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SENIOR MANAGERS MEETING



- Property Division's Customers Appreciation Dinner
- Learning Session For Lion-Parkson Foundation Scholars
- "My Cause My Music" Book Signing
- Parkson Indonesia Cheer For Orphans And Needy Students



CORPORATE

UPDATE

SENIOR MANAGERS MEETING



- From left to right: Tan Sri Albert Cheng, Tan Sri William Cheng and Datuk CS Tang listening to the presentations by the senior managers.
- Kiri ke kanan: Tan Sri Albert Cheng, Tan Sri William Cheng dan Datuk CS Tang mendengar pembentangan daripada para pengurus kanan.



Keeping abreast of developments in the Group's operations.
 Mendengar perkembangan terkini operasi Kumpulan.









 Group discussions on achieving divisional and company targets.
 Sesi perbincangan berkumpulan untuk mencapai sasaran bahagian dan syarikat.

25 January 2017





Brainstorming on future plans and direction.
 Berbincang bagi menentukan hala tuju masa depan.









Viewing the new line of apparel from Parkson Branding.

 Melihat label pakaian baru daripada Parkson Branding.

SENIOR MANAGERS MEETING

Directors and senior managers from the Group's business operations including Head Office functions reviewed their divisions' performance and targets for the new financial year at the Senior Managers Meeting at the Group Head Office on 24 and 25 January 2017. Group Executive Chairman, Tan Sri William Cheng; Group Executive Director, Tan Sri Albert Cheng and Group Director, Datuk CS Tang were present at the meetings.

UPDATE

In his remarks, Tan Sri William Cheng stressed on the need for everyone to be proactive, focused and to inculcate a sense of urgency given the challenging operating environment in order to achieve companies' goals and targets.

MESYUARAT PENGURUS KANAN

Para pengarah dan pengurus kanan operasi perniagaan Kumpulan serta jabatan-jabatan di Ibu Pejabat hadir di Mesyuarat Pengurus Kanan di Ibu Pejabat Kumpulan pada 24 dan 25 Januari 2017 bagi mengkaji prestasi dan sasaran mereka untuk tahun kewangan baru. Pengerusi Eksekutif Kumpulan, Tan Sri William Cheng; Pengarah Eksekutif Kumpulan, Tan Sri Albert Cheng dan Pengarah Kumpulan, Datuk CS Tang turut hadir.

Semasa berucap, Tan Sri William Cheng mengingatkan semua yang hadir untuk menjadi proaktif, fokus dan menyemai sikap segera bertindak berikutan persekitaran operasi yang mencabar bagi mencapai matlamat dan sasaran syarikat mereka.

高级经理会议

2017年1月24日和25日,在集团总部举行的高级经理会议上,集团旗下业务营运包括总公司各部门的董事和高级经理,回顾了各部门的业绩以及新会计年度的目标。出席者包括集团执行董事长丹斯里锺廷森、集团执行董

事丹斯里锺荣锦和集团董事拿督陈怀安。

丹斯里锺廷森强调, 在这充满挑战性的经营 环境下, 每个人都需要积极主动、集中精力 和灌输忧患意识, 以达到公司订下的目标。



Presentations on the Group's various operations and businesses.
 Pembentangan operasi dan perniagaan Kumpulan.

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EDITOR'S MESSAGE

The annual Senior Managers Meeting was held at the beginning of the year for the Group's divisions and operations locally and overseas to review their performance and set targets in order to stay on track in the ever competitive business environment. The heads of division/company presented their business plans and strategies to overcome the challenges, reduce cost and improve efficiency and profitability. It was also the platform for everyone to keep abreast of the developments in the Group's operations. At the two meetings held on 24 and 25 January encompassing retail, property, mining, steel, agriculture, computer and services divisions, Group Executive Chairman and CEO, Tan Sri William Cheng stressed on the need for everyone to be proactive, focused and to inculcate a sense of urgency given the challenging operating environment in order to achieve their companies' targets.

.

UTUSAN PENGARANG

The Lunar New Year of the Rooster was ushered in with festive get-togethers for staff, dealers and customers to foster better relations. Our Property Division organised its first Customer Appreciation Dinner with 150 guests and customers who had purchased our properties in 2016.

For the 8th year running, Lion-Parkson Foundation and Parkson Corporation organised the Lunar New Year Calligraphy Sale at several Parkson stores in Klang Valley for students from 5 participating schools to demonstrate and sell their calligraphy pieces to raise funds for needy students in their schools.

All these and other stories from our operating companies are featured in the following pages.

Mengkaji semula dan luar negara diadakan pada awal tahun bagi mengkaji semula prestasi dan menetapkan sasaran supaya berada di landasan yang betul berikutan persekitaran perniagaan yang semakin kompetitif. Ketua-ketua bahagian / syarikat membentangkan pelan perniagaan dan strategi untuk menghadapi cabaran, mengurangkan kos dan meningkatkan kecekapan serta keuntungan. Ia juga merupakan platform untuk mengikuti perkembangan operasi Kumpulan. Di mesyuarat selama dua hari yang berlangsung pada 24 dan 25 Januari yang membabitkan bahagian runcit, hartanah, perlombongan, keluli, pertanian, komputer dan perkhidmatan, Pengerusi Eksekutif Kumpulan dan Ketua Pegawai Eksekutif, Tan Sri William Cheng menekankan supaya semua warga kerja bersikap proaktif, fokus dan memupuk tabiat untuk bertindak segera berikutan persekitaran operasi yang mencabar bagi mencapai sasaran syarikat mereka.

Tahun Baru Lunar, tahun Ayam diraikan dengan pengajuran majlis untuk warga kerja, pengedar dan pelanggan bagi memupuk hubungan yang lebih baik. Buat pertama kalinya, Bahagian Hartanah kita telah menganjurkan Majlis Makan Malam bagi Menghargai Pelanggan yang dihadiri oleh seramai 150 tetamu dan pelanggan yang telah membeli projek hartanah kita pada tahun 2016.

Untuk tahun yang ke-8, Yayasan Lion-Parkson dan Parkson Corporation menganjurkan Jualan Amal Kaligrafi sempena Tahun Baru Lunar di beberapa gedung Parkson di Lembah Klang. Para pelajar dari 5 buah sekolah yang mengambil bahagian menunjukkan demonstrasi kaligrafi dan dan menjual hasil kaligrafi mereka bagi mengumpul dana untuk pelajar yang memerlukan di sekolah mereka.

Semua ini dan cerita-cerita lain mengenai syarikat-syarikat operasi kita dipaparkan di halaman berikutnya.

RETAIL & TRADING DIVISION

PARKSON INDONESIA CHEER FOR ORPHANS AND NEEDY STUDENTS

n conjunction with the Lunar New Year celebration, Parkson Indonesia spread some cheer to the underprivileged communities around its Head Office at Bintaro Jaya, South Tangerang on 8 February 2017. 200 orphans and needy students from Yaspantar Ar-Ridho, Yayasan Al-Abqo Amanah and Yayasan Al-Imannudin received a packet of rice and some snacks each.



- Back row, left to right: Advertising & Promotions Senior Manager, Ms Pelly Sianova; Secretaries, Natasha Maria, Noly Sari, Josie Sadono; Finance GM, Mr Chong Swee Fong; Merchandising GM, Ms Mavis Seow; Deputy COO, Mr Kam Siew Kheong; COO, Mr Fandawan Ramali and President Director, Mr Gui Cheng Hock with some of the children and (right photo) other recipients.
- Baris belakang, kiri ke kanan: Pengurus Kanan Iklan & Promosi, Cik Pelly Sianova; Šekretari, Natasha Maria, Noly Sari, Josie Sadono; Pengurus Besar Kewangan, Encik Chong Swee Fong; Pengurus Besar Merchandising, Cik Mavis Seow; Timbalan COO, Encik Kam Siew Kheong; COO, Encik Fandawan Ramali and Pengarah Presiden, Encik Gui Cheng Hock bersama sebahagian daripada kanak-kanak yang menerima sumbangan dan (gambar kanan) para penerima lain.

2ND HOGAN BAKERY OPENS IN SHANGHAI



onsumers in Yongxinfang area in Shanghai, China can now taste the various types of award-winning Champion Bread and other bread products with the opening of the 2nd Hogan Bakery store in Shanghai on 18 February 2017.

The new store is tastefully decorated with wooden panels on the walls and painted concrete floor in line with the brand concept. A huge glass window is installed at the kitchen area, allowing consumers to view the entire baking process.

- ► All eager to try the wide variety of bakery products available at Hogan Bakery.
- Orang ramai tertarik untuk mencuba pelbagai produk bakeri yang terdapat di Hogan Bakery.











RETAIL & TRADING DIVISION

HI-REV APPRECIATION DINNERS



- ▶ Group Executive Chairman, Tan Sri William Cheng; Posim General Manager, Ms Valerie Poon (7th and 8th from left respectively) and management toasting to a better year ahead.
- Upacara ucap selamat daripada Pengerusi Kumpulan, Tan Sri William Cheng; Pengurus Besar Posim, Cik Valerie Poon (masing-masing 7 dan 8 dari kiri) bersama pihak pengurusan untuk satu tahun yang lebih baik.

n conjunction with the Lunar New Year, Posim Group organised its annual get-togethers in appreciation of its dealers with the kicking-off of Hi-Rev Appreciation Nite 2017 in Petaling Jaya on 31 December 2016, followed by Penang, Bukit Mertajam, Ipoh, Kuala Lumpur, Melaka, Johor Bahru. Dealers in Kota Bahru, Kuala Terengganu and Kuantan had theirs a week prior to the Lunar New Year which fell on 28 January 2017.

Everyone enjoyed themselves with the performances by renowned artistes, dances and acrobatic and variety shows. General Manager, Ms Valerie Poon presented the top-achievers with the Hi-Rev Gold Pendant Award as recognition of their outstanding performance. Lucky guests walked away with attractive prizes from the lucky draws.



- Ms Valerie Poon (centre); Senior Manager -Marketing, Mr Kenny Chuah (right) and Assistant Manager - Sales, Mr Ken Chee (left) conveying Lunar New Year greetings.
- Cik Valerie Poon (tengah); Pengurus Kanan Pemasaran, Encik Kenny Chuah (kanan) dan Penolong Pengurus - Jualan, Encik Ken Chee (kiri) bersama ucapan Tahun Baru Lunar.





Everyone having a good time at the dinners.
 Semua orang bergembira di majlis makan malam.





- ▶ Top Achievers receiving their prizes from Tan Sri William Cheng (2nd from left) and Ms Valerie Poon (extreme right).
- Penerima Anugerah Cemerlang menerima hadiah mereka daripada Tan Sri William Cheng (2 dari kiri) dan Cik Valerie Poon (kanan sekali).



RETAIL & TRADING

BRAINSTORMING SESSION FOR LFIB

Directors of Lion Forest Industries Berhad (LFIB) and senior management of its operating companies had a brainstorming session at Posim Group office in Shah Alam on 18 January 2017. They also visited the lubricant plant which produces various lubricant brands including Hi-Rev, T-Trax, TorQe and Nnergy.



DIVISION

- Thumbs up from the directors and management staff during their visit to Posim Group office.
- Isyarat bagus daripada para pengarah dan pasukan pengurusan semasa lawatan mereka ke pejabat Kumpulan Posim.

HI-REV IN RACING



The unveiling of Hi-Rev's race machine.
 Jentera pelumbaan Hi-Rev diperkenalkan buat pertama kali.

i-Rev welcomed the new year by announcing its participation in local and international motor racing championship events including Malaysian Cup Prix Championship 2017 and Asian Road Racing Championship (ARRC) 2017.

Hi-Rev has a long presence in these Championships and has bagged numerous titles under its belt. The participation is part of Hi-Rev's strategy to be actively involved in motorsports and share its technologies to enhance engine performance. Check out Hi-Rev in Racing on its Facebook Page: www.facebook.com/hirevjunction/

HI-REV LAUNCHES 8020 FULLY SYNTHETIC MOTOR OIL

i-Rev recently launched Hi-Rev 8020 Fully Synthetic oil which is suitable for "car, lubrication and new energysaving technologies".

Hi-Rev 8020 Fully Synthetic oil is certified by the International Lubricant Standard and Approval Committee (ILSAC) and the American Petroleum Institute (API SN).



- Senior Manager Marketing, Mr Kenny Chuah (left); Ms Valerie Poon (centre) and Marketing Manager, Mr Eugyne Wong (right) holding the newly launched Hi-Rev 8020 lubricant.
 Pengurus Kanan - Pemasaran, Encik Kenny Chuah (kiri); Cik Valerie Poon
 - Kenny Chuah (kiri); Cik Valerie Poon (tengah) dan Pengurus Pemasaran, Encik Eugyne Wong (kanan) menunjukan pelicir Hi-Rev 8020 yang baru dilancarkan.

WINNERS OF SHOOPEN LIMITED EDITION GIANT SHOE BOX

Two lucky winners walked away with SHOOPEN Limited Edition Giant Shoe Box in conjunction with SHOOPEN IOI City Mall opening last December. The two were among thousands of entries received where participants were required to complete their personal details and drop their entries in a box provided at the outlet.



STEEL DIVISION

STEEL DIVISION SPORTS AND RECREATION CLUB FISHING COMPETITION

sports and Recreation Club at Kolam Memancing Air Masin Sungai Sembilang on 22 January 2017.





 Zulkhairi Amran Fuzi emerged Champion with his 2.1kg catch.
 Zulkhairi Amran Fuzi muncul juara dengan tangkapan seberat 2.1kg.

AMSTEEL INTER-DEPARTMENT BOWLING CHALLENGE



34 teams participated in Amsteel Mills Inter-Department Bowling Challenge held at Wangsa Bowling in Setia City Mall on 15 January 2017. The winners who received their prizes from HR Senior Manager, Ms Lilian Tan and IR Senior Manager, Encik Roseli Dato' Mansor were:



PROPERTY & COMMUNITY DEVELOPMENT DIVISION

PROPERTY DIVISION'S CUSTOMERS APPRECIATION DINNER

Property Division had its first Customers Appreciation Dinner and celebrated the beginning of an exciting year with 150 of their customers and guests on 14 January 2017.

The night was filled with excitement as attendees were also the first to witness the launch of the latest property ownership campaign to ensure consumers have access to the best Home Plan Solutions, *WHY*. With the WHY campaign, home buyers will experience a hassle-free home ownership plan with amazing packages on selected properties. Guests were entertained with performances by EB Duet; Malaysia's funniest doctor, Dr Jason Leong and Malaysia's very own practitioner of the mysterious Chinese Mask Changing performance, Joanne.

18 lucky customers walked away with prizes worth a total of RM 16,888 comprising shopping vouchers and 3 gold tokens.



- From left: Lion Property Manager, Ms Serena Cheng; Group Executive Chairman, Tan Sri William Cheng; Lion Property Managing Director, Mr Young Pey Feei and General Manager - Marketing and Sales, Mr Eddie Wong launching WHY Campaign.
- Dari kiri: Pengurus Bahagian Hartanah, Cik Serena Cheng; Pengerusi Eksekutif Kumpulan, Tan Sri William Cheng; Pengarah Urusan Bahagian Hartanah, Encik Young Pey Feei dan Pengurus Besar Jabatan Pemasaran dan Jualan, Encik Eddie Wong melancarkan Kempen WHY.



- Yee Sang toss by Tan Sri William Cheng, Lion Property Director, Dato' Kamaruddin Nordin (3rd and 4th from left respectively) and management staff for prosperity in the Year of the Rooster.
- Upacara menggaul 'Yee Sang' oleh Tan Sri William Cheng, Pengarah Bahagian Hartanah Dato' Kamaruddin Nordin (masing-masing 3 dan 4 dari kiri) dan pihak pengurusan untuk kesejahteraan sempena tahun Ayam.



Lucky draw winners with Tan Sri William Cheng and Property Division senior management.
 Para pemenang cabutan bertuah bersama Tan Sri William Cheng dan pengurusan kanan Bahagian Hartanah.



- From left to right: EB Duet, Dr Jason Leong and Chinese Mask Changing talent, Joanne keeping the guests entertained throughout the night.
- ▶ Dari kiri ke kanan: EB Duet, Dr Jason Leong dan bakat 'Penukaran Topeng China', Joanne menghiburkan penonton sepanjang malam.

SERVICES

DIVISION

HAPPENINGS @ SECOM BRAINSTORMING SESSION 2017



33 Secom (M) Sdn Bhd employees attended a two-day Brainstorming Session themed 'Towards A Successful Organisation' on 14 and 15 January 2017, whereby each department shared their new ideas to boost sales, enhance collection efficiency as well as to explore more cost saving areas in the organization.



NEW IMAGE FOR CASUAL FRIDAY

n welcoming the new year, Secom launched a new uniform for its casual attire day, which is every Friday where its office staff dress down after four days of following a formal dress code. The new look gives a more uniformed and professional look even with casual attire as it also serves as a branding initiative for the company.









BRIEFING ON INCOME TAX

Runderstanding on filing income tax, conducted by Shah Alam's Lembaga Hasil Dalam Negeri during the Operation Leaders Meeting to provide a clear understanding on filing income tax returns.





UPDATES

LEARNING SESSION FOR LION-PARKSON FOUNDATION SCHOLARS

The Group's training arm, CeDR Corporate Consulting organised a Learning Session from 23 to 26 January 2017 for the 2015/2016 LionParkson Foundation (LPF) scholars. The 2016 scholars attended a two-day orientation programme with insights into the Group's businesses and were taken on site visits to Parkson store and Parkson Edutainment World at Maju Junction; followed by another two-day workshop with the 2015 batch joining in.

The workshops were packed with information and tips for the university students on how to improve their soft skills which are essential to help them prepare themselves to kick-start their careers. LPF Trustee, Dr Chua Siew Kiat in his speech at the closing ceremony, advised the scholars to participate in social and recreational activities which will enhance their communication, leadership and people management skills and team spirit.



Visits to Parkson Corporation (left photo) and Parkson Edutainment World (right photo).
 Lawatan ke Parkson Corporation (gambar kiri) dan Parkson Edutainment World (gambar kanan).



Workshop to improve the scholars' soft skills.
 Sesi workshop untuk menambah kemahiran.



Dr Chua Siew Kiat and CeDR Senior Manager, Ms Penny Chong (seated, 3rd and 4th from left respectively) with the scholars at the closing ceremony.
 Dr Chua Siew Kiat dan Pengurus Kanan CeDR, Cik Penny Chong (duduk, masing-masing 3 dan 4 dari kiri) bersama para penerima biasiswa di majlis penutup.



- Sharing session with ex-scholars, Cik Norhidayah Abdul Rahman (left) and Mr Lee Run Ting (right) who are now based at Property Division and Amsteel Mills Klang respectively.
- Sesi perkongsian bersama bekas pemegang biasiswa, Cik Norhidayah Abdul Rahman (kiri) dan Encik Lee Run Ting (kanan) masing-masing kini diserapkan di Bahagian Hartanah dan Amsteel Mills Klang.

CORPORATE

"MY CAUSE • MY MUSIC" BOOK SIGNING

ion-Parkson Foundation (LPF) Chairman, Puan Sri Chelsia Cheng had a book signing session for her book "My Cause • My Music" at MPH Bookstore at 1 Utama on 18 February 2017.

"My Cause • My Music" is a compilation of articles written by Puan Sri Chelsia Cheng that were published in Nanyang Siang Pau and Joongang Sunday newspaper in Korea about her calligraphy and art pieces that were drawn for well-wishers and donors who contributed generously to LPF in aid of charity. The entire sales proceeds from the book which is published by LPF, will be channelled to the Home for the Handicapped and Mentally Disabled Chidren in Banting for the construction of the second and third phases to accommodate more children and also include an orphanage and old folks home.

UPDATES

More than 100 people were present at the event. Puan Sri Chelsia who was diagnosed with cancer while working on her book last year shared the story of her ailment and recovery, with the audience.



- (Top photo) Puan Sri Chelsia Cheng (right) sharing her story on her book, ailment and recovery and (bottom photo) signing the copies for her many fans and supporters who bought her book in aid of charity.
 Puan Sri Chelsia Cheng cutting her book (top photo).
 Puan Sri Chelsia Cheng memotong
 - Plian Sri Cheisia Cheng memotong kek dari Hogan Bakery yang memaparkan buku beliau (gambar atas).
- aid of charity.
 (Gambar atas) Puan Sri Chelsia Cheng (kanan) berkongsi cerita mengenai buku, penyakit dan pemulihan beliau dan (gambar bawah) menandatangani buku untuk para peminat dan penyokong yang membeli buku beliau sambil menyumbang untuk tujuan amal.



Photo opportunity with Puan Sri Chelsia Cheng.
 Bergambar kenang-kenangan bersama Puan Sri Chelsia Cheng.

COMMUNITY RELATIONS

2017 CNY CALLIGRAPHY CHARITY SALE

or the 8th consecutive year, Lion-Parkson Foundation (LPF) and Parkson Corporation Sdn Bhd assisted five independent schools in the Klang Valley, namely Kuen Cheng High School, Confucian Private Secondary School, Tsun Jin High School, Chong Hwa Independent High School (KL) and Kwang Hua Private

High School to organize Chinese New Year (CNY) Calligraphy Charity Sale in aid of needy students in these schools over 2 weekends prior to the Lunar New Year celebration in January 2017.

The students from the 5 schools staged Calligraphy demonstrations, Chinese orchestra performances and lion dance performances at 9 participating Parkson stores namely Pavilion KL, Suria KLCC, OUG Shopping Centre, IOI City Mall Putrajaya, NU Sentral, Sunway Pyramid, 1 Utama Shopping Centre, Sunway Velocity and Klang Parade to attract the shoppers to purchase their calligraphy pieces.



AID FOR BANTING HOME



n conjunction with the Lunar New Year celebration, Lion Tin Sdn Bhd employees held a donation drive for the Home for Handicapped and Mentally Disabled Children in Bandar Mahkota, Banting.

On 23 February 2017, Lion Tin employees led by Assistant GM, Mr Soo Ying Chow handed over provisions such as fresh food, toiletries and personal care products to the residents of the Home. Here's your chance to win some Parkson vouchers. Circle the correct answers to these easy questions from the previous issue (Vol.28 No.6) and send your answers to the address on page 3 before the closing date: 31/5/2017. Multiple entries will be disqualified.

the GREAT Lion Brain Tease

Lion Today - Vol. 29 No. 1 January/February 2017

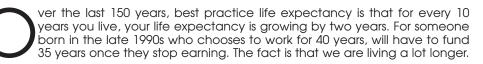
1.	Lion Group Medical Assistance Fund contributed RM339,856.29 in financial assistance to patients for their treatment in Pusat Perubatan Universiti Kebangsaan Malaysia in 2015.		
	a. 30	b. 31	c. 32
2.	Parkson Corporation and Lion-Parkson Foundation have been participating in Parkson Cares Educare for		
	a. 16	b. 17	c. 18
3.	Parkson Sunway Velocity Mall is Parkson'sstore in Malaysia.		
	a. 43 rd	b. 44 th	c. 45 th
4.	Hogan Bakery opened its outlet at Level 6, Parkson Pavilion.		
	a. first	b. second	c. third
5.	ion Group Head Office Social & Recreation Club organized a year-end get-together dinner themed for its employees.		
	a. Shanghai Nite	b. Old School Night	c. Retro Nite
6.	organised a five-day Safety Campaign for its employees.		
	a. Secom	b. Amsteel Klang	c. CeDR
7 participated in HRDF Conference & Exhibition 2016 recently.			
	a. CeDR	b. Group HR	c. Parkson
8.			
	a. Amsteel Mills	b. Lion Group HQ	c. Antara Steel Mills
9.			Dickson for its employees and their
	a. Head Office	b. Steel Division	c. Secom
10.	Makan Makan by Parkson is a that is newly opened in Fahrenheit88.		
	a. food court	b. bakery	c. supermarket
NAME: (Mr / Ms) CONGRATULATIONS			
		Prize winner	s of the previous Lion Brain Tease:
TEL	. NO.: COMPAN	Nur Aishahb Suriar	a Rusli, Ivan Yap Chingwei, Shamala Gowri, nchana, Chan Chi Hou, Chua Lay Geok, Wan k Li Ching, Lee Guat Hoon & Loh Chyi Ching.
			to the previous Lion Brain Tease
		2 - b. Lion Group	
		3 - a. Nanning 4 - b. Secom 5 - c. SHOOPEN	8 - c. Parkson Indonesia 9 - a. bikers 10- b. Amsteel Mills Marketing



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

DISAPPEARING JOBS. ARE WE UP FOR IT?





However, as much as our life expectancy is increasing, the pace of technological change has also been speedy and erratic. The developments in artificial intelligence and robotics are leading to a decreasing number of the workforce, especially the middle skilled jobs. It is suggested that jobs that involve skilled trade, dental and medical, social/health/children and education will stand the test of time in the career world.



Pushing back the retirement age will not resolve the issue of increasing life expectancy, but a multi-phase career pattern will surface, which we will see employees take breaks as they refresh and re-skill in order to keep up with technology. For organisations, their approach will focus more on customising individuals' career development, people management and performance management rather than as a group as the current and future workforce is multi-generational.

Here are 3 ways to ensure a success in implementing the multiphase career pattern:

1. Devise Your Career: The 3 Rs

For employees, be prepared to Relearn, Re-Skill and Re-Invent your career path regularly are the 3 Rs to excel in a multi-phase career. Also, be alert to trends as skills and jobs become more or less important in response to continuously emerging technologies as well as taking personal control and responsibility for your career development.

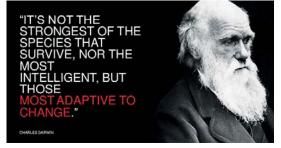
2. Organisations Must React

Organisations will react as working patterns change. Organisations are experimenting with flexibility working concept to feed the employees' demand. This flexibility working concept will allow employees who would want to join the organisation at different career stages, but they also will demand more time off to learn, to study or to go on sabbaticals as well as to take some time off to do something of significance.

3. An Original Type of Leader

The leaders who know how the future is and has an authentic understanding of what the future workplace holds as opposed to leaders who direct what must be done, will be the leader in this new individualised working environment.

The good news is all of these things are not unattainable. Most organisations place emphasis on continuous learning as it directly benefits them to have a skilled pool of workers. So take some time to scout around for programs which you feel will complement your skill set, and approach your HR team with those registration forms!





References:

- 1. "To Cope With Disappearing Jobs, 'Work' Must Get New Definition", The Morning Call, Gary L. Olson, 1995
- 2. "5 Jobs That Are Not Likely to Disappear in Your Lifetime", Monster, Joe Issid, 2010
- 3. "We're Living and Working Longer. But Jobs are Disappearing. Are You Prepared for a 100 year Life?" Leadership Matters.

Learning Link

CeDR ACTIVITIES

Lion-Parkson Foundation Scholars Program, 23-26 January 2017, CeDR Site Visit Hosts: Parkson Corporation and Parkson Edutainment World

Lion-Parkson Foundation (LPF) Scholars program is a 4-day program to equip scholars with knowledge and soft skills to expose them to Lion Group's culture and workplace environment. The program includes site visits to operating companies and sharing sessions by former scholars who are attached to the Group's operations, and workshop sessions.





ISO 9001:2015 Awareness & ISO 9001:2015 Internal Quality Audit, 6 February & 13-14 February 2017, Lion Steelworks

ISO awareness programs by Mr Sudesh attended by 20 Lion Steelworks employees.



Microsoft Excel Training - Intermediate & Advanced, 21-22 February 2017, CeDR

As part of Lion's groupwide upskilling program, several team members have attended Microsoft Excel Training at CeDR.





Learning Link

CeDR ACTIVITIES

Meet The Lion Circle (MTLC), 22-23 February 2017, CeDR Site Visit Host: Amsteel Mills





This program serves as an induction course for Lion Group's newest team members. It includes an introduction to Lion Group and our core activities, site visits and the STAR Competency model.



CeDR Year-End Bash, 24 February 2017, CeDR



After a full year of attending to training and upskilling programmes, the CeDR team took some time off to let our hair down with a quick trip to Taman Botanic in Shah Alam. But it was not all fun and games; we ended up in CeDR office strategising for year 2017 and beyond.



Learn Net - Time Management and Personal Development, 28 February 2017, CeDR

Learn net is a monthly meeting organised by CeDR with all Learn net members (learning coordinators & managers) from the Group's Operating Companies (OCs). The February Learn net session was a 1-day training on Time Management and Personal Development facilitated by Ms Chew May Ann.







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