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LION-PARKSON FOUNDATION AWARDS SCHOLARSHIPS



- PT Tozy Sentosa Moves To New Office
- Nerdunit At Parkson Pavilion
- Posim Group Annual Dinner
- LionPeople Lessons In Communicating Change Correctly

International Streetwear Brand, Nerdunit at Parkson Pavilion

LION-PARKSON FOUNDATION SCHOLARSHIPS



- Left to right: Dr Chua Siew Kiat, Dr Yulduz Emiloglu and Mr Tang Haw Choon at the award ceremony.
- Kiri ke kanan: Dr Chua Siew Kiat, Dr Yulduz Emiroglu dan Encik Tang Haw Choon di majlis anugerah.



- Scholars, family members and guests listening to Dr Chua Siew Kiat's speech (inset).
- Pemegang biasiswa, ahli keluarga dan para jemputan tekun mendengar ucapan Dr Chua Siew Kiat (gambar kecil).



- (Top photo) Dr Yulduz Emiloglu and Dr Chua Siew Kiat (4th and 6th from right respectively) sharing some light moments with the scholars after the award presentation to them by Dr Yulduz Emiloglu (right photo).
- (Gambar atas) Dr Yulduz Emiloglu dan Dr Chua Siew Kiat (masing-masing 4 dan 6 dari kanan) bermesra dengan para pemegang biasiswa selepas majlis penyampaian anugerah kepada mereka oleh Dr Yulduz Emiroglu (kanan gambar).



UPDATE

LION-PARKSON FOUNDATION AWARDS SCHOLARSHIPS

ion-Parkson Foundation (LPF) awarded scholarships totalling RM285,000 to 9 deserving students based on their academic performance, extra-curricular activities and leadership qualities on 22 August 2016 for the 26th year running. The undergraduates who will be pursuing their bachelor's degree in local institutions of higher learning received scholarships worth RM10,000 each per annum for the duration of their studies. The awards were presented by LPF Trustee, Dr Yulduz Emiloglu, witnessed by LPF Trustee, Dr Chua Siew Kiat and Human Resource Senior Manager - Talent, Mr Tang Haw Choon. Dr Chua Siew Kiat in his speech said, "The awards are in line with Lion Group's aspiration to contribute to the country's educational and human resources development in order to achieve economic growth. We hope to nurture talented and educated young Malaysians who will help to shape and build a better tomorrow for the future of our nation."

Todate, the Foundation has sponsored a total of 436 students through various sponsorship programmes worth RM9.9 million. In addition, the Foundation has also contributed another RM23.3 million towards other causes, making a total contribution of RM33.2 million todate.

RETAIL & TRADING DIVISION

New Brands by Parkson MODELS OWN NAIL POLISH AT 1UTAMA

unky **Models Own** nail polish from UK has arrived at First Floor Centre Court, 1 Utama Shopping Centre. Models Own nail polish gives the professional shine of a salon manicure and are great for stamping, nail art or just wearing them alone.

ETTANG MASKS & BANILA CO. AT PLAY UP IOI MALL

oted as 2015 most popular Skincare Product in Korea, **Ettang Modeling Masks Take-Out Cup** is now available at Play Up IOI Mall. Ettang Masks is a new concept of a disposable facial mask pack which offers users the convenience of applying the modelling pack/rubber pack that are available at aesthetic spas in the comfort of their homes or while travelling.

8 fantastic packs to choose from:



Banila Co., the top cosmetic brand in Korea is now exclusively available at Play Up at IOI Mall. Do try the **Clean It Zero** which sells out at a record breaking speed of 1 sold every 4.8 seconds!



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EDITORIAL

Editorial Advisor Tan Sri Albert Cheng Editor Quah Le Ching Editorial Committee Ng Ho Peng, Fauziah Harun & Ian Foo Dah Yung

PUBLISHER

Lion Group Management Services Sdn Bhd Level 11-15, Lion Office Tower No. 1 Jalan Nagasari 50200 Kuala Lumpur

 Tel:
 603 - 2142 0155

 Fax:
 603 - 2142 8409

 Email:
 corpcomm@lion.com.my

 Website:
 www.lion.com.my

PRINTER

 KHL Printing Co San Bhd

 Lot 10 & 12, Jalan Modal 23/2

 Section 23 Kawasan MIEL Phase 8

 40300 Shah Alam

 Selangor Darul Ehsan

 Tel:
 603 - 5541 3695 / 5541 3634

 Fax:
 603 - 5541 3712

 Website:
 www.khiprint.com.sg

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EDITOR'S MESSAGE

...........

s in the past 25 years, our Lion-Parkson Foundation once again awarded scholarships to bright young Malaysians to pursue tertiary education in the local universities. The awards represent our Group's commitment to education and human capital development which is critical for growth and nation building. The recipients are pursuing their studies in different disciplines such as Finance, Accounting, Engineering, Quantity Surveying and Information and Communication Technology, and all share the same determination to do well in their chosen fields.

In today's challenging retail environment, many retailers are looking at innovative ways and forming strategic collaborations to stay ahead in their operations. Parkson has recently unveiled several new brands under its cosmetics range, and also collaborated with Nerdunit, an internationally recognised streetwear brand from San Francisco. This collaboration is aimed to tap into a more diversified market and draw the young crowd into Parkson with Nerdunit becoming an increasingly recognisable brand in the global arena.

Besides focusing on growth and operational improvement, our operating companies are also organizing a host of activities ranging from training and development to sports and staff gatherings. All these help to provide an encouraging and conducive workplace as well as allow us to know each other better. All these are featured in the following pages.

UTUSAN PENGARANG

S eperti 25 tahun yang lalu, Yayasan Lion-Parkson sekali lagi menganugerahkan biasiswa kepada pelajar Malaysia cemerlang yang melanjutkan pelajaran di institusi pengajian tinggi tempatan. Anugerah ini adalah komitmen Kumpulan kepada bidang pendidikan dan pembangunan modal insan yang ternyata penting bagi pertumbuhan dan kemajuan negara. Para penerima biasiswa ini mengikuti bidang pengajian yang berbeza seperti Kewangan, Perakaunan, Kejuruteraan, Ukur Bahan serta Teknologi Maklumat dan Komunikasi dan kesemua mereka berkongsi keazaman yang sama iaitu untuk berjaya dalam bidang yang dipilih.

.

Dalam persekitaran peruncitan yang semakin mencabar hari ini, banyak peruncit mencari kaedah yang inovatif dan membentuk kerjasama strategik supaya operasi mereka terus berada di hadapan. Baru-baru ini, Parkson telah melancarkan beberapa jenama baru di bawah rangkaian kosmetiknya, dan bekerjasama dengan Nerdunit, jenama 'streetwear' dari San Francisco yang terkenal di peringkat antarabangsa. Kerjasama ini bertujuan untuk menerokai pasaran yang lebih pelbagai dan menarik golongan muda ke Parkson berikutan jenama Nerdunit yang semakin dikenali di arena global.

Selain memberi tumpuan kepada pertumbuhan dan perkembangan operasi, syarikat-syarikat operasi kita juga menganjurkan pelbagai aktiviti seperti latihan dan acara sukan serta perjumpaan kakitangan. Kesemua ini membantu membentuk suasana tempat kerja yang kondusif dan membolehkan kita lebih mengenali satu sama lain. Semua ini dipaparkan di muka surat berikutnya.

CORPORATE

UPDATE

YAYASAN LION-PARKSON ANUGERAH BIASISWA

U ntuk tahun ke-26 berturut-turut, Yayasan Lion-Parkson (LPF) menganugerahi biasiswa berjumlah RM285,000 kepada 9 orang pelajar yang layak berdasarkan prestasi akademik, aktiviti ko-kurikulum dan bakat kepimpinan pada 22 Ogos 2016. Mereka yang mengikuti pengajian ijazah sarjana muda di institusi pengajian tinggi tempatan akan menerima biasiswa bernilai RM10,000 setahun setiap seorang bagi sepanjang tempoh pengajian mereka. Anugerah itu disampaikan oleh Pemegang Amanah LPF, Dr Yulduz Emiloglu, disaksikan oleh Pemegang Amanah LPF, Dr Chua Siew Kiat dan Pengurusan Kanan Sumber Manusia - Talent, Encik Tang Haw Choon. Pemegang Amanah LPF, Dr Chua Siew Kiat dalam ucapannya berkata, "Anugerah itu adalah seiring dengan aspirasi Kumpulan Lion untuk menyumbang kepada pembangunan pendidikan dan insaniah negara bagi menjayakan pertumbuhan ekonomi. Kami berharap untuk menggilap bakat golongan belia Malaysia yang berpendidikan bagi membantu membentuk dan membina masa depan yang lebih baik untuk negara kita."

Sehingga kini, LPF telah menaja seramai 436 orang pelajar melalui pelbagai program penajaan bernilai RM9.9 juta. Di samping itu, LPF juga telah menyumbang sebanyak RM23.3 juta kepada badan amal lain, menjadikan jumlah keseluruhan sumbangan sebanyak RM33.2 juta.

金狮百盛基金颁发奖学金

2016年8月22日,金狮百盛基金(基金会)颁发总 值28万5千令吉的奖学金予9名出色学生。奖学金申 请的审核标准,是根据申请者的学术表现、课外活 动及领导素质。这已是基金会第26周年颁发奖学金 予出色学生。这些在籍学生将在本地各高等院校就 读他们的学士学位,在就读期间,他们每人每年将 会领取高达1万令吉的奖学金。奖学金是由基金会信 托人永乐多斯博士颁发,并由基金会信托人蔡少杰 博士和人力资源部高级经理(人才)张厚春见证。 蔡少杰博士表示: "奖学金的颁发是按照金狮集团 的理念,为国家教育和人力资源发展作出贡献,以 实现经济增长。我们希望培育有才华和有学识的马 来西亚青年,为我国下一代塑造和建设一个更美好 的明天。"

基金会至今已通过各项赞助计划资助436名学生,共计 990万令吉。此外,基金会也捐献2千330万令吉作为其 他慈善用途。迄今,总捐献款项达3千320万令吉。

RETAIL & TRADING

DIVISION

PT TOZY SENTOSA MOVES TO NEW OFFICE



Effective 25 July 2016, our Indonesia Retail Division, PT Tozy Sentosa has moved to its new office building at :

> Parkson Office Building 7th – 8th Floor CBD Bintaro Jaya Sektor VII Jln. Boulevard Bintaro Jaya Blok B7/D05 Tangerang Selatan, Bante Indonesia – 15224 Tel : +62 21 80828 100 Fax : +62 21 80828 111

Parkson Office Building is strategically located in the heart of Bintaro Business District. Parkson Gourmet Mart, occupying two floors with a retail area of more than 10,000 sq feet will begin operation in October 2016, whilst the F&B outlets and specialty shops, occupying the 2^{nd} and 3^{rd} floors will open for business in September 2016. Floors $4^{th} - 6^{th}$ are allocated for office use with PT Tozy Sentosa occupying the $7^{th} - 8^{th}$ floors.

RETAIL & TRADING DIVISION

NERDUNIT AT PARKSON PAVILION



(Top photo) Models showcasing Nerdunit collection, and (bottom photo) with Tan Sri William Cheng and Mr Rex Bong (standing, 6th and 5th from right respectively).
 (Gambar atas) Model menggayakan koleksi Nerdunit dan (gambar bawah) bersama Tan Sri William Cheng dan Encik Rex Bong (masing-masing berdiri 6 dan 5 dari kanan).

nternational streetwear brand, Nerdunit is now available at Parkson Pavilion. Parkson Group Executive Chairman, Tan Sri William Cheng and B Will Holding Bhd Founder and Managing Director, Mr Rex Bong signed a Memorandum of Understanding (MoU) to officiate the brand's launch at Parkson Pavilion on 23 July 2016.

Guests were entertained to a fashion show as models strutted down the runway in the brand's current collection.

This is Nerdunit's second venture with Parkson, with the first at Parkson Suria KLCC. Founded in San Francisco in 2011, Nerdunit draws inspiration from military garments, badges, and military ranking lines.

With N.E.R.D. being the acronym for "no one ever really dies", Nerdunit has also made a name for itself in Taiwan, Thailand and Italy, while expanding its streetwear influence to China, Vietnam, Indonesia and Cambodia.

PARKSON CREDIT'S BUKA PUASA TREAT





- Credit Assessment Department broke their fast at Restoran Melayu & Padang at Maju Junction Mall.
- Jabatan Penilaian Kredit berbuka puasa di Restoran Melayu & Padang di Maju Junction Mall.



- Finance, Corporate Affairs and Human Resources had a triple department outing at Restoran BBQ, Jalan P. Ramlee with Senior General Manager, Mr Danny Poh (3rd from right).
- Tiga jabatan, Kewangan, Hal Ehwal Korporat dan Sumber Manusia bergabung di Restoran BBQ, Jalan P. Ramlee bersama Pengurus Besar Kanan, Encik Danny Poh (3 dari kanan).

- Credit Management staff gathered at Seoul Garden Restaurant to break fast.
- Warga kerja Pengurusan Kredit berbuka puasa di Seoul Garden Restaurant.

n conjunction with the holy month of Ramadan, Parkson Credit sponsored its staff to a Buka Puasa treat of their choice. Staff in the various departments organized their breaking of fast in selected restaurants and enjoyed the get-together with their colleagues.

RETAIL & TRADING DIVISION

POSIM GROUP ANNUAL DINNER



- The winners for Best Dressed Male and Female categories, Mr Jay Loke Siew Sun and Ms Weni Wisianah (3rd and 4th from left respectively) with the other finalists.
- Pemenang Pakaian Terbaik kategori Lelaki dan Wanita, Encik Jay Loke Siew Sun dan Cik Weni Wisianah (masing-masing 3 dan 4 dari kiri) bersama para finalis Pakaian Terbaik.



- Posim Marketing General Manager, Mr Ng Chin Kwan (left photo, centre on stage) and Posim Petroleum Marketing General Manager, Ms Valerie Poon (right photo, 2nd from left) picking the lucky draw numbers.
- Pengurus Besar Posim Marketing, Encik Ng Chin Kwan (gambar kiri, tengah pentas) dan Pengurus Besar Posim Petroleum Marketing, Cik Valerie Poon (gambar kanan, 2 dari kiri) dalam sesi cabutan bertuah.



 Performances by Mr Vincent Tan (left photo, centre) and Ms Anne (right photo, 2nd from right), accompanied by The CLEF.
 Persembahan daripada Encik Vincent Tan (gambar kiri, tengah) dan Cik

Anne (gambar kanan, 2 dari kanan), diiringi oleh The CLEF.

bout 200 employees attended Posim Group's annual dinner themed `Muhibbah Night' at Klang Executive Club on 19 August 2016.



- The lucky draw grand prize winner receiving her prize from Mr Ngan Yow Chong (left).
- Pemenang hadiah utama cabutan bertuah menerima hadiah daripada Encik Ngan Yow Chong (kiri).

The dinner kicked off with an opening speech by Posim Group Executive Director, Mr Ngan Yow Chong followed by performances by talented staff, Mr Vincent Tan and Ms Anne; and some games.

Mr Jay Loke Siew Sun and Ms Weni Wisianah won the Best Dressed award for the female and male category respectively. Lucky staff walked away with prizes from the lucky draw.



TECHNICAL BRIEFING BY BURSA MALAYSIA

taff from the Legal and Secretarial, Accounts, Compliance Management and Corporate Communications departments in the Head Office attended a half-day Technical Briefing organised by the Listing Division, Bursa Malaysia Berhad.

Held over several sessions in July and August, the speaker, Mr Chee Kai Mun from CKM Advisory Sdn Bhd briefed on the 'Amendments to Listing Requirements Relating to Disclosure, Corporate Governance Requirements & Future Financial Information' and 'Common Disclosure Issues and Case Studies'.

Corporate disclosure is pertinent in promoting transparency and to aid and facilitate informed investment decisions, as well as fair and orderly trading of securities. These amendments are designed to enhance corporate disclosure with some of the amendments to be effective for annual reports for year ending on or after 30 April 2016.





STEEL DIVISION

INTER-DEPARTMENT FOOTBALL COMPETITION

5 teams competed in Amsteel Mills' Inter-Department Football Competition held on 21 August 2016 at Padang Lapis 6, Jalan Kopi, Meru, Klang. The winners were :





STEEL

ACTIVITIES @ ANTARA STEEL MILLS HARI RAYA GATHERING

Badan Kebajikan Antra (BKIA) hosted a Hari Raya Gathering for Antara Steel employees on 3 August 2016. Executive Director, Mr Eric Cheng in his speech thanked everyone for their understanding and perseverance in facing the current challenges affecting the steel industry worldwide. BKIA also wished General Manager Encik Rahmat Ibrahim and BKIA Chairman, Encik Hamezid Junid who were leaving for their Haj pilgrimage, good health and a safe journey.

DIVISION

Everyone helped themselves to the array of delicious food served such as *lamb beryani, rojak, koay teow* and variety of Hari Raya cookies and traditional Malay cakes and desserts.



Organising Committee with Encik Rahmat Ibrahim (seated, 4th from left).
 Jawatankuasa Pengajur bersama Encik Rahmat Ibrahim (duduk, 4 dari kiri).



- Mr Eric Cheng thanking everyone for their support and understanding in facing the current challenges.
- Encik Eric Cheng mengucapkan terima kasih kepada semua atas ketabahan menghadapi cabaran.



- Senior Manager Rolling Mill, Encik Zakaria Mahat wishing Encik Rahmat (left photo) and Encik Hamezid (right photo) a safe journey on their pilgrimage.
- Pengurus Kanan Rolling Mill, Encik Zakaria Mahat mengucapkan selamat jalan kepada Encik Rahmat (gambar kiri) dan Encik Hamezid (gambar kanan) yang akan menunaikan Haji.



Enjoying the delicious food served.
 Menikmati juadah lazat yang dihidangkan.



BUBUR LAMBUK FOR RAMADAN

n 29 July 2016, in conjunction with the holy month of Ramadan, BKIA distributed `*bubur lambuk*' to about 300 members to break fast. The `*bubur lambuk*' was prepared by the committee members and their wives.







SERVICES

HAPPENINGS @ SECOM KICK-OFF MEETING



- Words of encouragement from General Manager, Mr Lee Keang Hong (left) and Director & Advisor, Mr Frankie Chai (right).
- Kata-kata semangat daripada Pengurus Besar, Encik Lee Keang Hong (kiri) dan Pengarah & Penasihat, Encik Frankie Chai (kanan).

n 22 July 2016, Secom organised a Budget Kick-Off Meeting for financial year 2016/2017 for staff from Assignments, Depots and HQ. Mr Keita Egashira, Sales Development Division Manger from Secom Japan also joined in the meeting.

The event started with a team-building session conducted by Dr U2Kumar from U2K, followed by the various departments' presentations on their goals and achievements. Mr Paneerselvam from System Design & Costing, and Encik Firdaus from Technical Department also shared their experiences which served to motivate the young and new Secom generation.

DIVISION





In high spirit at the team-building session.
 Penuh bersemangat mengikuti sesi kerja berkumpulan.

TRAINING ON LIONPEOPLE

employees attended the Employee Self Service (ESS) LionPeople Users' Training

conducted by CeDr Corporate Consulting on 26 and 27 July 216 to introduce LionPeople, a fully web-based Human Resource Management System with 13 different modules including e-Payroll, e-Leave, e-Time Attendance, e-Overtime, e-Claim and e-Performance Management etc which will be implemented soon.



TALK ON FIRE PREVENTION

talk on Fire Prevention – Never Trust Fire by Pertubuhan Pencegah Kebakaran Kuala Lumpur was held on 19 July to refresh employees' awareness and understanding on fire prevention at home and the workplace.

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Here's your chance to win some Parkson vouchers. Circle the correct answers to these easy questions from the previous issue (Vol.28 No.3) and send your answers to the address on page 3 before the closing date: 31/10/2016. Multiple entries will be disqualified.

the GREAT Lion Brain Tease

Lion Today - Vol. 28 No. 4 July/August 2016

1.	Lionmall Qingdao is the shoppi a. first	ng mall in China by Parkson b. second	Group. c. third
2.	Little Kingdom is the personalize a. first	ed learning edutainment pa b. second	rk in Malaysia. c. third
3.	Posim organised Hi-Rev's Family Day the a. Shanghai Nite	emed for its dealers b. Vegas Nite	and their family members, and guests. c. Cosplay Nite
4.	Secom celebrated its Anniverse a. 23 rd	ary with its employees. b. 24 th	c. 25 th
5.	participated in a Career Fair a. Lion Group HQ	at IDCC Mall Shah Alam. b. Secom	c. Parkson
6.	a. Parkson Credit	or the shortlisted scholarship b. Lion Group	es candidates for its scholarship awards. c. Lion-Parkson Foundation
7.	Parkson has opened at Avenue a. Shoes Gallery by Parkson	e K and Fahrenheit 88. b. Shoopen	c. Little Kingdom
8.	Parkson Credit organised a free a. training program	for its employees at Maju J b. health screening	unction office. c. Lunch & Learn
9.	emerged champion in the Futs a. Cut & Bend (Team A)	utsal tournament organised by Amsteel Mills Klang. b. Cut & Bend (Team B) c. Security	
 10. Antara Steel Mills employees attended a program organised by NIOSH and PERKESO to help reduce accidents and aliments in the industrial sector. a. Safety and Health b. health screening c. Towards Positive Thinking 			
NAME: (Mr / Ms)			
IEL	. NO.: COMPAN'	1 2 3 4	w Shia, Ng Lay Wern, Ramlah bt Ahmad & Suzila bt Ahmad. Answers to the previous Lion Brain Tease first 6 - 4-wheel RM 8,000 7 - Top 5 Parkson Maju Junction 8 - First Aid and Cardiopulmonary Resuscitation Quality Management 9 - Melaka RM 235,328.55 10 - 29 th



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

LIONPEOPLE – LESSONS IN **COMMUNICATING CHANGE CORRECTLY**



mplementation of any new system can be a daunting task. First comes the odious task of researching, gathering and sifting pools of data, countless of man hours spent analysing the said data to perfect a system that would be rolled out across the companies under one umbrella.

TRANSFORMATION • SUSTAINABILITY • AGILITY

Daunting? Yes. Necessary? Absolutely.

Lion Group recently unveiled the new LionPeople HR system which will greatly reduce the need for manual interaction for everyday HR processes. Leave application and MCs, amongst the wide berth of HR processes that once required reams of paper have now been digitised, leaving HR to concentrate more on developing ideas and initiative to better serve members of our team.

During the course of developing the system, the team behind LionPeople discovered just how essential it is to implement a system such as this as it directly impacts the overall health of the company.

Here are the 5 key lessons to be learnt from this experience:

Miscommunication – Miscommunication is indeed a grave danger. X is X, no matter 1. how much someone thinks it's Y. This happens when change is not communicated effectively. Why does this happen? Perhaps the overall roll-out was not understood by the employees as they did not understand the rationale behind it, nor the need. That directly affects the level of acceptance to the change.

-

- 2. Mindset switch Humans seem to be naturally wired to resist change. After all, as the adage goes - if it ain't broke, why fix it? Sometimes it's not a matter of it being broken, but how things can be made more efficient. That is part of the key communication that must be emphasised in order to begin the process of change.
- 3. Managing conflict Coming back to the point above, miscommunication has the ability to make people take sides. There will be camps who have interpreted the message in a slightly different manner compared to the intended message. Listen to these people, and if they have a point, try incorporating their ideas into the overall message. If they are way too off course, review your method of disseminating the information and roll out the message again with additional clarity and information.

- •••••







► Continue on page 12

4. Managing resources – It is learnt that the appointed change management team and HR play an important part in mentoring and preparing employees as change agent to ease the journey. The HR team is the key link between the management and the team. They best understand both sides of the story, and thus it falls on their shoulders to lead this process of transformation.



5. Unexpected change - We also discovered along the way that this transformation journey leads us to look at streamlining and simplifying our business processes which cuts down unnecessary process and time, and increases efficiency. Life is a journey of learning, and it is no different than a system roll out.

.....



At the end of the day, everyone has something to learn from this implementation of LionPeople. We have discovered so much, marvelled at its efficiency, and are waiting to reap the benefits of what is to come. Join us on our journey toward becoming a more efficient Lion Group, and we look forward to building on this as time goes by.

CeDR ACTIVITIES

LionPeople ESS/MSS Training, July/Aug 2016

CeDR conducted the LionPeople Employee Self Service (ESS) / Manager Self Service (MSS) Training to brief employees on HRIS for the Group's Operating Companies.



All attention for the facilitators to ensure better understanding about LionPeople system.

Participants browsing through the adoption kit provided at the session.

Project Management Excellence, 8-9 August 2016, CeDR Corporate Consulting Sdn Bhd



during the group activity.



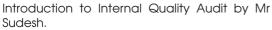
Dr Lai Chong Teng giving his feedback "Teamwork makes the dream "This session is awesome". work".



CeDR ACTIVITIES

ISO: 9001-2015 Internal Quality Audit, 17 August 2016, Wisma POSIM







Serious discussion when it comes to ISO matters.



One of the participants presenting their group task findings.

Train The Trainer, 29-30 August 2016, Jabatan Kerja Raya Malaysia



"Ideas run wild without discussion" - Serge King.





A participant presenting her case study and outcome.

Meet The Lion Circle, 24-25 August 2016, CeDR Corporate Consulting Sdn Bhd



Facilitator, Ms Dan Fong Shin explaining the objectives of the group activity.



"Wearing Personal Protective Equipment (PPE) is important to protect against health and safety risks during the plant visit".



Group photos of the participants at the end of the session.





Bandar Mahkota Cheras



DESIGN APPEAL

The **expansive glass façade** lends to it a sleek, modern appeal with versatile display options and contemporary image

The **10' + 5'** wide paved walkways encourages pedestrian traffic while providing room for creative shop fronts

Ample parking space equivalent to **6 bays per unit**



M-Row @ Bandar Mahkota Cheras

The Final Business Frontier in Cheras' much-coveted residential and commercial hub

You have heard about this: competitively-priced prime shop offices in a popular township that offers great value for money and immensely profitable investment. Bandar Mahkota Cheras means sizeable and proven business opportunities; it has an existing catchment area of **100,000** people, a thriving town centre, and seamless connectivity with an upcoming MRT station at a stone's throw away.

The catch is, the availability of these business hotspots are coming to a definitive **FINAL** stage: **ONLY 14 UNITS** of such exclusive shop offices are available in the entire BMC area.

PRIME

- Located at day-and-night hotspot of Mahkota Residence Business Centre
- Strategically positioned at the gateway to the BMC township
- Dual access and thoroughfare advantage on the must-use route for residents of Bandar Mahkota Cheras and Bandar Sungai Long
- Just 0.8km from the Bandar Tun Hussein Onn MRT Station (scheduled to be completed by 2017)

HUGE MARKET CATCHMENT __

• Existing market, business opportunities and high-growth potential with 100,000 residents and counting within Bandar Mahkota Cheras & the surrounding communities

SEAMLESS

- Efficient circular roads linking Cheras Perdana, Bandar Tun Hussein Onn and beyond
- Easy access to the SILK Highway, Cheras-Kajang Highway and the upcoming East Klang Valley Expressway (EKVE)

For more information, please contact:

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