

Sfera OPENS 1ST STORE @ PARKSON MYTOWN



- ▶ Hi-Rev Podium Win
- ▶ Amsteel Hosts Appreciation Dinners
- ▶ Briefing For Scholarships Applicants
- ▶ Parkson Credit Rewards Its 100,000th Applicant



Parkson Hosts Buka Puasa For Single Mothers

Sfera OPENS 1ST STORE IN



- 4th from left to right: Mr Joakim Hogsander, Mr Michael Chan, Ms Vivien Cheng, Mr Martin Pein Magaldi, Mr Michael Remsen, Tan Sri William Cheng, Puan Sri Chelsia Cheng, Mr Guillermo Lopez Gracia and Mr Law Boon Eng with celebrities at the opening of the store.
- 4 dari kiri ke kanan: Encik Joakim Hogsander, Encik Michael Chan, Cik Vivien Cheng, Encik Martin Pein Magaldi, Encik Michael Remsen, Tan Sri William Cheng, Puan Sri Chelsia Cheng, Encik Guillermo Lopez Gracia dan Encik Law Boon Eng dengan selebriti di pembukaan stor.

Showcase of SS17 Collection



- Sfera's first store at Parkson MyTown.
- Stor pertama Sfera di Parkson MyTown.



MALAYSIA @ PARKSON MYTOWN

Spanish youth-oriented fast fashion brand, *Sfera* officially opened its 1st store in Malaysia on 13 May 2017. To commemorate the opening of the store with a retail area of 6,349 sq ft at Ground Floor, Parkson MyTOWN, a special Preview Party was held on 12 May 2017, which was attended by more than 250 guests.

The evening started with a ribbon cutting ceremony by Group Executive Chairman, Tan Sri William Cheng; Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng; Parkson Retail Asia Executive Director, Ms Vivien Cheng;

Parkson COO, Mr Law Boon Eng; General Manager, Boustead Ikano Sdn Bhd, Mr Joakim Hogsander; International Director of *Sfera*, Mr Guillermo Lopez Gracia; Senior GM Parkson Trends Sdn Bhd, Mr Michael Chan; International Director of *Sfera*, Mr Martin Pein Magaldi and CEO, Parkson Retail Asia Group, Mr Michael Remsen followed by a fashion showcase of pieces from the SS17 collection for Women, Men, Kids and Babies.

Guests were entertained by performer Natasha Sass and enjoyed an after-party hosted by DJ Nikki. Three lucky guests walked away with lucky draw vouchers.

STOR PERTAMA SFERA DI MALAYSIA @ PARKSON MYTOWN

*J*enama fesyen pantas untuk belia dari Sepanyol, *Sfera* telah membuka stor pertamanya di Malaysia secara rasmi pada 13 Mei 2017. Sempena pembukaan rasmi stor dengan ruang niaga seluas 6,349 kaki persegi di Tingkat Bawah, Parkson MyTOWN, satu acara pratonton khas telah berlangsung pada 12 Mei 2017, dan dihadiri oleh lebih 250 orang tetamu.

Majlis bermula dengan acara memotong reben oleh Pengerusi Eksekutif Kumpulan, Tan Sri William Cheng; Pengerusi Yayasan Lion-Parkson, Puan Sri Chelsia Cheng; Pengarah Eksekutif Parkson Retail Asia, Cik Vivien Cheng; Ketua Pegawai Operasi Parkson, Encik

Law Boon Eng; Pengurus Besar Boustead Ikano Sdn Bhd, Encik Joakim Hogsander; Pengarah Antarabangsa *Sfera*, Encik Guillermo Lopez Gracia; Pengurus Besar Kanan Parkson Trends Sdn Bhd, Encik Michael Chan; Pengarah Antarabangsa *Sfera*, Martin Pein Magaldi dan Ketua Pegawai Eksekutif, Parkson Retail Asia Group, Encik Michael Remsen, diikuti dengan pertunjukan fesyen koleksi SS17 untuk Wanita, Lelaki, Kanak-kanak dan Bayi.

Para tetamu dihiburkan oleh selebriti Natasha Sass dan menikmati hiburan yang dihoskan oleh DJ Nikki. Tiga tetamu memenangi baucar cabutan bertuah.

马来西亚首间 SFERA 专卖店设在百盛 MYTOWN

2017年5月13日，以年轻人为导向的西班牙速食时尚品牌——*Sfera*，在马来西亚开设的首间专卖店正式开业。专卖店设在百盛MyTOWN的底楼，拥有6,349平方尺的零售空间。配合新店开幕，特于2017年5月12日举办预览会，超过250名宾客出席。

当晚以剪彩仪式拉开序幕，剪彩人包括集团执行董事长丹斯里锺廷森、金狮百盛基金主席潘斯里陈秋霞、百盛零售亚洲执行董事锺惠韵、百盛首席营运员刘文英、Boustead Ikano有限

公司总经理 Joakim Hogsander、*Sfera* 国际总监 Guillermo Lopez Gracia、Parkson Trends 有限公司高级总经理 Michael Chan、*Sfera* 国际总监 Martin Pein Magaldi 以及百盛零售亚洲集团首席执行官 Michael Remsen。紧接着是SS17的男女装、儿童以及婴儿系列的时装秀。

来宾欣赏表演者 Natasha Sass 带来的娱乐以及 DJ Nikki 主持的余兴派对。三名幸运的来宾带走了幸运抽奖券。

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The opening of its first store in Malaysia by the new Spanish brand, Sfera at Parkson MyTOWN is a testament of Parkson's continuous efforts to enhance its position as a market leader and trendsetter with unique brand mix. Known as a youth-oriented fast fashion brand, Sfera offers clothes, shoes and accessories for ladies, men, kids and babies.

Parkson is a highly recognisable brand and a household name not only in Malaysia but also in the countries it has expanded to. Its success lies in its continuous innovation, vision and customer-first philosophy. Parkson is also mindful of its social responsibility and in the spirit of Ramadan, Parkson hosted a buka puasa for 30 single mothers from Selangor, Kuala Lumpur and Negeri Sembilan and their children, and presented them with Parkson vouchers for their Raya shopping and household goodies.

The local steel market for steel bars and wire rods is improving with the implementation of policies by the authorities to promote the local industry. In appreciation of its employees for their dedication and commitment in increasing production and meeting production targets, Amsteel Klang organised two dinners for the staff. It was also an opportunity for everyone to mingle with each other and foster better working relations.

All these and the activities of our operating companies are featured in the following pages.

UTUSAN PENGARANG

Pembukaan stor pertama jenama Sepanyol baru di Malaysia, Sfera di Parkson MyTOWN adalah bukti usaha berterusan Parkson untuk memantapkan kedudukannya sebagai peneraju pasaran dan pencetus trend menerusi gabungan jenama yang unik. Sfera yang dikenali sebagai jenama fesyen pantas golongan belia menawarkan pakaian, kasut dan aksesori untuk wanita, lelaki, kanak-kanak dan bayi.

Parkson adalah satu jenama yang sangat dikenali dan menjadi sebutan isi rumah bukan sahaja di Malaysia tetapi juga di negara-negara di mana Parkson bertapak. Kejayaan ini adalah kerana inovasi berterusan, visi dan falsafah pelanggan diutamakan. Parkson juga menyedari tanggungjawab sosialnya dan bersempena bulan Ramadan, Parkson mengajurkan majlis berbuka puasa untuk 30 orang ibu tunggal dari Selangor, Kuala Lumpur dan Negeri Sembilan serta anak-anak mereka, dan memberikan baucar Parkson untuk membeli keperluan Raya. Mereka turut menerima buah tangan berupa barangan keperluan rumah.

Pasaran keluli tempatan bagi bar keluli dan rod dawai semakin pulih berikutan pelaksanaan pelbagai polisi oleh pihak berkuasa untuk memantapkan industri tempatan. Sebagai penghargaan kepada warga kerja atas dedikasi dan komitmen mereka meningkatkan pengeluaran dan memenuhi sasaran pengeluaran, Amsteel Klang menganjurkan dua majlis makan malam. Majlis ini juga merupakan peluang untuk para pekerja bermesra sesama mereka dan memupuk hubungan kerja yang lebih baik.

Semua ini dan aktiviti anjuran syarikat-syarikat operasi kita dipaparkan di halaman berikut.

PARKSON KLCC OPEN HOUSE



batik art



caricature



henna art



dart challenge

- Among the activities held at the Raya Open House in KLCC.
- Antara aktiviti yang disediakan di Rumah Terbuka Raya di KLCC.

It was an early Hari Raya celebration for Parkson KLCC when it hosted a Raya Open House on 19 May 2017. Apart from the delicious buffet spread for customers, there were also lots of great deals and promotions from popular brands exclusively for the day, fashion show, batik art demonstration, caricature drawing, henna art, games and demonstration by La Gourmet.



- Enjoying the delicious spread.
- Menikmati hidangan yang disediakan.



- Models parading the latest Hari Raya fashion available at Parkson.
- Model menggayakan fesyen Hari Raya terkini yang terdapat di Parkson.

BUKA PUASA FOR SINGLE MOTHERS

Parkson hosted its first Majlis Iftar Ramadan, together with Jabatan Kebajikan Masyarakat (JKM) for 30 single mothers from Selangor, Kuala Lumpur and Negeri Sembilan and their children at Makan Makan by Parkson in Fahrenheit88 on 8 June 2017.

Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng; CEO Pavilion Kuala Lumpur, Dato' Joyce Yap; JKM's Deputy Director - Operations, Encik Zulkifli Ismail; Director of Productive Welfare - JKM Putrajaya, Encik Che Samsuzuki Che Noh; Parkson COO, Mr Law Boon Eng; Parkson Merchandising Director, Ms Natalie Cheng and officials from JKM were present at the event.

In her speech, Puan Sri Chelsia said, "In conjunction with Parkson's 30th Anniversary, we are pleased to host this Buka Puasa by Parkson department store supported by our new supermarket, Foodpark by Parkson and new foodcourt, Makan Makan by Parkson".

Puan Sri Chelsia then presented each mother with RM150 worth of Parkson vouchers for their Raya shopping and RM100 worth of household goodies from Foodpark whilst each child received a goodie bag from Foodpark and a school bag courtesy of Shoe Gallery by Parkson.



► Single mothers with their families being presented with the Raya goodies.
 ► Ibu tunggal dan keluarga menerima cenderamata Hari Raya.



► Enjoying the nasi padang spread for 'buka puasa'.
 ► Menikmati nasi padang untuk berbuka puasa.



► Puan Sri Chelsia Cheng handing out duit raya to the children.
 ► Puan Sri Chelsia Cheng menyampaikan duit raya kepada kanak-kanak yang hadir.



► Ms Natalie Cheng (extreme left) and Puan Sri Chelsia Cheng (6th from right) with some of the single mothers at the event.
 ► Cik Natalie Cheng (paling kiri) dan Puan Sri Chelsia Cheng (6 dari kanan) bersama sebahagian daripada ibu tunggal yang hadir.



► Happy faces of the single mothers and their children with Puan Sri Chelsia Cheng (centre), Parkson management and JKM officials.
 ► Wajah-wajah gembira ibu-tunggal dan anak-anak mereka bersama Puan Sri Chelsia Cheng (tengah), pengurusan Parkson dan pegawai JKM.

PARKSON MAJU JUNCTION COLLABORATES WITH YWP

RUMAHKU SYURGAKU – BAITI JANNATI

On 8 June 2017, Parkson Maju Junction and Yayasan Wilayah Persekutuan (YWP) hosted a Raya shopping spree for 36 underprivileged families under YWP's Rumahku Syurgaku – Baiti Jannati programme.

Datin Seri Utama Anggraini Sentiyaki, the wife of the Minister of Federal Territories, Datuk Seri Utama Tengku Adnan Tengku Mansor and Parkson management were present to share the festive joy with the families.



- ▶ Sharing the festive joy with the underprivileged families.
- ▶ Berkongsi kerianan bersama keluarga yang memerlukan.

“JOM SHOPPING RAYA”

YWP treated about 650 less fortunate children from 12 parliamentary areas in Wilayah Persekutuan to a shopping outing at Parkson Maju Junction on 10 June 2017.

Minister of Federal Territories, Datuk Seri Utama Tengku Adnan Tengku Mansor, who launched the “Jom Shopping Raya” programme and his wife, Datin Seri Utama Anggraini Sentiyaki helped the children to choose their *baju raya*. Parkson Maju Junction also sponsored 650 stationary sets for the children.



- ▶ Datuk Seri Utama Tengku Adnan Tengku Mansor (2nd from left) presenting *duit raya* to one of the recipients witnessed by Datin Seri Utama Anggraini Sentiyaki (left).
- ▶ Datuk Seri Utama Tengku Adnan Tengku Mansor (2 dari kiri) menyampaikan duit raya kepada salah seorang penerima disaksikan oleh Datin Seri Utama Anggraini Sentiyaki (kiri).

- ▶ Datuk Seri Utama Tengku Adnan Tengku Mansor (centre) and Datin Seri Utama Anggraini Sentiyaki (behind him) with the children at Parkson Maju Junction.
- ▶ Datuk Seri Utama Tengku Adnan Tengku Mansor (tengah) dan Datin Seri Utama Anggraini Sentiyaki (di belakang Datuk Seri) serta kanak-kanak di Parkson Maju Junction.



- ▶ The children choosing their *baju raya* at Parkson Maju Junction.
- ▶ Kanak-kanak memilih *baju raya* masing-masing.

FRIENDS OF SPAO AND SHOOPEN MALAYSIA

Parkson Lifestyle Sdn Bhd announced the appointment of Nik Qistina and Alvin Chong as 'Friends of SPAO and SHOOPEN Malaysia' on 24 May 2017. The talented duo will be showcasing the brands' latest looks while injecting their personal styles into the wardrobe selection and making their presence at SPAO and SHOOPEN stores in Kuala Lumpur Meet & Greet workshops as well as being Celebrity Store Manager On Duty.

"Engaging with young talents for the brands has always been the desired initiative and we are pleased to have Nik Qistina and Alvin Chong as the faces for both brands," said Senior General Manager of Parkson Branding & Innovation, Mr Michael Chan.

Nik Qistina who began singing at the age of three started her career on YouTube and has performed with American singer-songwriter Greyson Chance in Kuala Lumpur and Penang, and at the renowned Istana Budaya in front of legendary Malaysian pop queen Dato' Siti Nurhaliza. Alvin Chong was in the Top 5 in Astro Star Quest 2009 and expanded his career in the movie industry with a few movies including The Dream Boys, 3 Brothers and Huat The Fish and Malay TV drama *Suri Hati Mr Pilot* to his name. He has also released his first Malay single, *Lagumu*.

In celebration of this partnership, SPAO and SHOOPEN Malaysia will be showcasing the styles of Nik Qistina and Alvin Chong, with both of them dressed by SPAO and SHOOPEN from May to October 2017.



► Friends of SPAO and SHOOPEN Malaysia, Nik Qistina (left) and Alvin Chong (right).

► Rakan SPAO dan SHOOPEN Malaysia, Nik Qistina (kiri) dan Alvin Chong (kanan).

HAPPENING @ PARKSON CREDIT REWARD FOR ITS 100,000TH APPLICANT



Parkson Credit Sdn Bhd recently held a ceremony to fete its 100,000th applicant, Encik Daud Bin Bro @ Yusop who had applied for an easy payment plan at one of the company's 300 dealers nationwide.

Parkson Credit Senior General Manager, Mr Danny Poh who presented a token of appreciation to Encik Daud at the dealer's outlet, GT Max said, "We are delighted to have surpassed the 100 thousand mark and this event is one of our ways to show our appreciation to our customers for their trust in our brand."

- Mr Danny Poh (left); GT Max Director, Mr TS Gan (right) and General Manager, Mr Kwa Chee Hoong (3rd from right) with Encik Daud (2nd from right) and family at the event.
- Encik Danny Poh (paling kiri); Pengarah GT Max, Encik TS Gan (kanan) dan Pengurus Besar; Encik Kwa Chee Hoong (3 dari kanan) bersama Encik Daud (2 dari kanan) dan keluarga di majlis penyerahan cenderamata.

HI-REV @ METALTECH MALAYSIA 2017



Lion Petroleum Products Sdn Bhd (LPP) participated in Asean's largest International Machine, Tool & Metalworking Technology Exhibition, Metaltech Malaysia 2017 from 24 to 27 May 2017, showcasing Hi-Rev's lubricant line for machine tools and metal works, and for passenger cars and motorcycles. LPP staff were on hand to attend to the many sales enquiries from potential distributors; creating opportunities for the company to expand its sales channels and increase industrial sales.

► From left / Dari kiri: Sales Executive, Brenda Chong; Senior Sales Manager, Kenny Ong; General Manager, Valerie Poon and Sales Executive, Wong Tau Ming (extreme right) with customer, Daniel Law of LTH Machinery (M) S/B (2nd from right) at Hi-Rev's booth.

HI-REV PODIUM WIN



It was sweet victory for Hi-Rev when its riders, Fakhrusy Syakirin Rostam (left) and Mohd Muzakir Mohamed (right) took the 1st and 2nd podium win in the Underbone 150cc category in the recent Asia Road Racing Championship (ARRC) Race 2 in Suzuka, Japan.

machines at the last two corners. However, the duo managed to make an impressive save and continued racing towards the finish line with Fakhrusy clinching the first place and Muzakir scoring his first ARRC podium in second place to complete the 1-2 podium win for Hi-Rev.

The race was a dramatic one as Fakhrusy and Muzakir narrowly avoided a crash and almost lost control of their

Congratulations to both of them! For more updates, please visit www.facebook.com/hirevjunction

HI-REV BALIK KAMPUNG CAMPAIGN



In conjunction with Hari Raya Aidil Fitri celebrations, Hi-Rev launched the "Balik Kampung Bersama Minyak Pelincir Hi-Rev" promotion from 29 May - 30 June 2017. During the month-long campaign, a selfie stick was given away for free with any purchase of Hi-Rev lubricants.

SUMMER BEAUTY FESTIVAL @ PARKSON CHINA



Parkson China and ClubMed collaborated for the Summer Beauty Festival whereby Parkson customers get to enjoy a wonderful vacation at ClubMed resorts.

From 2 to 11 June 2017, Parkson customers who participated in the online activity or in-store lucky draw stand a chance to win a 7 day 6 night vacation for two to ClubMed resorts in Mauritius, Guilin, Sanya, Cherating Beach or Bintan Island. On top of that, participants of the online activity will also receive summer beauty products from international well-known brands namely Clarins, Estee Lauder, Kiehl's and Laneige.



AMSTEEL KLANG'S DIARY

ISO 14001 GOTONG ROYONG

Amsteel Mills ISO 14001 Committee organized two "Gotong Royong" sessions to promote environmental awareness amongst the employees and to provide a conducive working environment prior to the ISO 14001 EMS Audit by SIRIM.



- General Managers, Mr Lee Weng Lan and Mr Wong Wing Kiong (5th and 6th from left respectively) launching the "Gotong Royong" with Heads of Department and staff.
- Pengurus Besar, Encik Lee Weng Lan dan Encik Wong Wing Kiong (masing-masing 5 dan 6 dari kiri) melancarkan Gotong Royong bersama ketua-ketua Jabatan dan kakitangan.



AMSTEEL KLANG'S DIARY

STAFF APPRECIATION DINNERS



- Tan Sri William Cheng (3rd from right) with guests and Senior Management at the dinner.
- Tan Sri William Cheng (3 dari kanan) bersama tetamu dan pengurusan kanan di majlis makan malam.



- Winners for the Best Dressed, Male Category - Mr Alphet Lee Run Ting and Female Category - Ms Premalatha.
- Pemenang Pakaian Terbaik, Kategori Lelaki - Encik Alphet Lee Run Ting dan Kategori Wanita - Cik Premalatha.



- Steel Division COO, Mr Paul Chan (4th from right) and senior management at the 2nd dinner.
- COO Bahagian Keluli, Encik Paul Chan (4 dari kanan) dan pengurusan kanan di majlis makan malam kedua.



- Staff performing at the 2nd dinner.
- Persembahan dari kakitangan di majlis makan malam kedua.

Amsteel Mills hosted two annual dinners themed "Malaysia Traditional Nite" on 2 May and 11 May 2017 at Klang Executive Club in appreciation of its employees for their dedication and commitment in increasing production and meeting production targets.

About 650 people comprising management, staff and invited guests attended the dinner on 2 May. In his speech, Group Executive Chairman and Managing Director, Tan Sri William Cheng expressed the company's optimism that the steel market will improve further, and looked forward to achieving higher production targets and better performance, with cost efficiency and good quality to fulfil customers' requirements and delivery schedule.

Five finalists from the recent Singing Competition competed for the top three placings. Mohd Firdaus Zulkafli from Central Engineering Department emerged as Champion whilst Adura Jumisry from Material Control Department and Nazri Alias from Human Resource Department took second and third placing respectively. Alphet Lee Run Ting from Procurement Department and Premalatha A/P Sandar Kumaran from Production Admin won the Best Dressed award for the Male and Female categories respectively. Lucky staff walked away with prizes from the lucky draws.

The dinner on 11 May was attended by 245 employees. Winners of the singing competition serenaded their colleagues, followed by entertaining staff performances.

Winners of Singing Competition



- Happy faces of the Organising Committee with Amsteel's Senior Management.
- Wajah-wajah ceria Jawatankuasa Penganjur bersama Pengurusan Kanan Amsteel.

AMSTEEL KLANG'S DIARY

AUXILIARY POLICE PASSING OUT PARADE

Auxiliary Police Constables, PB Muhammad Haziq Walit, PB Mohd Adzuan Amizi, PB Mohd Norfirdaus Ishak and PB Mohd Zuzamzudi Din who completed their two-month training at Pusat Latihan Polis (PULAPOL) in Dungun, Terengganu from 5 March - 6 May 2017 were among the 208 trainees in the Passing Out Parade on 6 May 2017 to commemorate the completion of their training. Head of Security Department, Tuan Muhammad Lim bin Abdullah was present at the event.



► From left to right / Dari kiri ke kanan: Constables PB Muhammad Haziq Walit, PB Mohd Adzuan Amizi, Commandant of PULAPOL, Dungun – Superintendent Mohd Zaini Mat Yusof, Tuan Muhammad Lim bin Abdullah, PB Mohd Norfirdaus Ishak and PB Mohd Zuzamzudi Din at the event.

CONTRIBUTION TO RESIDENTS ASSOCIATION'S EDUCATION FUND



For the 11th consecutive year, Lion-Parkson Foundation contributed to Taman Klang Residents Association's Annual Education Program. Amsteel Mills General Manager, Mr Lee Weng Lan presented the contribution of RM3,000 to Chairman of Taman Klang Residents' Association, Mr Yeo Tiong Guan.

- Left to right: HR Senior Manager, Ms Lilian Tan; Senior Manager – SMP, Mr Ting Wee Thuang; Association Secretary, Ms Jenny Loh Siew Leng; Mr Yeo Tiong Guan; Mr Lee Weng Lan; Association's Vice Chairman, Mr Yee Chooi Lim and Senior Manager – RM1, Mr Low Yap Loong.
- Kiri ke kanan: Pengurus Kanan Sumber Manusia, Cik Lilian Tan; Pengurus Kanan - SMP, Encik Ting Wee Thuang; Setiausaha Persatuan, Cik Jenny Loh Siew Leng; Encik Yeo Tiong Guan; Encik Lee Weng Lan; Naib Pengerusi Persatuan, Encik Yee Chooi Lim dan Pengurus Kanan - RM1, Encik Low Yap Loong.

SECOM TRAINING ON EFFECTIVE CUSTOMER SERVICE SKILLS

18 participants from Secom's Operation CCMS and CMS division attended a two-day training session on Effective Customer Service Skills conducted by CeDR Corporate Consulting Sdn Bhd on 17 and 18 May 2017 to enhance their skills in communicating effectively and to instill the right customer service mindset.



TIPS FOR EFFECTIVE EMAILS

Compiled from the internet



It's easy to overlook the power of an email message. After all, you probably send dozens every day, often typing them quickly. However, since many of the people you're writing to receive dozens of emails every day, it is important to make sure your messages stand out from the clutter.

You write each email for a reason: To convey information, to ask a question or to get the recipient to do something. But if your email isn't clear and concise, chances are it's headed straight for the delete folder.

Here are a few tips on how to write your email effectively



1. **Carefully re-read and spell-check your messages.** Don't forget that email is forever. Be prudent.

KEEP IT SHORT

2. **Keep it short.** People usually put long emails aside to deal with later - which often means never. If you must write a long message, make sure to break it up into short paragraphs.

3. **Ensure the purpose of the email is clear.** For instance, do you need the recipients to confirm their attendance at a meeting? State that explicitly in an appropriate place - often at the beginning or end of the email.

4. **Do not leave the Subject column blank.** Use a short, descriptive subject line, such as "Invitation to Brand X Launch Event" or "Company XYZ Board Meeting." If the message is time sensitive, indicate that with a line such as "Please respond by October 10."

5. **Use "reply all" with caution.** If you regularly send replies to a long list of colleagues who don't need to see them, they'll quickly begin to assume any message from you is a waste of their time. Even worse, if you hit "reply all" when sending sensitive information meant for just one person, the consequences can be serious.

6. **Do not send huge attachments,** such as high-resolution photographs, without asking recipients first. Most email servers have a limit on the size of incoming messages and the total memory available for each email address. Emails with multi-megabyte attachments may bounce back to you. Worse, they may fill the recipients' in-boxes, so that other incoming messages bounce and can not be delivered.



7. **Avoid inappropriate informality.** Remember, emails are a form of business communication. Always address the recipient formally, i.e Dear Mr Loh, Dear Datuk Lim or Dear Encik Ahmad.

8. **Do not use symbols and abbreviations.** When you're emailing or texting your kids or friends, it's alright to use "&" "etc." "e.g." and other shorthand. But if you're writing to impress clients, employees or investors, use full words. It's simply more professional.



9. **Avoid using jargon.** Every field has its acronyms and technical terms. They're useful shorthand when every reader knows the lingo. But if you're writing for people outside your field, do not use slang or jargon which will create confusion. If you absolutely can't avoid using jargon, at least explain it. On a webpage, for instance, you can insert a hyperlink to the definition.

10. **Avoid writing in ALL CAPS.** WRITING ENTIRELY IN BLOCK CAPITALS IS SHOUTING, and it's rude. In email etiquette, writing in capitals is the online equivalent of shouting, so, best not to do it. Sometimes though, it can be useful to write odd words in capitals to give them emphasis, e.g. Attendance is **COMPULSORY!**

11. **Develop a short signature line** that provides useful information, such as your full name, designation, telephone number, fax number and business address. Don't use short names or pet names for formal letters.



BRIEFING FOR SCHOLARSHIPS APPLICANTS

Lion-Parkson Foundation (LPF) organised a briefing session on 15 June 2017 for the shortlisted candidates for its scholarship awards. The session began with a presentation on Lion Group to give the students a better insight into the Group's businesses followed by a briefing on LPF's activities and the scholars programme by CeDR Senior Manager, Ms Penny Chong.

2012 LPF scholar, Mr Henry Liu who has graduated, currently a Finance Executive at Lion Head Office; 2013 scholar, Cik Nurhidayah Abdul Rahman and 2012 scholar, Mr Khoo Zheng Yean, both Project Executives at Property Division shared their internship and work experience with the applicants. The session also included some games to assess the students' teamwork and leadership qualities.



- All ears at the briefing on Lion Group's operations by Ms Penny Chong.
- Mendengar taklimat daripada Cik Penny Chong mengenai operasi Kumpulan Lion.



- Scholarships applicants in high spirits at the briefing.
- Pemohon biasiswa bersemangat mengikuti sesi taklimat.



- (Top photo) Left to right: Mr Khoo Zheng Yean, Cik Nurhidayah Abdul Rahman and Mr Henry Liu sharing their internship and work experiences with the students (bottom photo).
- (Gambar atas) Kiri ke kanan: Encik Khoo Zheng Yean, Cik Nurhidayah Abdul Rahman dan Encik Henry Liu berkongsi pengalaman latihan industri dan kerjaya bersama para pelajar (gambar bawah).



- Fun activities to assess the students' team spirit and leadership qualities.
- Aktiviti menarik untuk menguji semangat berpasukan dan kepimpinan para pelajar.

HANDLING MULTIPLE PERSONALITIES IN THE WORKPLACE



Let's face it, your office is probably made up of people from various backgrounds be it race, religion or even nationalities. Each person has a character that is shaped from their respective upbringing, and also the environment they grew up in.

Before learning more about difficult workplace personalities and how to handle them, it is important to understand personality. Basically, personality is the sum of characteristics and traits that define a person's typical thoughts, emotions, and behaviors over time. Whilst more often than not, we hope for a harmonious work environment free of strife, but the harsh reality of the situation is sometimes the very opposite of that. Conflicting personality styles is a common cause of workplace conflict and incivility. Problems can occur over the way that people prefer to accomplish tasks or interact with one another. For example, some workers may prefer not socializing or distractions during certain hours and keep their office door shut while others may see this as unfriendly or even rude behavior.

When we have a diverse range of personalities in the workplace, how can we navigate our way to avoid potential bickering that undermines the morale of the office?

1. Determine the characters you are dealing with

Everyone has unique character traits, and you as their leader need to understand your staff members. Who they are, what makes them tick, what are their strengths and conversely, their weaknesses. Get to know them as people as much as you can. Thus, once you are armed with these facts...



2. Understand how these characters interact with each other

Not always the easiest thing to do, but take some time to observe the interaction amongst your team members. Listen to their tones, the choice of words, watch their body language. Do they seem threatening to some, subservient to others? Sometimes a politely worded sentence can mask true underhanded intentions.

3. *Nip the problem in the bud*

Do you wait for the problem to arise, or stop it from blossoming? Remember, this is not a romance, and it will only end in a disenfranchised employee or team. Water cooler chats could be a great way to ease your staff member into sharing any issues that may arise. Have separate chats to gauge both sides (impartiality is key) and gauge the situation for yourself.

4. *Promote open, constructive communication*

When dealing with multiple personalities in the workplace, creating a non-judgmental environment allows for the flow of ideas and the expression of suggestions, constructive criticism and concerns. Make sure your employees understand that different personality types and points of view can lead to creative solutions and the improvement of company products and services.


CeDR Tip

During the hiring process, always utilize a Personality Test. Personality tests are useful since behaviour is a product of both personality and the environment that the person is surrounded by.

5. *Embrace your employees' personality differences and strengths, and encourage other staff members to do the same.*

When employees recognize and understand each other's differences, they can act more respectfully toward one another and play to each other's strengths when completing projects.

Some Common Problem Personalities in the Workplace

Personalities	Suggested Action Plan
Egomaniacs These people resist direction; they think they always know what is best and they ignore even the nicest of advice or suggestions. Not only do they think they do not need to improve, they think everyone should consider themselves lucky to work with them.	<ul style="list-style-type: none"> • Check your own ego at the door; having a head to head with them is usually not worth the time and energy. • Be assertive: don't let a bully win. • Distance yourself: deal with them in small amounts then walk away.
Gossiper It can be hard to deal with gossiping co-workers, as you can't really control what people talk about. But gossip is bad for the work environment; it leads to distrust and hurt feelings.	 <ul style="list-style-type: none"> • If someone comes to you with a juicy bit of info, don't bite. Lead by example. • Deal with the specific offenders, not the entire office as a whole.
The Grumpy Gus Hearing someone complain day in and day out is exhausting for everyone, and can certainly crush office morale.	<ul style="list-style-type: none"> • Provide constructive suggestions to their specific complaints. If they are complaining about something in particular, say, "well, we can solve that by..." • Confront them in private to have a discussion about their attitude. Maybe they truly don't realize they complain so much, or how much it affects everyone else in the office.

Ultimately, all of us find ourselves working with difficult people and personalities at some point during our career lives. By understanding what personality is and the common ones that cause difficulty within workplaces, you may be able to better navigate your work relationships and protect your own interests and well-being and that of the organization.

<https://www.universalclass.com/articles/business/difficult-workplace-personalities-and-how-to-deal-with-them.htm>

<http://smallbusiness.chron.com/deal-multiple-personalities-workplace-19294.html>

<http://today-magazine.com/dealing-different-personality-types-workplace/>

<http://theglasshammer.com/2015/07/16/better-leadership-managing-and-leading-different-personalities-in-the-workplace/>

CeDR ACTIVITIES

Effective Customer Service Skills, 17 & 18 May 2017, Secom

Secom (Malaysia) Sdn Bhd descended upon CeDR for a two-day course on delivering the best in quality customer service for their Customer Service officers.



Public Program on PSMB TTT, 19 - 23 June 2017 at Hotel Pullman, Bangsar



CeDR Raya Celebrations

CeDR hosted a Raya celebration for our staff members which featured dishes prepared specially by the Muslim staff members themselves!



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