

Lion Today

VOL. 25 NO. 2 MARCH / APRIL 2013 FOR INTERNAL CIRCULATION ONLY www.lion.com.my

CAREER & TRAINING FAIR



Parkson China helps Lushan earthquake victims

- ▶ Lion Petroleum Participates in Automekanika
- ▶ Structured Recruitment Workshop: STAR Behavioural Competencies
- ▶ Lion Medic-Assist Fund Contributes to Medical Camp

CAREER & TRAINING FAIR



- Our booth packed with visitors.
- Booth kita sesak dengan pengunjung.



- Staff from the Head Office and operating companies attending to the visitors.
- Kakitangan dari Ibu Pejabat dan syarikat operasi melayani pengunjung.



- Job seekers submitting their applications online.
- Antara yang menghantar permohonan kerja secara atas talian.



- Directors and staff listening attentively to the presentations by (facing page, left to right) Ms Margaret Chin, Mr Woo Wei Kwang and Mr Andre Gan.
- Para Pengarah dan kakitangan tekun mendengar taklimat daripada (mukasurat sebelah, kiri ke kanan) Cik Margaret Chin, Encik Woo Wei Kwang dan Encik Andre Gan.

As part of the Group's recruitment and attraction activities, Group HR participated in Jobstreet's Malaysia Career & Training Fair, for the 3rd year.

70 vacant positions were published in our Group's career website that is also linked to Jobstreet. There was a tremendous surge in the application rate this year compared to previous years. 5,074 applications were received for the 70 positions within a week of job postings.

HR teams across the Group screened, shortlisted and set up interviews to ensure that applicants who met the job

requirements were called for an interview the soonest possible as early processing of job applications is also key in maintaining reputable employer branding in the job market.

The presence of HR teams and volunteer staff from various operating companies was a great source of reference for candidates visiting our booth during the fair. They were able to impart their experience and operational knowledge directly to the candidates who inquired about the vacant positions in the respective divisions.

PAMERAN KERJAYA & LATIHAN

Sebagai sebahagian daripada aktiviti pengambilan pekerja dan promosi tarikan untuk menjalin kerjaya bersama Kumpulan, Bahagian Sumber Manusia Kumpulan telah mengambil bahagian dalam Pameran Kerjaya dan Latihan Jobstreet untuk tahun ketiga.

70 jawatan kosong telah disiarkan menerusi laman web kerjaya Kumpulan yang juga dihubungkan terus kepada Jobstreet. Terdapat lonjakan besar dalam kadar permohonan kerja pada tahun ini berbanding tahun-tahun sebelumnya. Sebanyak 5,074 permohonan telah diterima untuk mengisi 70 jawatan kosong dalam tempoh seminggu disiarkan.

Pasukan Sumber Manusia di seluruh Kumpulan telah menapis, membuat senarai pendek dan menganjurkan sesi temuduga untuk memastikan pemohon yang memenuhi syarat-syarat kerja dipanggil untuk temuduga secepat mungkin. Pemprosesan awal permohonan kerja ini penting dalam mengekalkan penjenamaan Kumpulan di pasaran kerja sebagai majikan yang bereputasi.

Kehadiran pasukan Sumber Manusia dan kakitangan dari syarikat-syarikat operasi yang datang secara sukarela menjadi sumber rujukan kepada calon-calon yang melawat gerai kita semasa pameran tersebut. Mereka dapat berkongsi pengalaman dan pengetahuan mengenai operasi secara langsung dengan calon-calon yang bertanya mengenai jawatan kosong di bahagian masing-masing.

职业与培训展

作为集团的招聘和宣传活动，人力资源部参与Jobstreet马来西亚职业与培训展。这也是第三年人力资源部参与此展。

共有70个空缺职位上载在我们集团的求职网页，这同时也与Jobstreet网站连接。而今年的求职申请率，比往年的申请率大大提升。在发布招聘启事的一个星期内，开放的70个空缺职位，一共收到5074份求职申请。

人力资源部已经初步筛选符合工作要求的申请者，并进行面试，以便尽快处理求职申请。这也是保持就业市场上信誉良好雇主品牌的关键。

在现场的人力资源团队和各营运公司的自愿员工，是供求职者参考的重要来源。在展览摊位上，他们能直接和申请者分享各自不同部门的工作经验和营运知识。

DIRECTORS' TRAINING



Group Legal and Secretarial Department organised a training session for our Public Listed Companies' directors at the Head Office on 25 April 2013.

Ms Margaret Chin from Tricor Roots Consulting Sdn Bhd/ Malaysian Institute of Corporate Governance spoke on Corporate Governance/Enterprise Risk Management while Mr Woo Wei Kwang and Mr Andre Gan from Messrs Wong & Partners briefed on Personal Data Protection Act 2010 and Competition Act 2010 respectively.

CONTENTS

1 CORPORATE UPDATE

Career & Training Fair

Directors' Training

4 STEEL DIVISION

Happenings @ Amsteel Klang

- Football Tournament
- Bowling Competition

Amsteel Banting's Diary

- ISO 14001 Audit
- EPF Nomination & I-Akaun Campaign
- IRB E-Filing & Counter Service
- Contribution To Fire Victims

Megasteel News

- Visits by: Government Officials
Honda Malaysia
- Inter-Department Football

Antara Steel Mills Updates

- Mock Drill
- Bowling Competition

8 RETAIL & TRADING DIVISION

Lion Petroleum In Automechanika Fair

Trip To Pangkor

Cooking Competition

Parkson China Contributes RMB 5M To Earthquake Victims

9 SERVICES DIVISION

Secom: Program Jom Kerja 2013

22nd Anniversary Celebration

10 CORPORATE UPDATE

Preparing The Next Generation Of Leaders

Lunch 'N' Learn: Fire Prevention

11 COMMUNITY RELATIONS

LGMAF Contributes To Medical Camp

11 COMMUNICO

Structured Recruitment Workshop

12 STAFF COLUMN

My "Meet The Lion Circle Experience"

14 INFOLINK

Advantages And Disadvantages Of Online Learning

How To Become A More Effective Learner

18 PROPERTY & COMMUNITY DEVELOPMENT DIVISION

Spacious Lifestyle Homes That Celebrate LIFE And Inspire STYLE - Sunstone Villa

19 RETAIL & TRADING DIVISION

Get BOLD Summer In Parkson's Hottest Shapes And Shades

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: 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

A key factor to the success of a company is its people and their performance. Employees play a critical role in every organisation and having a trained and skilled workforce that demonstrates commitment and loyalty to the organisation is crucial to the overall success and sustenance of the business.

An engaged workforce helps an organisation to arrive at better quality, higher output, improved customers satisfaction, increased sales, enhanced profitability, higher shareholder returns and greater productivity.

Our participation in the Malaysia's largest Career and Training Fair organised by Jobstreet recently was a good platform to promote the Group's business activities and reach out to the talented and dynamic candidates to come onboard.

In carrying out our business operations, we are mindful of our obligations as a responsible corporate citizen. Lion Group Medical Assistance Fund which provides financial aid to needy Malaysians seeking medical attention had sponsored the purchase of medicine for a medical camp in Shah Alam. Whilst, Parkson China had extended a helping hand to the victims of the recent earthquake in Lushan, China. At the company level, siblings whose house was gutted by fire received aid from the management and their colleagues in Amsteel Banting.

Our operating companies and the Head Office have been organising various employees engagement activities to promote greater staff interaction and foster better relations. Read all about these in the following pages.

UTUSAN PENGARANG

Faktor utama yang menentukan kejayaan sesebuah syarikat adalah para pekerja dan prestasi mereka. Warga kerja memainkan peranan penting dalam setiap organisasi dan tenaga kerja terlatih dan mahir yang memberikan komitmen dan kesetiaan mereka kepada organisasi adalah penting untuk kejayaan dan mengekalkan prestasi perniagaan.

Tenaga kerja yang melibatkan diri dalam hal-ehwal organisasi dapat membantu syarikat mencapai kualiti, produktiviti, jualan dan keuntungan yang lebih tinggi; meningkatkan kepuasan pelanggan dan memberi pulangan yang lebih baik kepada para pemegang saham.

Penyertaan Kumpulan dalam Pameran Kerjaya dan Latihan terbesar di Malaysia anjuran Jobstreet baru-baru ini merupakan satu landasan yang baik untuk mempromosi aktiviti perniagaan kita dan mendekati calon-calon warga kerja yang berbakat dan dinamik untuk menyertai Kumpulan.

Dalam menjalankan operasi perniagaan, kita sedar akan kewajipan kita sebagai warga korporat yang bertanggungjawab. Tabung Bantuan Perubatan Kumpulan Lion yang memberikan bantuan kewangan kepada rakyat Malaysia yang kurang berkemampuan mendapatkan rawatan perubatan telah menaja pembelian ubat-ubatan untuk sebuah kem perubatan di Shah Alam. Sementara itu, Parkson China telah menghulurkan bantuan kepada mangsa gempa bumi di Lushan, China baru-baru ini. Di peringkat syarikat pula, sepasang adik-beradik yang menjadi mangsa kebakaran turut menerima bantuan daripada pihak pengurusan dan rakan-rakan mereka di Amsteel Banting.

Syarikat-syarikat operasi dan Ibu Pejabat telah menganjurkan pelbagai aktiviti untuk warga kerja bagi menggalakkan interaksi dan memupuk hubungan yang lebih mesra sesama mereka. Bacalah mengenai semua ini dalam muka surat selanjutnya.

HAPPENINGS @ AMSTEEL KLANG

FOOTBALL TOURNAMENT

Eight teams competed in the Inter-Department Football Competition at Padang Sultan Suleiman (Stadium Kota Raja) on 16 March 2013.

The team from Material Control Department emerged champion while Bar Mill 1 and Bar Mill 2 took the second and third placing respectively.



- The Champion team with their HoD, Mr Loo Chay Boon (5th from left) and GM-HR, Ms Kwa Seok Leng (4th from left).
- Pasukan Juara bersama Ketua Jabatan, Encik Loo Chay Boon (5 dari kiri) dan Pengurus Besar - Sumber Manusia, Cik Kwa Seok Leng (4 dari kiri).



**CHAMPION
MATERIAL CONTROL**



**1ST RUNNER UP
BAR MILL 1**



**2ND RUNNER UP
BAR MILL 2**

BOWLING COMPETITION

31 teams took part in the Inter-Departmental Bowling Competition at Megalanes, Sunway Pyramid on 24 March 2013.

The winners were :

MEN'S CATEGORY

CHAMPION	1 ST RUNNER UP	2 ND RUNNER UP
Ong Sze Boon Azrul Azwan Saiful Bahari Sharif bin Man	Samsidi Izwan Riza Mohd Zainan Ting Wee Thuang	Mohd Fauzi Mohd Rusli Alis Qusyini Saiful Hadi

WOMEN'S CATEGORY

CHAMPION	1 ST RUNNER UP	2 ND RUNNER UP
Noor Aznida Siti Aslinda Huriah Suliza	Kwa Seok Leng Ng Soo Hoon Tew Loo Hui Lo Kar Fai	Noor Aisyah Rosniana Norfazilah Noraldina



**CHAMPION
ELECTROGUIDE
(BM1)**



**1ST RUNNER UP
SMP TEAM A**



**2ND RUNNER UP
LUCKY STRIKE
(BM2)**



**CHAMPION
PINK LADIES**



**1ST RUNNER UP
LADIES STRIKES**



**2ND RUNNER UP
MIXED GROUP**

AMSTEEL BANTING'S DIARY

ISO 14001 AUDIT



- The Management and auditors singing the national anthem and reading the ISO 14001 EMS pledge.
- Pihak pengurusan dan auditor SIRIM menyanyikan lagu Negaraku dan membaca ikrar ISO 14001 EMS.

SIRIM Berhad officials conducted an audit for the continuous certification of ISO 14001 Environmental Management System (EMS) at Amsteel Mills Sdn Bhd from 1 to 3 April 2013.

Employees at both Amsteel Klang and Amsteel Banting showed unified support during the audit with everyone wearing the green T-shirt to symbolise their commitment in the implementation of the ISO 14001 EMS certification.

The audit sessions at both mills started with the singing of the national anthem followed by a pledge to comply with



- Audit session in progress.
- Sesi audit berlangsung.

the company's environmental policy.

Prior to the audit, both mills conducted a "gotong-royong" on 29 March 2013 to inculcate a sense of responsibility, collaboration and team spirit amongst Amsteel staff and to enhance awareness on the environment as well as maintaining cleanliness at the premises.

The auditors were impressed with the commitment, enthusiasm and housekeeping demonstrated by the company in cultivating a workforce which cares for the environment.



- Staff doing their bit at the 'gotong-royong' session.
- Kakitangan bekerjasama dalam sesi gotong-royong.

EPF NOMINATION & I-AKAUN CAMPAIGN

Amsteel Banting conducted a campaign on EPF Nomination and i-Akaun on 29 and 30 April 2013 to create awareness on the importance of nomination and provide consultancy services on EPF matters to its staff.

Many staff took the opportunity to check or nominate their beneficiaries and keep track of their EPF contributions. The campaign was also extended to Lion Tooling and Amsteel Marketing staff in Banting.



IRB E-FILING & COUNTER SERVICE



On 12 March 2013, Amsteel Banting invited officers from Inland Revenue Board (IRB) Klang Branch for a briefing on e-Filing and to provide advice and consultancy services on monthly tax deduction, e-Filing (Self Assessment System) or BE Form 2012 especially for employees submitting their tax returns by 30 April 2013.

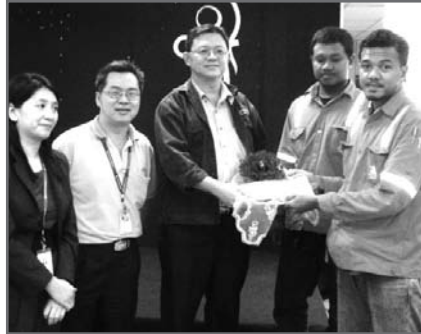
More than 100 employees attended the briefing with 72 submitting their tax returns via e-Filing on that day.

AMSTEEL BANTING'S DIARY

CONTRIBUTION TO FIRE VICTIMS

On 11 March 2013, Amsteel Banting extended a helping hand to siblings, Isnarul Fairos Bin Ismail and Isnarul Faizal Bin Ismail from Quality Assurance Department whose house was razed by fire on 21 February 2013.

General Manager - Works, Mr Pong Chung Kuan; Senior Manager - Quality Assurance, Mr Cheng Kok An and HR Manager, Ms Lee Siew Bee presented the cash contribution and other essentials to the siblings witnessed by QA Department staff and union members.



► Mr Pong Chung Kuan (centre) presenting the contribution to Isnarul Fairos (right) and Isnarul Faizal (2 from right) together with Ms Lee Siew Bee and Mr Cheng Kok An.
► Encik Pong Kuan Chung (tengah), menyampaikan sumbangan kepada Isnarul Fairos (kanan) dan Isnarul Faizal (2 dari kanan) bersama dengan Cik Lee Siew Bee dan Encik Cheng Kok An.

MEGASTEEL NEWS

VISITS BY

GOVERNMENT OFFICIALS

HONDA MALAYSIA

Officials from Perak Investment Management Centre (InvestPerak) and Malaysia Investment Development Authority (MIDA) visited Megasteel on 18 March 2013. They were briefed on the company's operations by Senior Manager Marketing, Encik Nazri Azizan and taken on a plant tour.



Megasteel welcomed officials from Honda Malaysia on 20 March 2013. They were given insights into the company's operations and products by Marketing Manager, Mr Chen Foong Hei followed by a tour of the plant.



INTER-DEPARTMENT FOOTBALL

About 200 people turned up at Kolej Mara Banting on 10 March 2013 for the Inter-Department Football tournament. Team Plan A from Lion DRI emerged Champion while Power Sangat FC and Caster Park Rangers from Megasteel Utilities/Automation Department and Caster Department took the second and third placing respectively.



► Champion / Juara - Team Plan A.



► 1st Runner-Up / Kedua - Power Sangat FC.



► 2nd Runner-Up / Ketiga - Caster Park Rangers.

ANTARA STEEL MILLS UPDATES

MOCK DRILL

On 10 April 2013, Antara Steel Mills' Safety, Health and Environment Department organized a Mock Drill to enhance its Emergency Response Team (ERT) members' skills and emergency response time.

30 ERT members and 10 officials from *Jabatan Bomba dan Penyelamat Pasir Gudang* involved in the drill responded well to the emergency procedures. All the 'victims' received immediate medical attention and were 'dispatched' to the hospital. The drill ended with a post mortem by Fire Officer, Tuan Mohd Fadzil bin Hj. Mohamad.



- Head of SHE Department, Encik Sariat Mohamad and Encik Rahmat Ibrahim (standing 6th and 7th from right respectively) with the ERT members.
- Ahli-ahli ERT yang terlibat dalam 'mock drill' bersama Ketua Jabatan SHE, Encik Sariat Mohamad dan Encik Rahmat Ibrahim (masing-masing berdiri 6 & 7 dari kanan).



- 'Rescuing' the victims.
- Kerja-kerja 'menyelamat' mangsa.



- A member using the hose to put out the fire.
- Seorang anggota ERT menggunakan hos untuk memadam api.



- ERT commander reporting on the status of the members & equipment to a fire officer.
- Komander ERT melaporkan status ahli dan peralatan kepada anggota bomba.

BOWLING COMPETITION

CHAMPION

TEAM CATEGORY



- Encik Mohd Arib Atan (left) and Encik Mohamad Ahad Hassan (right) with their trophy.
- Encik Mohd Arib Atan (kiri) dan Encik Mohamad Ahad Hassan (kanan) bersama trofi mereka.

MASTER



- Encik Mohamad Ahad Hassan (left) and Cik Mazlina Mazni (right); Champion for Men's & Women's categories respectively.
- Encik Mohamad Ahad Hassan (kiri) dan Cik Mazlina Mazni (kanan); masing-masing Juara kategori Lelaki & Wanita.



- Encik Rahmat Ibrahim (standing 6th from left) was present to give support to the Bowling Competition.
- Encik Rahmat Ibrahim (berdiri 6 dari kiri) hadir memberi sokongan kepada Pertandingan Bowling.

Antara Steel's Sports Club s organized a Bowling Competition at Angsana Bowl, Kompleks Pusat Bandar, Pasir Gudang on 16 March 2013.

The categories competed were Team, Individual Master and Highest Scorer award with the winners as follows:

Individual Master (Men)

Champion : Mohamad Ahad Hassan
1st Runner up : Rosli Abd Rahman
2nd Runner up : Mahasan Yusoff

Individual Master (Women)

Champion : Mazlina Mazni
1st Runner up : Jami'ah Mohd Som
2nd Runner up : Rosliah Musa

Team Category

Mohamad Ahad Hassan & Mohd Arib Atan

Highest Scorer

Zainal Abidin Ismail

General Manager, Encik Rahmat Ibrahim presented the prizes to the winners, and to 20 lucky draw winners.

LION PETROLEUM IN AUTOMECHANIKA FAIR



Lion Petroleum Products Sdn Bhd (LPP) showcased its flagship HI-REV lubricants and non-lubricant products including diagnostic scanner and HBS business solution system for automotive tyre and repair workshops at the Automechanika Kuala Lumpur 2013 held from 7 to 9 March 2013.

The biennial fair organised by Messe Frankfurt Kuala Lumpur highlighted the innovations and solutions in the automechanical field including automotive parts, lubricants, systems, tuning, workshop equipment, bodywork & paintwork, IT & management and the latest automobile services.

- LPP booth showcasing its range of products including (inset) HI-REV lubricant.
- Booth LPP mempamerkan rangkaian produk termasuk (gambar kecil) pelincir HI-REV.

TRIP TO PANGKOR



- One for the album at Pangkor Jetty.
- Bergambar kenangan di jeti Pangkor.

- GM, Mr Ng Ching Kwan (2nd from left) presenting prizes to the winners with Sport Club President, Mr Kenny Chuah (left).
- Pengurus Besar, Encik Ng Ching Kwan (2 dari kiri) menyampaikan hadiah kepada pemenang dengan Presiden Kelab Sukan, Encik Kenny Chuah (kiri).

60 Posim Sports Club members headed off to Pangkor Island for an outing themed 'Teambuilding Posim' on 16 and 17 March 2013.

Everyone was in stitches cheering the participants of the games organised such as Giant Clogs, Throw a Dice, Tug of

War, etc., and enjoyed a sumptuous barbeque dinner by the beach. On the next day, they went on an island hopping trip, snorkelling and visited the local snacks industry where many carted packs of *Satay Bakar*, *Ikan Bilis*, and other titbits and confectionaries home.

COOKING COMPETITION

Six teams comprising 70 Posim Sports Club members cooked up a storm in the cooking competition held at the company's premises on 20 April 2013.

The event started at 8.30am and by 11.30am, an array of sumptuous food was cooked and served to the judges. It was a difficult decision for the judges as all teams were

equally good with the teams from Credit Control, Production and Accounts Departments rising to the occasion.

Everyone enjoyed the lunch spread of *Kari Kepala Ikan*, *Pandan Ayam Goreng*, spaghetti, mutton curry, fish curry, vegetables, dessert, concoction of fresh fruit drinks and much more.



- Posim's chefs in the making.
- Bakal Chef Posim.

PARKSON CHINA

CONTRIBUTES RMB 5M TO EARTHQUAKE VICTIMS

Parkson China contributed a total of RMB 5 million to victims of the recent earthquake in Lushan. The contribution comprised RMB 3.5 million cash to China Charity Federation and essential supplies worth RMB 1.5 million.

On 28 April 2013, 12 trucks loaded with food items, daily necessities and other supplies left Parkson Mianyang for Lushan, Ya'an witnessed by Mianyang municipal government leaders and Parkson China senior management.

Parkson started its operations in China 20 years ago and is ever mindful of its social responsibility to the local communities. In 2005, Parkson had raised RMB 10 million for the Lifeline Express Foundation to help those in need regain their eyesight, and donated RMB 3.5 million to Wenchuan earthquake victims while in 2008, Parkson had contributed over RMB 1 million to winter storm havoc victims in southern China.



- ▶ (Top photo) Parkson China with a banner on their support for the earthquake victims, and (bottom photos) loading and sending of essential supplies to them.
- ▶ (Gambar atas) Warga kerja Parkson China bersama kain rentang yang memaparkan sokongan mereka kepada mangsa gempa, dan (gambar bawah) memuat dan menghantar bekalan penting kepada mangsa.

SECOM: PROGRAM JOM KERJA 2013



- ▶ (Left photo) Good response at Secom's booth managed by Encik Nazri (left) and Encik Ungku Abdullah (right).
- ▶ (Gambar kiri) Sambutan memberangsangkan di booth Secom yang diuruskan oleh Encik Nazri (kiri) dan Encik Ungku Abdullah (kanan).

Secom (Malaysia) Sdn Bhd participated in Program Jom Kerja 2013 at Dewan Hamzah Majlis Perbandaran Klang from 20 to 30 March 2013.

Secom's booth, managed by Encik Ungku Abdullah, Encik Nazri and trainee, Cik Atikah highlighting vacancies for Response Officers and Controllers received overwhelming response from the job seekers.

22ND ANNIVERSARY CELEBRATION



- ▶ Secom staff enjoying their lunch and each other's company.
- ▶ Warga Secom menikmati makan tengahari.

Secom celebrated its 22nd anniversary with a simple get-together luncheon of pizza and fried chicken for its HQ and Klang Valley staff on 1 April 2013. Everyone enjoyed themselves and took the opportunity to mingle with each other. The outstation staff received food vouchers.

PREPARING THE NEXT GENERATION OF LEADERS

17 of our Group's brightest young talents recently completed Phase 1 of the Champions Program, a 3-day 2-night Boot-Camp.

These future leaders, attached to the Group's Steel Division companies, namely Megasteel, Amsteel and Antara Steel are the latest Champions Program graduates to become members of Gen-C or Generation Champion; a Generation free of age limitations. Its members are defined by a range of personal qualities, all beginning with the letter 'C', *Calm, Can-do!, Capable, Captivating, Caring, Certain, Challenging, Change-agent, Charitable, Charismatic, Charming, Cheerful, Chipper, Chivalrous, Classy, Clear-minded, Clever, Competitive, Collaborative, Communicative, Committed, Community-conscious, Compassionate, Compelling, Competent, Competitive, Conqueror, Confident, Conscientious, Considerate, Consistent, Constant, Contented, Convincing, Cooperative, Courageous, Courteous, Creative, Cultivating, Curious, Customer-focussed and Cute.*

The 3-day Boot-Camp took the Champions through 3 stages:

Day 1: ELIMINATION

This was a day for the Champions to dig deep and uncover their current beliefs, attitudes, and emotions; including the mental obstacles and limiting thinking patterns (mental baggage) that were holding them back from achieving the success they desired in all areas of their lives. They discovered that the Boot-Camp is primarily a mental, emotional and attitudinal experience rather than physical, with challenges and hard work involved.

Day 2: CULTIVATION

After the hard work of preparing the garden of their minds on Day 1, the Champions were ready to sow the seeds of

a new belief system encompassing. The 7 Beliefs of Champions and also experience their own personal Champions Breakthrough. The transformation process on Day 2 was more mentally and emotionally taxing than their Day 1 experience; except this time it was for different, more positive and highly rewarding reasons.

Day 3: ACTIVATION

Day 3 was a day of choices; a day of planning for the rest of their lives, with particular focus on the short-to-medium term (6 months to 5 years). Due to the Champions' high level of clarity and power in their self-awareness, self-belief and self-image that they had attained, the Champions were able to fully embrace the details-focus and intensity of the various planning activities.

By the end of Day 3, they had navigated a path towards the development of a strategic plan and topped off the day with a celebration in the Champions Graduation Ceremony - the Champions Phase 1 transformation was complete.



LUNCH 'N' LEARN: FIRE PREVENTION



► Mr Kevin Kam (inset) imparting useful tips on fire prevention to employees at Office Tower.

► Encik Kevin Kam (gambar kecil) menyampaikan tips berguna mengenai pencegahan kebakaran kepada pekerja di Office Tower.



► Staff undergoing the "Bone Health Check" at Anlene's counter.

► Kakitangan menjalani "Ujian Tulang" di kaunter Anlene.

On 3 April 2013, Group HR invited Mr Kevin Kam, a certified lecturer from Akademi Bomba dan Penyelamat to speak on "Fire Prevention Awareness" for the first Lunch 'N' Learn session for the year.

Mr Kam shared his knowledge and experience on fire preventive measures at different locations i.e home and office; escape from fire in high and low rise building, and the usage of self rescue tools and fire fighting equipment. There was also a "Bone Health Check" for the staff conducted by Anlene.

LGMAF CONTRIBUTES TO MEDICAL CAMP

Lion Group Medical Assistance Fund (LGMAF) contributed RM7,966 for the purchase of medicine for the medical camp organized by the Rotary Clubs of Bukit Kiara Sunrise and Shah Alam on 3 March 2013 at SRJK(T) Ladang Batu Ampat, Kampong Jawa, Shah Alam.

The opening ceremony was officiated by the Selangor State EXCO for Health, Plantation Workers, Poverty and Caring Government, YB Dr A Xavier Jayakumar. About 450 residents from the nearby areas came for the many free medical check-ups, i.e Flu Vaccine, BMI, Blood Pressure Test, Ultra Sound, Blood Test, Eye Test and received medication sponsored by LGMAF. This is the 6th year LGMAF is supporting the medical camp to help the needy.



- ▶ Residents undergoing the various medical tests provided.
- ▶ *Residen menjalani ujian perubatan yang tersedia.*



- ▶ A pharmacist (left) dispensing medicine to a resident from the stock of medicine sponsored by LGMAF (inset).
- ▶ *Ahli farmasi (kiri) mengagih ubat kepada seorang residen daripada stok ubatan tajaan LGMAF (gambar kecil).*

COMMUNICO

STRUCTURED RECRUITMENT WORKSHOP

In continuation with the people agenda within the scope of the 5 HR Pillars, our Group HR has embarked on the development of the **Structured Recruitment Process (SRP)** for better assessment of Experienced Hires. As part of the development process, a set of **Behavioural Competencies** has also been identified through participative workshops with key stakeholders across all our companies. The 4 Main Competencies would be the core behavioural competencies - **STAR (Strategic, Transformational, Achievement & Relationship)** that are relevant to the Group's Vision, Mission, Core Values and Management Practices. Moving forward, the STAR behavioural competencies will be used across the Group for various HR Processes & initiatives not only limited to experienced hire recruitment process.



The STAR Assessor Workshops were the 1st set of workshops conducted to introduce these 4 Core Behavioural Competencies in the SRP. In HQ, CeDR, Parkson HQ, Wisma Lion and also Antara Labuan in February - April, 2013. The objective of this Workshop is to help line managers and HR personnel apply of effective interviewing techniques using these competencies that would save interviewers' time as well as ensuring the candidate hired will be a closer fit to the desired role and requirements of the position to be filled.

88 individuals from mixed backgrounds including HR, line managers from HQ, Amsteel I, II & Marketing, Property, SECOM, Megasteel and Antara Johor & Labuan participated in the 5 workshops conducted with a maximum of 15 participants each. The feedback from participants were very encouraging with most stating that STAR and SRP ensure fairness to company and candidates giving the interview process more structure and making it a more objective process. The plan is to continue providing this workshop at CEDR together with operating companies' HR to ensure that the application of STAR competencies reaches a wide population of the Group.

"It is easy to hire, difficult to fire. STAR is very important for the Group. There are so many employees and companies. Need same standards, same frequency. STAR is also a key enabler for transfers across the Company" - SRP Workshop Participant



MY “MEET THE LION CIRCLE EXPERIENCE”

My name is Joshua A/L Visvalingam. I am a fresh graduate from University of Sunderland, United Kingdom majoring in Engineering. I did my internship in Amsteel

Mills Klang for four months with the Steel Making Plant as a Production Trainee in 2011 before joining Antara Steel Mills in Pasir Gudang, Johor in October 2012 as a QC Executive with the Technical Services Department.

It is compulsory for new recruits to attend the Lion Group Orientation Programme which is known as “Meet The Lion Circle” or MTLC, conducted by our in-house training provider, CeDR Corporate Consulting Sdn Bhd. As a new executive/engineer, I attended the programme with my colleague, Mr Lee Dah Soon, a fresh graduate as well, who is a Mechanical Engineer with the Rolling Mill in Antara.

On 20 January 2013, we drove from Pasir Gudang to Klang for the 2-day orientation program on 21 and 22 January. Upon reaching Klang, we checked in at Goldcourse Hotel Klang where we stayed there for 2 nights. Early next morning, we went to CeDR’s office in Klang where we met 19 new recruits from other operating companies in the Group.



- ▶ Joshua A/L Visvalingam (standing 4th from right) and the new recruits at the MTLC session with Puan Siti Sahlah (seated 5th from left) .
- ▶ Joshua A/L Visvalingam (berdiri, 4 dari kanan) dan para pekerja baru di sesi MTLC dengan Puan Siti Sahlah (duduk, 5 dari kiri).

Our programme started with the ice breaking session conducted by the facilitators, Mr Lee and Mr Jeremy where we introduced ourselves to everyone. I got acquainted with the newbies during this session; among them were Ms Goh from Posim, Faisal from Secom and Andrew from Amsteel Marketing, just to name a few.

The facilitators, Mr Lee and Mr Jeremy were exceptional as they showed great competency in their subject matter and their sessions were very interesting. We were assigned to sketch the Lion Group’s logo and were given a good insight into the Group’s corporate structure and businesses.

After lunch, we visited Amsteel Klang which was very beneficial for me as I am with the Steel Division. Amsteel’s Quality Assurance Executives, Mr Ang and Mr Puah welcomed us, which was followed by a safety briefing and description on types of steel products manufactured by Amsteel and a plant tour. We managed to see, learn and understand the production flow from the semi finished products to the finished products.

The Key Result Area (KRA) session was carried out on the second day, facilitated by Puan Siti Sahlah, an experienced CeDR personnel who conducted her session with fun and laughter. In between the laughter, she imparted the KRA writing techniques effortlessly and taught us, new employees, to identify our KRAs in order to work towards them and achieve our targets.

Group discussions and presentations were carried out frequently involving brainstorming sessions amongst the participants before each presentation. Puan Siti provided the structure, set the parameters and intention of the discussion and guided the discussions. These sessions enabled us to foster better ties amongst the members in our group.

As a whole, MTLC was very meaningful and beneficial for new employees where we were given better insights into the Group’s business activities, its corporate philosophy and working culture. It is also a platform to get to know other employees within the Group.

Here's your chance to win some Parkson vouchers. Circle the correct answers to these easy questions from the previous issue (Vol.25 No.1) and send your answers to the address on page 3 before the closing date: 14/6/2013. Multiple entries will be disqualified.

the GREAT Lion Brain Tease

Lion Today - Vol. 25 No. 2 March/April 2013

1. Parkson Corporation contributed door gifts for CNY event.
a. Calligraphy b. KLFC c. Bakti
2. collaborated with Econsave Supermarket to share the joy of CNY with senior citizens.
a. KL Festival City b. Parkson c. Mahkota Hotel
3. "Protect the Customer" and were the key points on training shared by Secom Japan Director, Mr Arai.
a. "Protect your Staff" b. "Train your Staff" c. "Train your Customer"
4. Department Store received Excellent Service Experience Award 2013 from Carre CCSL.
a. Parkson Suria b. Centro c. Parkson Hefei
5. Mahkota Hotel contributed a total of RM2,650 to Happiness Center in
a. Kuala Lumpur b. Sham Alam c. Malacca
6. Antara Steel Mills conducted training on fire safety apparatus, evacuation and rescue techniques as part of its
a. Fire Drill b. Fire Safety training c. Fire Prevention campaign
7. Sunflower Planting Competition was one of Amsteel Klang's "..... Project".
a. Landscaping b. Go Green c. Beautiful Nature
8. Changshu Lion celebrated its anniversary with an appreciation dinner for staff and associates.
a. 3rd b. 4th c. 5th
9. Lion-Parkson Foundation assisted 4 independent schools to organize CNY Calligraphy Charity Sale for the year.
a. 3rd b. 4th c. 5th
10. How many Parkson stores are there in Hefei City?
a. 1 b. 2 c. 3

NAME: (Mr / Ms)

TEL. NO.: _____

COMPANY/DEPT (please state full address):

CONGRATULATIONS

Prize winners of the previous Lion Brain Tease:

Stanley Levinson Anak Guseng, Murni bt Ibbin, Phan Wei Kuak, Jong Chai Khim, Noor Adiliah bt Abdul Latif, Tan Wan Fong, Norman Nizam b Othaman, Corrina Anak Bana, Lim Guat Kiew & Mohd Khaizal b Jamrus

Answers to the previous Lion Brain Tease

- | | |
|-----------------------------|---------------------------|
| 1 - Lion-Parkson Foundation | 6 - Hi-Rev |
| 2 - Parkson Cares Educare | 7 - Deepavali & Christmas |
| 3 - Property | 8 - Back Pain |
| 4 - 5 th | 9 - school items |
| 5 - Parkson Pavilion | 10 - Amsteel Klang |



INFOLINK

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

ADVANTAGES AND DISADVANTAGES OF ONLINE LEARNING



Never before in the training field has there been so many delivery options available with so much information and knowledge to convey to our trainees. How do you select the right delivery medium for your audience and equally important, the contents?

The internet and intranet hold tremendous potential for the rapid dissemination of knowledge and information to a worldwide workforce — when utilized correctly. In fact, Elliott Masie, President of the Masie Center, a New York-based training think tank, estimated that 92 percent of large organizations will use some form of online learning.

There are several distinct advantages and disadvantages of designing, developing, and delivering web-based training (WBT). By carefully weighing your audience and training content against this list of advantages and disadvantages, you would be able to better judge whether what you have in mind is suitable for Web dissemination.



ADVANTAGES FOR COMPANIES:

- **Easy and affordable training delivery** - It is highly likely chances your audience has access to a browser. Validate what browser(s)/version(s) is being used and you can capitalize on the delivery vehicle.

- **Cross platform** - WBT can be accessed by web browsing software on any platform, i.e. Windows, MAC, Unix, etc. Basically, you can deliver your training course to any machine over the internet or company intranet.
- **Inexpensive worldwide distribution** - No separate or distinct distribution mechanism is needed i.e. distributing CD-ROMs for CBT training. WBT can be accessed from any computer anywhere in the world.
- **Reduced technical support** - WBT courses decrease some of the more "potent and deadly" technical support issues that often enshroud technology based training.
- **Ease of content update** - The changes you make to any of your content are immediately available to your learning audience across the world.
- **Web browsers and internet connections are widely available** - Most computer users have access to a browser, such as IE4 or Netscape and are connected to a company's intranet, and/or have access to the internet.
- **Access is controllable** - You can direct and monitor who receives web training - when, how many times, and in what sequence.
- **Billing options** - You can bill and collect through Net distribution with various options: billing by user ID, number of accesses, date/time of access, or any other means by which you want to assess usage.

ADVANTAGES AND DISADVANTAGES OF ONLINE LEARNING



ADVANTAGES FOR INDIVIDUALS:

- **Extendibility, accessibility, and suitability** - Users can proceed with a training program at their own pace and place. They can also access to the training any time, receiving only as much as they need. In other words, "just in time and just enough."
- **Collaborative and exploratory** learning environments.
- **Savings on travel cost and time** - Learning is delivered directly to the learner instead of the other way round.
- **WBT-based development is easier to learn** and pick up than CBT-based. You should be able to draw from a larger pool of WBT developers than is available for creating traditional CBT.
- **Vast, untapped market for training** - The untapped WBT market is still large. If you're looking for commercial markets, the internet also offers a huge audience hungry for material via the Net.
- **Direct access to many other training resources** - The internet gives access to the largest library in the world. Capitalize on the offerings that have already been created, and use them to enhance the learning you are distributing.



DISADVANTAGES FOR COMPANIES:

- **Bandwidth/browser limitations may restrict instructional methodologies** - Again, if your content relies on a lot of video, audio, or intense graphics, Net delivery will only frustrate your learners.
- **Time required for downloading applications** - Again, be very aware of download time and we still recommend looking at delivery options considering a 28.8 kbps modem if you are delivering training to an external audience or over the internet. *(Disadvantage for individuals too)*
- **Student assessment and feedback is limited** - The internet provides a wonderful means to get all kinds of information back and forth to your audience, but it also makes it harder to assess some types of student feedback and information. *(Disadvantage for individuals too)*
- **Many, if not most, of today's WBT programs are too static, with little if any interactivity** - This is probably due to the bandwidth limitation, but if we deliver poor, page-turning training, we can't expect stellar results from our learners.
- **Newness** - It may take longer designing and developing WBT courses, the first time around. Because of its recent emergence to the training arena, new technologies always require time, experience, and money in order to take full advantage of its capabilities. The great thing, however, is you'll learn new skills and knowledge with each new course.
- **WBT has high-fixed costs** - Some people assume that since you don't need a CD-ROM drive, you have no additional costs. Not so. It's important that you consider doing a pilot before proceeding further into the WBT game. Validate what works well, when, and at what cost.
- **Limited formatting of content in current browsers** - The WBT you create will not resemble the CBT you might be familiar with because of Net bandwidth constraints. So, if your content relies on a lot of media, or particular formatting, this might not be the best delivery medium.

Reference:

Gary W. James

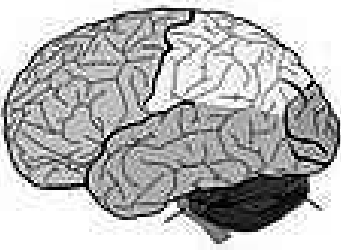
www.allencomm.com/events

HOW TO BECOME A MORE EFFECTIVE LEARNER

Tips from Psychology to Improve Learning Effectiveness & Efficiency

Resource from: About.com Guide by Kendra Cherry

1. Keep Learning (and Practicing) New Things



One sure-fire way to become a more effective learner is to simply keep learning. A 2004 *Nature* article reported that people who learned how to juggle increased the amount of gray matter in

their occipital lobes, the area of the brain that is associated with visual memory. When these individuals stopped practicing their new skill, this gray matter vanished.

This "use-it-or-lose-it" phenomenon involves a brain process known as "pruning". Certain pathways in the brain are maintained, while others are eliminated. If you want the new information you just learned to stay, keep practicing and rehearsing it.

2. Learn in Multiple Ways

Focus on learning in more than one way. Other than auditory learning, find a way to rehearse the information both verbally and visually. This might involve describing what you have learned to a friend, taking notes or drawing a mind map. You will further cement the knowledge in your mind. According to Judy Willis, "The more regions of the brain that store data about a subject, the more interconnection there is. This redundancy means students will have more opportunities to pull up all of those related bits of data from their multiple storage areas in response to a single cue. This cross-referencing of data means we have learned, rather than just memorized."

3. Teach What You've Learned to Another Person

Educators have long noted that one of the best ways to learn something is to teach it to someone else. You can share the newly learned skills and knowledge with others, i.e. group discussion.



4. Utilize Previous Learning to Promote New Learning

Another great way to become a more effective learner is to use relational learning, which involves relating new information to things that you already knew.

5. Gain Practical Experience

Putting new knowledge and skills into practice can be one of the best ways to improve learning. If you are trying to acquire new skills or ability, focus on gaining practical experience.

6. Look Up Answers Rather than Struggle to Remember

Of course, learning isn't a perfect process. Sometimes, we forget the details of things that we have already learned. If you find yourself struggling to recall some tidbit of information, research suggests that you are better off by simply looking up the correct answer.

7. Understand How You Learn Best

Another great strategy for improving your learning efficiency is to recognize your learning habits and styles. There are a number of different theories about learning styles, which can all help you gain a better understanding of how you learn best. Gardner's theory of multiple intelligences describes eight different types of intelligence that can help reveal your individual strengths. Looking at Carl Jung's learning style dimensions can also help you better see which learning strategies might work best for you.

8. Use Testing to Boost Learning

While it may seem that spending more time studying is one of the best ways to maximize learning, research has demonstrated that taking tests actually helps you better remember what you've learned, even if it wasn't covered in the test. The study revealed that students who studied and then tested had better long-term recall of the materials, even on information that was not covered by the tests. Students who had extra time to study but were not tested had significantly lower recall of the materials.



KEEPING YOU IN VIEW



Strategic Balanced Scorecards Formulation & Facilitation Workshop, CeDR, 23 Feb 2013



Oh gosh, I should have paid attention earlier.... How to answer this question???

Connecting With Others, CeDR, 4 - 5 March 2013



On the count of 3, let's skip together.

Leading By Example-Walking The Talk, CeDR, 6 - 7 March 2013



Wah... chillies, chillies, on the table... Which is the 'hottest' of them all?

Train-The-Trainer (Government Agency), FAMA Sabah, 1 - 5 April 2013



I believe we will be able to free ourselves.

Mechatronic Apprenticeship Scheme - Transformation Walk, CeDR, August 2012



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: 14/6/2013.



There are no winners for last issue's caption-writing contest.



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

Company / Dept (please state full address):

Sunstone Villa

Where space is the new luxury

Signature Series 3

FREEHOLD

3-STOREY LIFESTYLE HOMES

Most Spacious - Built-up area from 3,040 sq.ft.

Final Phase Terrace Homes

5 + 1 bedrooms | 4 bathrooms

Spacious Lifestyle Homes That celebrate **LIFE** and inspire **STYLE**

With a built-up area of 3,040 sq ft and above, the lifestyle homes of **Sunstone Villa** are quite simply a luxury of space. Designed to unlock space and lifestyle possibilities that come with it, these modern residences are both stylish and functional. The 3-storey villas unfold space in all dimensions - from a flowing linear layout of roomy dining and living areas to a spatial continuum integrating interior and exterior with generous use of full glass panels; from impressively high ceiling to staircases, the architecture and interior design celebrate togetherness while respecting privacy.

Set in a green neighbourhood with trimmed lawns and shady trees, this latest and final phase of signature Terrace Homes in Bandar Mahkota Cheras is just a stroll away from the popular Mahkota Town Centre, which offers unlimited lifestyle choices and desirable amenities.

- Nature-inspired landscaped boundaries
- Renovation-free and move-in ready
- Private balcony for each bedroom
- Built to full extension of the house
- Two master bedrooms with en-suite bathroom



Artist's impression

Bandar Mahkota Cheras Sales Gallery
603-9075 2288

Marketing & Sales Office, Kuala Lumpur
603-2143 2299

Sales Hotline
017-312 0853

Another Prestigious Project By



THE LION GROUP
PROPERTY DIVISION
MARKETING & SALES OFFICE
Level 2, Office Tower, No. 1, Jalan Nagasari,
Off Jalan Raja Chulan, 50200 Kuala Lumpur.
Tel +603 2143 2299 / 2143 2929
Fax +603 2148 9617

Developer : Narajaya Sdn Bhd (100905-A) • Developer's Licence No. : 6856-10/05-2014/780 • Validity Date : 28/05/2011-27/05/2014 • Advertisement & Sales Permit No. : 6856-10/1528/2013/06 • Validity Date : 26/06/2012-25/06/2013 • Land Tenure : Freehold • Building Plan Approval No. : MPKJ 6/P/18/2004 • Approval Authority : Majlis Perbandaran Kajang • Date of Completion : Feb 2015 (24 months from date of Sales and Purchase Agreement) • Encumbrance : RHB Investment Bank Berhad • Sekatan Kepentingan : Nil • Type of Property : 3-Storey Terrace House • Land Area : 20' x 65' • Built-Up Area : 2,981 sqft • Total Units : 118 • Selling Price : RM988,000 (Min) - RM1,356,900 (Max) • 7% discount for Bumiputera



GET BOLD

SUMMER 2013

SUMMER IN PARKSON'S HOTTEST SHAPES AND SHADES.



Scan this code for more information!

PARKSON

shop online at parkson.com.my

PARKSON Pavilion • KLCC • 1 Utama • Gurney Plaza

KUALA LUMPUR • Pavilion • KLCC • 1 Utama • Festival City • OUG Plaza • Sungai Wang Plaza **SELANGOR** • 1 Utama • Klang Parade • Plaza Metro, Kajang • Selangor Mall • Setia City Mall • Subang Parade • Sunway Pyramid • Wisma Etonic, Rawang **PUTRAJAYA** • Alamanda Putrajaya **N.SEMBILAN** • 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** • Petron Parade **PERAK** • Ipoh Parade **KELANTAN** • Kota Bharu Trade Centre **PAHANG** • Berjaya Megamall, Kuantan • East Coast Mall, Kuantan **SABAH** • 1Borneo, KK • Wisma Plaza, KK **SARAWAK** • Bintang Megamall, Miri • Plaza Merdeka, Kuching • Riverside Complex, Kuching • The Spring, Kuching • Wisma Sanyan, Sibuan **LABUAN** • Financial Park Labuan Complex

MRA Parkson Pavilion
Best Department Store 2012/2013



MALAYSIA'S MOST VALUABLE BRANDS 12

mailers.parkson.com.my

fb.com/parkson

@ParksonMalaysia

Customer Service: 1300 88 0828