

Lion Today

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SENIOR MANAGERS MEETINGS



- ▶ What Is Digital Transformation (DX)?
- ▶ Lunch & Learn - Stress : Managing It, Boost Your Immunity
- ▶ HI-REV Appreciation Dinners
- ▶ Lion-Parkson Foundation Scholars' Program



Official Launch Of The SAEM Beauty Products

SENIOR MANAGERS MEETINGS

25 January 2019



- From left to right: Parkson COO, Mr Law Boon Eng; Group Executive Chairman, Tan Sri William Cheng; Parkson Holdings Executive Director, Ms Natalie Cheng and Parkson Retail Asia Executive Director, Ms Vivien Cheng listening to the presentations by the senior managers of Parkson Group.
- Kiri ke kanan: COO Parkson, Encik Law Boon Eng; Pengerusi Eksekutif Kumpulan, Tan Sri William Cheng; Pengarah Eksekutif Parkson Holdings, Cik Natalie Cheng dan Pengarah Eksekutif Parkson Retail Asia, Cik Vivien Cheng mendengar pembentangan daripada para pengurus kanan Kumpulan Parkson.



- Group discussions on achieving the company's targets.
- Sesi perbincangan berkumpulan untuk mencapai sasaran syarikat.

28 January 2019



- From left to right: Steel Division COO, Mr Paul Chan; Group Director, Datuk CS Tang; Tan Sri William Cheng; Group Executive Director, Tan Sri Albert Cheng and Group Director, Mr Ooi Kim Lai listening to the presentations by the senior managers.
- Kiri ke kanan: COO Bahagian Keluli, Encik Paul Chan; Pengarah Kumpulan, Datuk CS Tang; Tan Sri William Cheng; Pengarah Eksekutif Kumpulan, Tan Sri Albert Cheng dan Pengarah Kumpulan, Encik Ooi Kim Lai mendengar pembentangan daripada para pengurus kanan.



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

SENIOR MANAGERS MEETINGS

Directors and senior managers from the Group's business operations including Head Office Functions attended the Senior Managers Meetings at the Group Head Office on 25 and 28 January 2019 to brainstorm and set the direction going forward in the new year.

Parkson Retail and its subsidiaries presented their business plans and goals on the first day with presentations by the

other divisions namely Property, Posim, Likom, Secom, Steel, Mining and Parkson Credit, on the second day.

In his remarks, Group Executive Chairman, Tan Sri William Cheng stressed on the need for everyone to be proactive and focused, to identify measures to increase sales and profits, and reduce costs in order to achieve their companies' goals.

MESYUARAT PENGURUS KANAN

*P*ara pengarah dan pengurus kanan dari pelbagai operasi perniagaan Kumpulan termasuk Jabatan-jabatan di Ibu Pejabat menghadiri Mesyuarat Pengurus Kanan di Ibu Pejabat Kumpulan pada 25 dan 28 Januari 2019 bagi membincangkan dan menetapkan hala tuju masing-masing untuk tahun baru.

Parkson Retail dan subsidiarinya membentangkan rancangan dan matlamat perniagaan mereka pada hari pertama mesyuarat

manakala pembentangan daripada perniagaan lain Kumpulan iaitu Hartanah, Posim, Likom, Secom, Keluli, Perlombongan dan Parkson Credit, berlangsung pada hari kedua.

Dalam ucapannya, Pengerusi Eksekutif Kumpulan, Tan Sri William Cheng menekankan supaya semua warga kerja menjadi lebih proaktif dan fokus, untuk mengenal pasti langkah-langkah bagi meningkatkan jualan dan keuntungan, serta mengurangkan kos untuk mencapai matlamat syarikat masing-masing.

高级管理人员会议

集团业务运营（包括总部）的董事和高级管理人员于2019年1月25日和28日在集团总公司出席了高级管理人员会议，集体讨论并确定未来一年的发展方向。

百盛零售及其子公司的负责人在第一天讲解了他们的业务计划和目标；第二天则由其他业务主管作简报，包括产业

业务、Posim、Likom、Secom、钢铁业务、矿业业务和百盛信贷。

集团执行董事长丹斯里锺廷森在致词中强调，每个人都必须积极主动和专注，拟定提高销售额和利润的措施，并降低成本以达到公司订下的目标。

25 January 2019



► Presentations by Regional Managers - Operations and the outcome of the brainstorming by the various groups' representatives.
► Pembentangan daripada Pengurus Wilayah - Operasi dan wakil-wakil perbincangan berkumpulan.

28 January 2019



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

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EDITOR'S MESSAGE

The new year saw our annual Senior Managers Meetings attended by the management and senior managers of the Group's operating companies to review their performance and set targets for the new year. The meetings also provided the forum for everyone to keep abreast of the developments in the Group's operations covering retail, branding, property, steel, mining and services.

With the increasing challenges, continuing economic uncertainties, and rising costs of doing business, we must be vigilant to reduce costs and achieve improvements in productivity, delivery and customer service as well as to identify measures to increase sales and profits to stay competitive.

The Lunar New Year of the Boar was ushered in with festive get-togethers for staff and dealers to foster better relations. For the 10th year running, Lion-Parkson Foundation and Parkson Corporation Sdn Bhd organised the Chinese New Year Calligraphy Sale at several Parkson stores in Klang Valley for students from 5 participating schools to sell their calligraphy pieces to raise funds for needy students in their schools.

We are now embracing the era of Digital Transformation; the process of using digital technologies to create new - or modify existing - business processes, culture, and customer experiences to meet changing business and market requirements. Starting with this issue, we will be featuring an article on Digital Transformation on a regular basis.

Do read about all these and other activities by our operating companies and the Head Office in the following pages.

UTUSAN PENGARANG

Tahun baru ini menyaksikan Mesyuarat Pengurus Kanan tahunan yang dihadiri oleh pihak pengurusan dan pengurus kanan syarikat-syarikat operasi Kumpulan untuk mengkaji semula prestasi mereka dan menetapkan sasaran untuk tahun baru. Mesyuarat ini juga merupakan ruang untuk mengikuti perkembangan operasi Kumpulan seperti peruncitan, penjenamaan, hartanah, keluli, perlombongan dan perkhidmatan.

Dengan cabaran yang semakin meningkat, ketidakpastian ekonomi yang berterusan, dan kos menjalankan perniagaan yang semakin meningkat, kita semestinya terus berhemah untuk mengurangkan kos dan memantapkan produktiviti, penyampaian dan perkhidmatan pelanggan serta mengenal pasti langkah-langkah bagi meningkatkan jualan dan keuntungan untuk kekal berdaya saing.

Sempena sambutan Tahun Baru Lunar kali ini, pelbagai acara telah diadakan baik di kalangan pekerja mahupun bersama para pengedar bagi memupuk hubungan kerja yang lebih baik. Buat tahun yang ke-10, Yayasan Lion-Parkson dan Parkson Corporation Sdn Bhd menganjurkan Jualan Kaligrafi Tahun Baru Cina di beberapa stor Parkson di Lembah Klang untuk pelajar dari 5 buah sekolah yang mengambil bahagian menjual hasil kaligrafi mereka bagi mengumpulkan dana untuk membantu pelajar yang memerlukan di sekolah mereka.

Kita kini berada dalam era Transformasi Digital; di mana teknologi digital digunakan atau diubahsuai mengikut proses, budaya dan pengalaman pelanggan bagi memenuhi keperluan perniagaan dan pasaran yang berubah. Bermula dengan isu ini, kami akan memaparkan artikel mengenai Transformasi Digital secara tetap.

Kesemua aktiviti ini dan acara lain anjuran syarikat-syarikat operasi kita dan Ibu Pejabat dipaparkan di halaman berikut.

Starting with this issue, we will be featuring articles on Digital Transformation (DX) by our Group IT working together with the IT departments of our Operating Companies to create awareness amongst our staff on DX development in our Group as well as to provide updates on DX across the globe. Briefly, DX is the reworking of the products, processes and strategies within an organization by leveraging on current technologies. - Editor

WHAT IS DIGITAL TRANSFORMATION (DX)?

Today, companies are required to adapt and transform to a fast evolving digital world. When businesses shift from their traditional mode of operation and management to the modern and technology oriented ways of working, the transition is commonly referred to as Digital Transformation (DX).

DX involves using digital technologies to recreate a process to become more efficient or effective. The idea is to use technology to transform processes and services to be significantly better.

DX is not just about embracing new technology, it is about a change in organizational thinking and culture. There is a need for organizations to

address the rapid change in business scenarios, dynamic business demands and identify ways to quickly cater to these changing needs.

Leaders and IT teams in any enterprise should work hand in hand to meet the business requirements, drive innovation and march towards continuous improvement. Without validation and endorsement from the highest level of leadership within an organization, it's unlikely that DX will take hold in any sort of a lasting or holistic way across the business organisation.

DX is not only impacting industry structures and strategic positioning but affects all levels of an organization (every task, activity, process) and even its extended supply chain.

Business leaders play an important role in leading their organization to a successful transformation, and should be investing in training and fostering a workplace culture that is amenable for quick change for their employees.



Sources: -
www.forbes.com, www.zdnet.com, en.wikipedia.org

LUNCH & LEARN – STRESS : MANAGING IT, BOOST YOUR IMMUNITY

Group HR organised a Lunch and Learn session on “Stress : Managing It, Boost Your Immunity” by GNC Consultant Nutritionist, Ms Cynthia Jetan for employees based in Lion Office Tower on 22 January 2019. Cynthia shared the following tips to reduce stress and boost one's immunity:

i. Eat Well

- Make sure you eat at least five portions of fruits and vegetables each and focus on foods containing Vitamins B, C and E.
- Vitamin B can help you feel more energetic after a stressful episode. Bananas, leafy green vegetables, avocados, nuts, seed and also meat, fish and dairy products all contain essential B vitamins.
- Vitamin C helps to reduce stress because it allows the body to quickly clear out cortisol, a primary stress hormone that increases sugars in the bloodstream. Eat citrus fruits such as oranges, tomatoes, peppers, kiwi fruit, leafy green vegetables, broccoli and other foods rich in Vitamin C.
- Vitamin E is best known for its antioxidant properties that help reduce free radical damage and protect the body's cells. It is found in nuts such as almonds, peanuts and hazelnuts, and vegetable oils such as sunflower, wheat germ, safflower, corn and soybean, and vegetables such as spinach and broccoli.

ii. Get Enough Sleep

Most adults need 7 to 8 hours of good quality sleep on a regular schedule each night, so you feel rested when you wake up. If you have difficulty sleeping, drink a glass of milk before going to bed.

iii. 4-7-8 Breathing Exercise

The 4-7-8 breathing technique, also known as “relaxing breath”, involves breathing in for 4 seconds, holding the breath for 7 seconds, and exhaling for 8 seconds. It can help reduce anxiety, promote sleep, manage cravings and control or reduce anger responses.



► Staff participating in the exercise led by Ms Cynthia Jetan (inset).
 ► Kakitangan yang mengambil bahagian dalam latihan yang diketuai oleh Cik Cynthia Jetan (gambar kecil).

LION-PARKSON FOUNDATION SCHOLARSHIPS 2019 IS NOW OPEN FOR APPLICATION

Lion-Parkson Foundation is inviting scholarship applications from local or private universities undergraduates and 2018 STPM holders.

REQUIREMENTS:

- Minimum 3As and 1B in STPM, CGPA 3.50 and above for Matriculation/ Diploma or minimum 5As in UEC
- Excel in sports and extra-curricular activities
- Applicants must not be bonded or receiving any form of financial aid or award from other educational institutions or organisations

DISCIPLINE OF STUDY:

- | | | |
|---------------------|--------------------|---|
| • Retail Management | • Engineering | • Computer Science / Information Technology |
| • Accounting | • Business Studies | • Fashion Design /Art |

For more details and Online Application: www.lion-parksonfoundation.com.my or www.liongroup.com.my/careers

Closing date : 15 April 2019

*Only shortlisted applicants will be notified.

SCHOLARS' PROGRAM

The Group's training arm, CeDR Corporate Consulting organised a Learning Session from 22 to 25 January 2019 for the 2017 and 2018 Lion-Parkson Foundation (LPF) scholars. The 2018 scholars attended a one-day orientation programme with insights into the Group's businesses and were taken on a site visit to Lion Steelworks (LSW); followed by a three-day session entitled '**I' C.A.R.E. (Communicate Confidently, Activate Purpose, Resilience@Work, Empathetic Reflection)**', with the 2017 batch of scholars joining in. This workshop addressed the four pillars that support personal development, workplace preparation and self-reflection for the scholars.

They visited Malaysian Association for the Blind (MAB) as a case study and were divided into four groups, where they had the opportunity to reflect on their experience at MAB during the learning session. They also had the opportunity to partake in chess, dominoes and the exciting goalball game with the visually impaired students.

Based on the learnings during their visit, the scholars promoted their ideas confidently through a short presentation. The winning group Citrus, comprising Kok Hui Yee, Farah Azman, Wong Jing Xuan and Mohd Izdiyad Ikiluddin Aminudin presented their proposal titled "**Virtual Library: Improving Education of Visually Impaired People**" at the closing ceremony which was attended by LPF Trustee, Dr Chua Siew Kiat and MAB officials.

Dr Chua Siew Kiat in his speech to the scholars reminded them to resist the temptation to 'cut corners' in their paper chase by resorting to plagiarising or engaging a ghost-writer to do their assignments. He also advised them not to be too obsessed about grades as success in life is not directly correlated with one's GPA but on how one conducts oneself; with honesty and integrity.



► Scholars touring LSW showroom.
► Para pemegang biasiswa melawat ruang pameran LSW.



► Scholars with Dr Chua Siew Kiat and CeDR Senior Manager, Ms Penny Chong (seated, 3rd and 2nd from right respectively), MAB and CeDR officials at the closing ceremony.
► Para pemegang biasiswa bersama Dr Chua Siew Kiat dan Pengurus Kanan CeDR, Cik Penny Chong (duduk, masing-masing 3 dan 2 dari kanan) serta pegawai MAB dan CeDR di majlis penutup.

OFFICIAL LAUNCH OF THE SAEM BEAUTY PRODUCTS

On 16 January 2019, Parkson brought in South Korean boy group, SEVENTEEN who are also the ambassador for popular skincare and cosmetics brand from Korea, The SAEM for the brand's official launch at Pavilion Kuala Lumpur.

Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng; Parkson Holdings Berhad Executive Director, Ms Natalie Cheng; Parkson Retail Asia Limited Executive Director, Ms Vivien Cheng; Parkson COO, Mr Law Boon Eng; Parkson Corporation Retail Advisor, Mr Cheong Chung Yet and Parkson Branding GM, Mr Michael Chan were present at the event.

The 11-member SEVENTEEN shared their favourite The SAEM products and their daily skincare tips for a flawless look. In conjunction with the launch, Parkson also organised The SAEM x SEVENTEEN fan signing event for 200 lucky fans. Fans crowding the Centre Court went frenzy as SEVENTEEN performed the cute Harakeke dance. Two members, DK and Vernon were surprised with a birthday cake each.

After the signing session, the boys proceeded to The SAEM counter at Parkson Elite for a photo session and signed their life-sized cut boards.



- Fans thronging the Centre Court in Pavilion for the official launch of The SAEM x SEVENTEEN.
- Para peminat bersesak di Centre Court Pavilion, untuk majlis pelancaran The SAEM x SEVENTEEN.



- SEVENTEEN signing their posters for 200 lucky fans.
- SEVENTEEN menandatangani poster mereka untuk 200 peminat bertuah.



- Puan Sri Chelsia (centre) with Parkson management, SEVENTEEN and their officials at the launch of The SAEM.
- Puan Sri Chelsia Cheng (tengah) bersama pengurusan Parkson, SEVENTEEN dan pegawai mereka di majlis pelancaran The SAEM.



- Secret to SEVENTEEN's flawless look and their favourite The SAEM products.
- Rahsia kulit mulus SEVENTEEN dan produk The SAEM kegemaran mereka.



- All eager to try the wide range of The SAEM products brought in by Parkson.
- Orang ramai mencuba rangkaian produk The SAEM yang dibawa masuk oleh Parkson.

LUNAR NEW YEAR PARTY 2019



PARKSON ELITE PAVILION



The Year of the Boar was heralded with a Lunar New Year Party at Parkson Elite Pavilion on 18 January 2019. Guests enjoyed amazing deals and promotions from various brands, Gifts with Purchase as well as prizes from the lucky draw and "Spin the Wheel" contest. Everyone enjoyed the Chinese Dough Doll Making demonstration, Cooking Demo by Happy Call, Or Tea sampling, band performance, light refreshments and free ice cream.



PARKSON PARADIGM MALL, JB



Parkson Paradigm Mall in Johor Bahru had its Lunar New Year Party on 19 January 2019. Parkson Card members received a RM50 Parkson voucher each when they flashed their Parkson Card at the ground floor entrance. A host of activities was lined up for customers such as Wheel of Fortune Lucky Spin, Lucky Draws, BonusLink Points Knock-Down, God of Prosperity walk-about, 24 Drums performance and Chinese Dance performance which all added a colourful festive cheer to the event.



HI-REV APPRECIATION DINNERS

Posim Petroleum Marketing Sdn Bhd hosted 2019 HI-REV Appreciation Dinners with its dealers in 18 cities nationwide.

Top Achiever dealers were presented with HI-REV Gold Pendant Awards in recognition of their outstanding performance. Guests were entertained with performances by renowned artistes, dances, and acrobatic and variety shows and some lucky guests walked away with attractive prizes from the lucky draw.



- ▶ Group Executive Chairman, Tan Sri William Cheng (centre) together with HI-REV management and staff leading the toast for a better year ahead.
- ▶ Pengerusi Eksekutif Kumpulan, Tan Sri William Cheng (tengah) bersama pihak pengurusan dan kakitangan Hi-REV mengetuai acara minum untuk tahun yang lebih baik.



- ▶ Tan Sri William Cheng (3rd from right) and HI-REV General Manager, Ms Valerie Poon (2nd from left) presented HI-REV Gold Pendant Awards to the Top Achiever dealers at the Sungai Way dinner.
- ▶ Tan Sri William Cheng (3 dari kanan) dan Pengurus Besar HI-REV, Cik Valerie Poon (2 dari kiri) menyampaikan Anugerah Loket Emas HI-REV kepada penerima Anugerah Cemerlang di Sungai Way.



- ▶ Ms Valerie Poon (right) and HI-REV team posing with the award winners.
- ▶ Cik Valerie Poon (kanan) dan kakitangan HI-REV bergambar dengan para pemenang anugerah.

HI-REV LAUNCHES TORQe PRO CAR ENGINE OIL SERIES

Posim Petroleum Marketing Sdn Bhd recently launched torQe PRO Fully Synthetic High-Performance Car Engine Oil Series with API SN 5W-40 and 5W-30.

TorQe PRO is an advanced race proven high performance fully synthetic engine oil. Its Heat Stabilizer Formula has superb protection against thermal stress. Formulated with a unique blend of PAO with ESTER PLUS, TorQe PRO provides optimum engine protection even when operating under extreme high temperature.



PARKSON CHINA UPDATES: NEW YEAR CAMPAIGN



To kick start the year 2019, Parkson China launched a New Year Campaign named "Set Your Flag", an interactive marketing campaign that called for consumers to set their own New Year goals and wishes. During the campaign period, consumers who took part in the campaign and registered as Parkson card member received a special gift from Lancome counter.

V-DAY SHOP

In conjunction with Valentine's Day, Parkson launched V-day Shop, a virtual space that encouraged couples to deliver their love messages by customizing V-day Shop on Parkson's campaign site and win special sales coupon for offline shopping. In collaboration with well-known cosmetics brands, Parkson offered a variety of V-day special beauty packages for shoppers to celebrate this special day.



NEWS @ PARKSON CREDIT

CREDIT SALE COMPANIES ASSOCIATION AGM

Parkson Credit Head of Company, Mr Danny Poh and Corporate Affairs & Communications Manager, Mr Kurt Ho retained their position as President and Secretary of the Credit Sale Companies Association respectively at the Association's 1st Annual General Meeting on 25 February 2019. The members had re-elected the duo due to their dedication and hard work in steering the Association during its formative year.



- Mr Danny Poh (left) presenting a memento to the outgoing Treasurer, Mr Joseph Chong.
- Encik Danny Poh (kiri) menyampaikan cenderamata kepada mantan Bendahari, Encik Joseph Chong.



- From left: Marketing Manager, Ms Michelle Wong; Mr Danny Poh and the Marketing team of Mr Eugene Ng, Mr Lai Poh Kuen and Mr Bryan Tang at the event.
- Dari kiri: Pengurus Pemasaran, Cik Michelle Wong; Encik Danny Poh dan pasukan Pemasaran, Encik Eugene Ng, Encik Lai Poh Kuen dan Encik Bryan Tang di majlis.

CHAP GOH MEH CELEBRATION

On 19 February 2019, Mr Danny Poh and the Marketing team attended the Chap Goh Meh celebration organised by the Selangor and Federal Territories Motorcycle and Scooter Dealers Association (SFTMSDA) at Taman Miharja, Kuala Lumpur.

The event is an annual get-together for motorcycle dealers and financiers in this area and presents an opportunity for Parkson Credit to enhance its visibility in the motorcycle financing industry.

● HAPPENINGS @ SECOM ● CHINESE NEW YEAR CELEBRATION

In conjunction with the Chinese New Year celebrations, SECOM HQ held a breakfast gathering which included a lion dance performance and tossing of "Yee Sang", attended by its management and staff on 19 February 2019. The gathering amongst the staff helped to foster closer relationship, and everyone enjoyed themselves.



TEAM BUILDING

37 employees from the Operations, Technical, Sales and Administration departments went on a Team Building outing at Admiral Cove, Port Dickson on 11 and 12 January 2019. They all participated in activities which promoted better teamwork and team spirit such as Army and Bomb, Run and High Five, Komando Crawl and others.



OUTPLACEMENT PROGRAM

On 26 February 2019, HR Department participated in an outplacement program at Western Digital in Sungei Way, Petaling Jaya. The team was on the lookout for suitable candidates from a total of 3,000 participants to fill several vacancies in SECOM.



FISHING COMPETITION

About 120 members of Lion Group (Steel Division) Sports and Recreation Club participated in the fishing competition at Kolam Memancing Sea Lion 4 at Port Klang, Selangor on 24 February 2019. The winners were :

WINNERS OF HEAVIEST CATCH:

WINNER OF MOST CATCH:

WINNER OF SMALLEST CATCH:



CHAMPION

►Muhammad Zulhelmi Ishak



2ND

►Ismail Abu Bakar



3RD

►Tuah Ibrahim



►Amat Hashim Amat Siron



►Mohd Redzuan Jelani

NEW YEAR CELEBRATION

Amsteel Klang ushered in the Year of the Boar with an auspicious Lion Dance at its premises on 15 February 2019, followed by a tossing of Yee Sang for good luck and a sumptuous lunch treat. Everyone enjoyed themselves in the festive celebration.



► Amsteel management and staff with the 'Lions' and the 'God of Prosperity'.
 ► Pihak pengurusan dan kakitangan Amsteel bersama dengan 'Lions' dan 'God of Prosperity'.

COMMUNITY RELATIONS

2019 CNY CALLIGRAPHY CHARITY SALE

For the 10th consecutive year, Lion-Parkson Foundation and Parkson assisted five 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 the Chinese New Year Calligraphy Charity Sale in aid of needy students in these schools over 3 weekends in January 2019.

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



#BEINSPIRED - 10 LEADERSHIP SECRETS OF JACK MA THAT SHAPED ALIBABA'S ROARING SUCCESS

Jack Ma's success can be deemed almost a fairytale. An idealistic rags to riches story for a person born to a poor family in China with few opportunities knocking at his door. In the last 2 decades, only a handful of firms in Asia have managed to replicate the progress and success showed by Alibaba. This feat can largely be attributed to the efforts and leadership qualities of Jack Ma. Indeed it takes a rare person to accumulate a total net worth of over \$20 billion while maintaining a sense of perspective, through dedicated work ethics. Jack Ma is one of those rarities.

Jack Ma has been instrumental to the success of Alibaba right from the word go. That's why people around the globe are eager to follow in the wake of his stellar leadership qualities and discover the reason behind his thriving success. Even though he is one of the world's richest men, Jack Ma has never allowed success to cloud his acknowledgement of where he came from or his vision for the future. His keys to success are motivating and hold true for everyone, be it the entrepreneur of a small business or a large one.

Here are 10 of his most exceptional leadership traits that will give you an insight into how Jack Ma built his huge empire in less than 2 decades, and which you can follow:

1. A Unique Idea To Start With

With Alibaba, Jack Ma started offering a platform to individuals and small businesses to find suitable customers for them.



Even though the idea wasn't novel, Jack Ma provided an online portal specifically targeted for the people of China, and it became a huge hit within a few years. Similarly, he took on several other business domains based on notions unique to his target market, and succeeded admirably.

2. Foresight And Vision Of A Leader

It is the firm belief of Jack Ma that a good leader should possess ample foresight. To remain one step ahead of the competition, and anticipate the repercussions of even the most seemingly insignificant of decisions, are the keys to his success. He also started Alipay, a third-party online payment platform, which has become the largest Chinese company and giving PayPal a run for its money in some major markets in the world. Bold but timely decisions have made Jack Ma a visionary leader.



3. Values Attitude

A positive and optimistic attitude is indispensable to sustaining your business in a cutthroat market environment. Jack Ma always keeps a low profile when it comes to talking about his wealth and he would rather focus on how to make his business reach the skies. The people working for Alibaba and the affiliated companies know that they have to follow the steps of their leader, as a positive attitude coupled with industrious work is valued by Jack Ma.



4. Right Marketing To Celebrate Important Events

Singles day (11/11 each year) is celebrated in China with much fervor and enthusiasm, akin to Valentine's Day or any other such event around the world. Jack Ma thought of turning the day into something huge and Alibaba cashed in on it big time over the decades. The sales accounted for approximately 18 billion dollars on November 11, 2016 alone. And that figure topped 25 billion dollars last year. Only a marketing genius like Jack Ma can work such magic!



5. Unite People Under A Single Goal



A simple rule about uniting people under a single banner is religiously followed by Jack Ma. He understands that no matter how hard you try, there will always be a tiny fraction of your employees, business partners or current/potential investors having a shaky belief in your words. He accepted this open-heartedly and changed his approach to his advantage. Rather than uniting his company under the vision of one person, he unites his subordinates under a common goal, since he is of the perception that the vision is more important than the leader.

6. Hire A Team Of People Having Superior Skills



Jack Ma was once asked what separates a leader from an employee. His response was spot on and a reminder of his great people skills: "Your employees should have superior technical skills than you. If they don't, it means that you have hired the wrong person." Jack Ma focuses on the skills of employees around him and look for people who have a comprehensive know-how of carrying his vision forward.

7. A Clear Mind

Jack Ma knew from the beginning what his aspirations for Alibaba were, and how to turn them into reality. Leaders should have a clear mind before getting their feet wet with any venture. A cluster of ideas can muddle up the way ahead and blur your sight. Jack Ma focused solely on making Alibaba a B2B portal at the start, and only after that vision was realized did he strive to turn it into B2C and C2C as well. That happened because he was clear about when to change tracks and how.



8. Giving Up Is The Biggest Failure

According to Jack Ma, "giving up is the biggest failure." He values people who try their luck in making something happen and give their best shot in achieving their goal. Jack Ma believes that a person is able to learn the most from his mistakes, obstacles in life, and the hardships. The key to success is to never lose hope, despite how depressing or difficult the situation gets, and learn from the past. With the success of Alibaba, Jack Ma proved this right time and time again.



9. Facing Rejection



Most people find it hard to envisage how many times a successful person such as Jack Ma had to face rejection and crushing disappointments. He applied for a KFC job for which 24 other people had also applied, and he was the only one who was turned down! He applied for admission into Harvard University and got precluded 10 times! But he never lost hope. Jack Ma took every rebuff as a lesson and worked harder the next time. With Alibaba, many friends backed out of his decision of starting an online B2B company but he made it happen with the help of a few who stood by him through thick and thin.

10. Don't Complain, Look For Opportunities

There are times when people don't taste success in spite of putting in their best. Dejected people resort to complaining and whining, and take all pitfalls they encounter at the start of their venture negatively. Instead you should look for the right opportunities to make things happen for you. Alibaba was also not an instant success in its early years but moved gradually to the position where it is today. At a crucial time when Alibaba was looking to outplay eBay in the USA, Yahoo! invested US\$ 1 billion in it and that was the turning point in the history of Alibaba.



Final Word

Jack Ma embodies the traits necessary to make him the leader in his field. It is indeed an inspiration to all, and the lessons gleaned from this article are highly applicable not only to entrepreneurs – but to us here in Lion Group. Whether you are an executive looking to climb the corporate ladder, or a manager leading a department, take your cues from this visionary personality and together we can lead our organisation to greater heights.

Adapted from: <https://blog.taskque.com/leadership-secrets-jack-ma-alibabas/>

CEDR YEAR-END BASH!

CEDR recently held its annual year-end gathering themed "Better You, Better Me, Better Us", in line with the objective of "expanding horizons, to think creatively out of the box, fostering better team relationships leading to the New Year!" This annual event which comprised both physical activity and indoor learning session by an invited facilitator was meant to foster team spirit and to take stock of its achievements throughout the past year, and to understand how the company and employees can improve themselves to move forward in the coming year.



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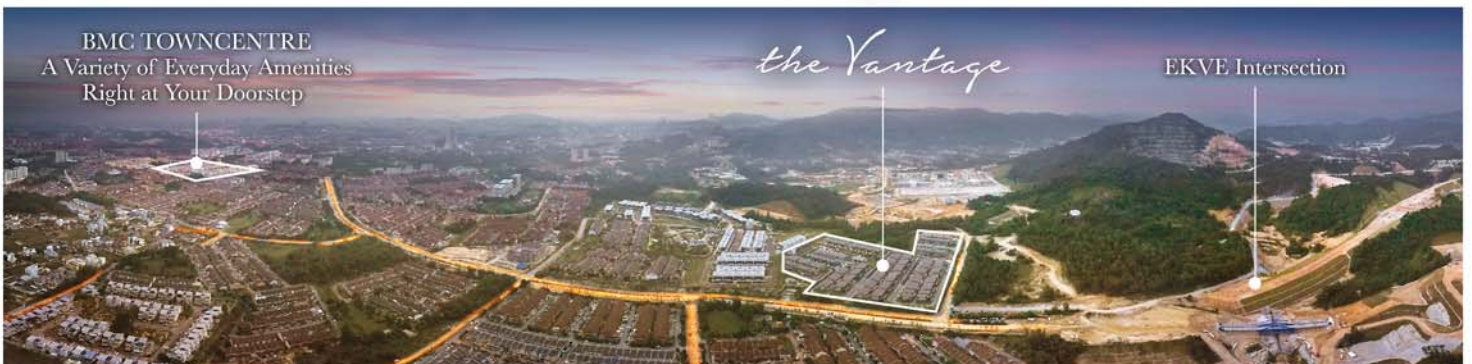
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