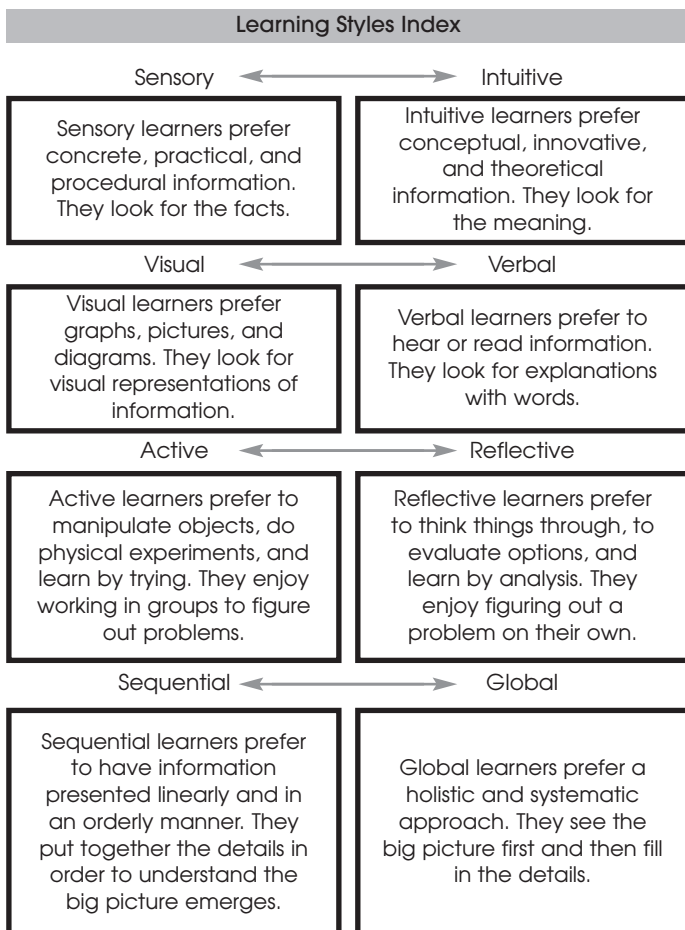
Have you ever tried to learn something fairly simple, yet failed to grasp the key ideas? Or tried to teach people and found that some were overwhelmed or confused by something quite basic? If so, you may have experienced a clash of learning styles: your learning preferences and those of your instructor or audience may not have been aligned. When this occurs, not only is it frustrating for everyone; the communication process breaks down and learning fails.

Once you know your own natural learning preference, you can work on expanding the way you learn, so that you can learn in other ways, not just in your preferred style. And, by understanding learning styles, you can learn to create an environment in which everyone can learn from you, not just those who use your preferred style.

Continued on page 20 ►

Felder and Silverman's Index of Learning Styles

One of the most widely used models of learning styles is the Index of Learning Styles developed by Richard Felder and Linda Silverman in the late 1980s. According to this model (which Felder revised in 2002) there are four dimensions of learning styles. Think of these dimensions as a continuum with one learning preference on the far left and the other on the far right.



Once you know where your preferences lie on each of these dimensions, you can begin to stretch beyond those preferences and develop a more balanced approach to learning. Not only will you improve your learning effectiveness, you will open yourself up to many different ways of perceiving the world.

Balance is key. You don't want to get too far on any one side of the learning dimensions. When you do that you limit your ability to take in new information and make sense of it quickly, accurately, and effectively.

Bringing Your Learning Styles into Balance

1. Sensory Learners - if you rely too much on sensing, you can tend to prefer what is familiar, and concentrate on facts you know instead of being innovative and adapting to new situations. Seek out opportunities to learn theoretical information and then bring in facts to support or negate these theories.

2. Intuitive Learners - if you rely too much on intuition you risk missing important details, which can lead to poor decision-making and problem solving. Force yourself to learn facts or memorize data that will help you defend or criticize a theory or procedure you are working with. You may need to slow down and look at details you would otherwise typically skim.

3. Visual Learners - if you concentrate more on pictorial or graphical information than on words, you put yourself at a distinct disadvantage because verbal and written information is still the main preferred choice for delivery of information. Practice your note taking and seek out opportunities to explain information to others using words.

4. Verbal Learners - when information is presented in diagrams, sketches, flow charts, etc, it is designed to be understood quickly. If you can develop your skills in this area you can significantly reduce time spent learning and absorbing information. Look for opportunities to learn through audio-visual presentations (such as CD-ROM and Webcasts.) When making notes, group information according to concepts and then create visual links with arrows going to and from them. Take every opportunity you can to create charts, tables and diagrams.

5. Active Learners - if you act before you think, you are apt to make hasty and potentially ill-informed judgments. You need to concentrate on summarizing situations, and taking time to sit by yourself to digest information you have been given before jumping in and discussing it with others.

6. Reflective Learners - if you think too much, you risk doing nothing, ever. There comes a time when a decision has to be made or an action taken. Involve yourself in group decision-making whenever possible and try to apply the information you have in as practical a manner as possible.

7. Sequential Learners - when you break things down into small components, you are often able to dive right into problem solving. This seems to be advantageous but can often be unproductive. Force yourself to slow down and understand why you are doing something and how it is connected to the overall purpose or objective. Ask yourself how your actions are going to help you in the long run. If you can't think of a practical application for what you are doing, then stop and do some more "big picture" thinking.

8. Global Learners - if grasping the big picture is easy for you, then you can be at risk of wanting to run before you can walk. You see what is needed but may not take the time to learn how best to accomplish it. Take the time to ask for explanations, and force yourself to complete all problem-solving steps before coming to a conclusion or making a decision. If you can't explain what you have done and why, then you may have missed critical details.

Your preferred teaching and communication methods may in fact be influenced by your own learning preferences. For example, if you prefer visual rather than verbal learning, you may in turn tend to provide a visual learning experience for your audience.

Be aware of your preferences and the range of preference of your audiences. Provide a balanced learning experience by:

- Sensory - Intuitive : Provide both hard facts and general concepts.
- Visual - Verbal : Incorporate both visual and verbal cues.
- Active - Reflective : Allow both experiential learning and time for evaluation and analysis.
- Sequential - Global : Provide detail in a structured way, as well as the big picture.

Sources: Article on 'Learning Styles' from Toolkit of Mind Tools - Essential skills for an excellent career! <http://www.mindtools.com/mnemtsty.html>

(Posim - Working with Positive Attitude, CeDR, 17-18 May 2012)



"Wait, wait. Don't tell me.
I know the answer."



"Attention please.
Listen here, everyone. I am the newly
appointed trainer..."



"Are you doubting me?"
"Calm down, calm down."

(Disciplinary Process & Domestic Inquiry Procedures, CeDR, 31 May 2012)



Mock domestic inquiry 1
- The prosecutor and inquiry panel.



Mock domestic inquiry 2
- The inquiry panel, witness and secretary.

(The 7 Laws of Leadership,
CeDR, 27-28 Mar 2012)

"He said to look at the positive side.
Positive is the up side, right?"



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: 31/8/2012.

The winning caption for last issue's photograph is as follows:

- Buah berangan buah delima,
satu tangan jariku lima.

Submitted by **Juraidah bte
Abdullah** (Headoffice -
Treasury Department)



.....

.....

.....

.....

.....

.....

.....

.....



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

Company / Dept (please state full address):

The Promenade

PENANG

FEAST • FASHION • FUN • FAMILY

A pulsating showcase of the modern, the urban and the chic, **The Promenade Penang** brings Bandar Bayan Baru to the forefront of today's preferred life-style. Blending the prime factors of location, architecture, design and facilities, this integrated development exemplifies a concept that perfectly satisfies contemporary aspirations for rest, work and play.

- Prime Location
- Stylish Design
- Unique Concept
- Ultimate Facilities
- Alfresco Dining
- Fashion Seeking
- Fun Finding
- Family Bonding

Explore Unlimited Lifestyle Excitement



OPEN FOR
REGISTRATION

SERVICED SUITES

Promenade SUITES

Lending a landmark presence to it is the 29-floor **Promenade Suites**. Its flexible interior planning addresses the growing needs to capitalize on life's opportunities and possibilities in an efficient yet cozy environment. Seamless organization and maximization of one's life - personal, family and career - is part and parcel of the smart layout and space utilization.



PromenadeLeisure



PromenadeLiving

RETAIL SHOPS

Urban-Walk

The hotspot of this trendy living is **Urban Walk** located at the bottom of the development. The 4 & 5-storey shops line an airy and spacious promenade ideal for outdoor events and happenings. With an ultra-modern glass façade, dual-frontage and designated area for signage, these retail blocks are conceptualized to bring the elements of feasting, fashion, fun and family together. Expect great alfresco dining, shopping and leisure experience offered by this sleek retail haven poised to draw the crowd from within and beyond the community.



PromenadeDining



PromenadeShopping

Developer :

Inspirasi Elit Sdn Bhd (948782-D)

Sales Gallery : Ground Floor, No. 70-1-1, D'Piazza Mall, Jalan Mahsuri, Bandar Bayan Baru, 11900 Penang. Tel : 04-630 2233 Fax : 04-630 2238

DISCLAIMER: This brochure serves as an invitation to get response from public to preview and register only and is not to be treated as an offer for sale. The information contained in this brochure is subject to change and cannot form part of an offer or contract. All rendering are artist's impression only. All measurements are approximate. While every reasonable care has been taken in preparing this brochure, the developer cannot be held responsible for any inaccuracy. All the terms are subject to variations and substitutions as may be required by the Authorities or recommended by the Architect or Engineer.

A Project Collaboration Between



ANGELINE 019-472 3158 | ONG 012-557 0527

SAM 012-528 1986 | SALES GALLERY 604-630 2233

PARKSON
**20
FIVE**
1987 - 2012

Salam Tidilfitri

Syawal 1433

13 July - 20 August '12

*Suasana Ramadan disambut mesra, mohon berkat kasih diterima,
Maaf dipinta pembuka bicara, tanda syawal bakal menjelma.*



Scan this code for
more information!

FREE HARI RAYA PAPER BAG & PACKETS

With every
purchase of
RM200 & above
from 13 July
- 20 August '12.

Limited to one plate
per customer.
Valid while stocks last.



GIFT WITH PURCHASE

FREE* tempered glass plate with
floral prints (available in 2 colours
and designs) with every purchase
of RM300 and above from
20 July - 20 August '12.

citibank

(Exclusive for Citibank Cardmembers
with purchase of RM250 and above.)

Limited to one plate per receipt, per cardmember.
While stocks last.



PARKSON & CAPITAL FM'S EXCLUSIVE RECYCLED BAGS

These exclusive and limited edition
Tote Bags are a collaboration with
Capital FM (Asha Gill, Joanne Kam &
Xandria Ooi). They are made from
recycled PET bottles at only RM9.90 each,
contributing RM1 from every sale to the
30-Hour Famine Fund 2012 with World
Vision. All designs will be available* at all
Parkson stores nationwide.

*Tote bags will be available from mid-July '12 onwards.
While stocks last.



From left to right: Asha Gill, Joanne Kam & Xandria Ooi

*Terms & conditions apply. Please check in-store for more details. Available at selected stores.

THE GRAND SALE



PARKSON Pavilion • KLCC • 1 Utama • Gurney Plaza

KUALA LUMPUR • Pavilion • KLCC • KL Festival City • OUG Plaza • Sungai Wang • The Mall **SELANGOR** • 1 Utama • Klang Parade • Plaza Metro, Kajang • Selayang Mall • Setia City Mall • Subang Parade • Sunway Pyramid • Wisma Etnic, Rawang **PUTRAJAYA** • Alamanda Putrajaya **N.SEMILAN** • Seremban Parade • Terminal 1 **MELAKA** • Mahkota Parade • Melaka Mall **JOHOR** • Holiday Plaza, JB • Kluang Parade • Square One, Batu Pahat **PULAU PINANG** • Gurney Plaza • 1st Avenue • Prangin Mall • Sunway Carnival **KEDAH** • Petani Parade **PERAK** • Ipoh Parade **KELANTAN** • Kota Bharu Trade Centre **PAHANG** • Berjaya Megamall, Kuantan • East Coast Mall, Kuantan **SABAH** • 1 Borneo, KK • Wawasan Plaza, KK **SARAWAK** • Bintang Megamall, Miri • Riverside Complex, Kuching • The Spring, Kuching • Wisma Sanyan, Sibuan **LABUAN** • Financial Park Labuan Complex

www.facebook.com/parkson

Customer Service: 1300 88 0828

www.parkson.com.my

<http://mailers.parkson.com.my>

PARKSON



Parkson Pavilion
Overall Best Retail Outlet 2011/2012