

HARI RAYA AIDILFITRI CELEBRATIONS



- ▶ Briefing for Scholarship Applicants
- ▶ Talk on Cyber Security Awareness
- ▶ Big Data is the New Natural Resource to Businesses
- ▶ 7 Job Skills of the Future



BRIEFING FOR SHORTLISTED LPF



► Group photo of scholarship applicants with Lion Group staff.
 ► Gambar berkumpulan calon-calon penerima biasiswa bersama kakitangan Kumpulan Lion.



► Ms Penny Chong briefing the applicants on the Group's businesses and activities.
 ► Cik Penny Chong menyampaikan taklimat mengenai Kumpulan Lion dan aktiviti kepada calon-calon penerima biasiswa.



► Activities to assess the applicants' teamwork and leadership qualities.
 ► Aktiviti untuk menguji kualiti kepimpinan dan kerja berpasukan.



► Ex-scholars' sharing sessions by (from left) Tan Ying Kuan, Nur Fardeana Enche Nadzmy and Fairuza Syahira Ishak.
 ► Perkongsian oleh bekas pemegang biasiswa (dari kiri) Tan Ying Kuan, Nur Fardeana Enche Nadzmy dan Fairuza Syahira Ishak.

SELANGOR STATE HARI RAYA OPEN HOUSE

Lion Group Chairman, Tan Sri William Cheng attended the Hari Raya Open House organised by Selangor State recently. Also present were Property Division Managing Director, Mr Young Pei Feei; General Manager – Mining Operation & Extraction, Mr Wong Weng On and Senior Manager – Government Relations, Puan Puteri Norashikin Abu Bakar.



► (Seated, right) Tan Sri William Cheng with Selangor State Director of Land & Mine, Dato' Zulkefli Khalid; Deputy Director – Management, Puan Elya Marini Darmin (centre and left, respectively), Mr Wong Weng On, Mr Young Pei Feei and Puan Puteri Norashikin (standing 4th, 5th and 6th from right, respectively) with officials from Selangor State Land & Mine Department.
 ► (Duduk, kanan) Tan Sri William Cheng dengan Pengarah Tanah dan Galian Negeri Selangor, Dato' Zulkefli Khalid; Timbalan Pengarah - Pengurusan, Puan Elya Marini Darmin (masing-masing tengah dan kiri), Encik Wong Weng On, Encik Young Pei Feei dan Puan Puteri Norashikin (masing-masing berdiri 4, 5 dan 6 dari kanan) dan pegawai dari Jabatan Tanah dan Galian Negeri Selangor.



► Tan Sri William Cheng and Mr Young Pei Feei sharing a light moment with Dato' Zulkefli Khalid.
 ► Tan Sri William Cheng dan Encik Young Pei Feei beramah mesra dengan Dato' Zulkefli Khalid.

SCHOLARSHIPS' APPLICANTS

Lion-Parkson Foundation (LPF) organised a briefing session for the shortlisted applicants for its scholarship awards on 13 June 2019 followed by the final interview the next day.

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 Corporate Consultancy Senior Manager, Ms Penny Chong.

Tan Ying Kuan and Nur Fardeana Enche Nadzmy, 2014 and 2015 LPF scholars respectively, who are currently attached to Property Division as Project Executives and 2015 scholar, Fairuza Syahira Ishak, Floor Executive at Parkson Corporation shared their internship and work experience with the applicants. The session also included some games to assess the students' teamwork and leadership qualities.

TAKLIMAT KEPADA CALON PEMEGANG BIASISWA LPF

Yayasan Lion-Parkson (LPF) menganjurkan satu sesi taklimat untuk calon-calon biasiswa yang disenarai pendek pada 13 Jun 2019, dan diikuti dengan temuduga akhir pada hari berikutnya.

Sesi ini dimulai dengan taklimat mengenai Kumpulan Lion oleh Pengurus Kanan CeDR Corporate Consultancy, Ms Penny Chong untuk memberi gambaran yang lebih jelas tentang aktiviti perniagaan Kumpulan kepada calon-calon pemegang biasiswa serta penerangan mengenai aktiviti-aktiviti LPF dan program biasiswanya.

Tan Ying Kuan dan Nur Fardeana Enche Nadzmy, masing-masing pemegang biasiswa tahun 2014 dan 2015, yang kini bertugas di Bahagian Hartanah sebagai Eksekutif Projek serta pemegang biasiswa tahun 2015, Fairuza Syahira Ishak, Floor Executive di Parkson Corporation berkongsi pengalaman menjalani latihan industri dan kerjaya mereka. Antara aktiviti di sesi ini termasuk beberapa permainan untuk menilai kualiti kerja berpasukan dan kepimpinan calon-calon.

金狮百盛基金会奖学金候选人简报会

金狮百盛基金会（基金会）于2019年6月13日为入选的奖学金候选人举办一场简报会，并于次日进行了最后一轮的面试。

简报会以企业介绍作为开场，让学生们可以对集团的业务营运有更深入的了解。接着是由CeDR企业咨询高级经理张佩妮讲解基金会的活动和奖学金得主的规划。

往年的奖学金得主也各自与候选人分享他们的实习和工作经验，他们分别为2014年基金会奖学金得主陈荣权和2015年基金会奖学金得主Nur Fardeana Enche Nadzmy，现在分别在产业业务部担任项目执行官。2015年奖学金得主Fairuza Syahira Ishak，现在在百盛机构担任楼层管理员。简报会也包括一些游戏，用以评估学生的团队合作精神和领导素质。

LION-PARKSON FOUNDATION BOARD OF TRUSTEES MEETING

Lion-Parkson Foundation (LPF) had its Board of Trustees meeting on 20 June 2019, chaired by its Chairman, Puan Sri Chelsia Cheng. Present at the meeting were Trustees, Datuk CS Tang, Dr Yulduz Emiloglu and Dr Chua Siew Kiat, and the management team.

LPF started in 1990 and has todate, contributed about RM38 million to education and charity. With Lion Group's other charitable fund namely Lion Group Medical Assistance Fund now merged with LPF, it will also receive and consider applications for financial aid for medical purposes.



► (Seated from left): Datuk CS Tang, Dr Yulduz Emiloglu, Puan Sri Chelsia Cheng; Company Secretary, Ms Chan Poh Lan and Dr Chua Siew Kiat with the management team.
 ► (Duduk dari kiri): Datuk CS Tang, Dr Yulduz Emiloglu, Puan Sri Chelsia Cheng; Setiausaha Syarikat, Cik Chan Poh Lan dan Dr Chua Siew Kiat dengan pasukan pengurusan.

1 CORPORATE UPDATES	Briefing For Shortlisted LPF Scholarships' Applicants
	Selangor State Hari Raya Open House
	Lion-Parkson Foundation Board Of Trustees Meeting
	Cyber Security Awareness Talk
	Donation Of Dialysis Machine
	Big Data Is The New Natural Resource To Businesses
	Solo Art Exhibition : Peaceful Series
6 SERVICES DIVISION	Parkson Credit Hari Raya Celebrations
	Happenings @ SECOM - Ramadan Food Distribution - Aidil Fitri Open House
8 STEEL DIVISION	Amsteel Mills' Hari Raya Open House
8 RETAIL & TRADING DIVISION	POSIM SRC Organised Luncheon
	Festive Shopping And Buka Puasa With Parkson
	Parkson Card At Grand Bazaar Ramadan Raya
	Parkson Spring Summer 2019 Prize Presentation Ceremony
	HI-REV "Celebrate With The ARRC Champion" Contest Winners
12 LEARNINGLINK	7 Job Skills Of The Future
	CeDR Activities - Why Employer Branding Matters
14 PROPERTY & COMMUNITY DEVELOPMENT DIVISION	Serimba, Bandar Bukit Mahkota
15 RETAIL & TRADING DIVISION	Okaidi

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EDITOR'S MESSAGE

Hari Raya Aidil Fitri is celebrated by the Muslim community and enjoyed by all Malaysians alike. The recent festivities of Hari Raya saw many of us celebrating with our Muslim friends in the spirit of muhibbah. Our companies also joined in the festivities by having get-togethers for their staff, which also serves as a platform to foster better relations amongst them. Some added the element of competition and fun by having the staff decorate their workplace accordingly. Parkson celebrated the month of Ramadan with a 'buka puasa' with its customers.

The Internet provides a wealth of information and services. We rely on the Internet for many of our daily activities such as for work, communication, financial dealings, shopping, entertainment and more. For most of these activities, the Internet is indeed private and secure, but there is also a number of serious security risks that we must be aware of and take precautionary action.

Today, cyber security is a serious concern, and having the best technology is not enough. Human error is the biggest weakness that cyber attacks exploit, which means every person in the workplace or anywhere for that matter has a role to play in observing security. Do read and follow the tips on Cyber Security Awareness on page 4.

Our Lion-Parkson Foundation will once again be awarding scholarships to bright young Malaysians to pursue tertiary education in the local universities. This year's awards will be given out before the new academic session begins in September. As in previous years, the Foundation organised a briefing session for the shortlisted candidates who were briefed on the Group's business activities and the Foundation's Scholars Programme.

UTUSAN PENGARANG

Hari Raya Aidil Fitri dirayakan oleh masyarakat Islam dan turut diraikan oleh semua rakyat Malaysia. Hari Raya yang disambut baru-baru ini menyaksikan ramai di antara kita meraiikannya bersama rakan-rakan Muslim kita, bersesuaian dengan semangat muhibbah. Syarikat-syarikat kita turut meraikan Hari Raya bersama kakitangan masing-masing di mana ianya turut berfungsi sebagai platform untuk memupuk hubungan yang lebih baik sesama mereka. Ada juga yang menambah elemen persaingan dan keseronokan di mana kakitangan menghiasi tempat kerja mereka selaras dengan tema perayaan. Parkson meraikan bulan Ramadan dengan majlis 'berbuka puasa' bersama pelanggannya.

Internet sememangnya menyediakan pelbagai maklumat dan perkhidmatan. Kita bergantung kepada Internet untuk aktiviti harian seperti bekerja, berkomunikasi, urusan kewangan, membeli-belah, hiburan dan banyak lagi. Untuk kebanyakan aktiviti ini, Internet sememangnya bersifat peribadi dan terjamin, tetapi terdapat juga beberapa risiko keselamatan serius yang perlu kita ambil berat dan berwaspada.

Hari ini, keselamatan siber menyebabkan kebimbangan yang serius, dan memiliki teknologi terbaik masih belum menjamin yang ianya mencukupi. Kecuaian manusia adalah kelemahan terbesar yang mencetus eksplotasi serangan siber; ini bererti setiap seorang daripada kita walau di tempat kerja atau di mana saja mempunyai peranan untuk memastikan keselamatan siber sentiasa dititik beratkan. Sila baca dan ikuti panduan Kesedaran Keselamatan Siber di halaman 4.

Yayasan Lion-Parkson kita sekali lagi akan menganugerahkan biasiswa kepada belia Malaysia yang cemerlang untuk meneruskan pengajian tinggi mereka di universiti-universiti tempatan. Anugerah tahun ini akan diberikan sebelum sesi akademik baru bermula pada bulan September kelak. Seperti tahun-tahun sebelumnya, Yayasan menganjurkan satu sesi taklimat untuk calon-calon yang disenarai pendek mengenai aktiviti perniagaan Kumpulan dan Program Pemegang Biasiswa Yayasan.

CORPORATE UPDATES

CYBER SECURITY AWARENESS TALK

Group IT conducted the second session of its Cyber Security Awareness talk for employees at Lion Office Tower on 27 June 2019 to enable the staff to understand cyber security threats and learn to recognise the potential red flags that come in many forms with cleverly disguised techniques to fool the unsuspecting victims.

With more staff being aware of these cyber threats, the increased level of cyber security awareness will be an effective strategy in combating the cyber security issue.

The take-aways in the talk by Senior IT Manager, Mr Cheong Poh Heng are as follows:

1. Practice and follow what is recommended in the IT security policies

- Read the company's IT policies and guidelines
- Be aware of the DOs and DON'Ts

2. Keep anti-virus and software up to date

- Always use the latest version

3. Perform regular back-ups

- Keep two sets of back-up
- Store back-ups at different locations

4. Report security incidents in a timely manner

- Look out for abnormal things happening in your devices

5. Practice Stop, Think and Connect

- Pause for a second and read
- Ask questions



► All ears at the talk.
► Tekun mendengar penerangan.



► Mr Cheong Poh Heng interacting with the audience.
► Encik Cheong Poh Heng berinteraksi dengan penonton.



DONATION OF DIALYSIS MACHINE

Lion Group Medical Assistance Fund (LGMAF) donated a dialysis machine to Sai Ananda Haemodialysis Centre in Selayang, Selangor (photo) which provides free dialysis to needy patients who are not receiving any form of aid.

Since its inception in 1995, LGMAF has sponsored 22 dialysis machines worth about RM840,000 for dialysis centres operated by the National Kidney Foundation, Rotary Club and other Non-Governmental Organizations.

Todate, approximately RM8.9 million has been disbursed by LGMAF in the form of sponsorship for medical treatment to 948 individuals and purchase of equipment and medication for needy Malaysians as well as charitable organisations and medicine for medical camps.

LGMAF is now merged with Lion-Parkson Foundation (LPF) to streamline and facilitate the management and disbursement of funds by Lion Group for charitable purposes. In addition to LPF's focus on education and building a Home for special children, it will undertake to provide financial assistance to needy Malaysians seeking medical treatment in local hospitals or clinics.



► Machine donated by LGMAF at Sai Ananda Dialysis Centre.
► Mesin sumbangan LGMAF kepada Pusat Dialisis Sai Ananda.

BIG DATA IS THE NEW NATURAL RESOURCE TO BUSINESSES

In today's highly-connected digital world, big data is everywhere. We all have a digital footprint with almost everything we do online that can be analysed, quantified and used to track our trends, behaviours and insights.

What is Big Data?

Big data refers to large-sized data sets collected from various sources and applications. These collective data sets are obtained not only from the company's core systems but also from external sources such as websites, social media, mobile applications, or even sensor-enabled equipment. It offers in-depth information about the people a brand is targeting and it's changing the face of the retail world in a colossal way.



Big Data: Notable Benefits to Retail Sector

Retailers are constantly looking for the competitive edge i.e better ways to reach customers, more efficient customer journeys and opportunities to proactively meet customer needs etc. For the retail industry, big data means a greater understanding of consumer shopping habits and how to attract new customers. Big data analytics in retail enables companies to create customer recommendations based on their purchase history, resulting in personalized shopping experiences. Among the benefits are:

Personalizing Customer Experience

Big data helps retailers to understand their customers insights better, for the company to personalize marketing deals or products offering to the right segment of customers. Target marketing has proven to have higher conversion rate compared to mass marketing.

According to a study, 54% of consumers would consider terminating their relationship with a retailer if they don't benefit from the bespoke content, offers and deals.*

Predicting Customer Spending

By understanding data-based insights on customer spending habits, retailers can determine which of their products and services are most in-demand and which ones they should potentially stop offering. Not only can these insights serve to save cost and where to place investment, it will also help retailers to meet the customer's exact needs.

Operational Efficiency

With big data, a company can now analyse and assess production, customer feedback and returns, and other factors to reduce outages and anticipate future demand. Big data can also be used to improve decision-making and transform business processes by automating many manual tasks.

Conclusion

It is clear that big data is an essential component of any modern retailer's arsenal and without using such information, insights and metrics to their advantage, retailers could risk seriously falling behind the competition.

Companies planning to adopt big data solutions and strategies for their business must understand that the big data analytical processes and models require analytical capabilities which include statistics, spatial analysis, semantics, interactive discovery, and visualization.



In summary, big data helps companies to understand the wants, needs and desires of their customer base, understand demand, predict market trends, and to transform their business processes.

By: Hasnah Abd Rahman
(Parkson Corporation Sdn Bhd, IT Department)
Source: www.dataanalytics.report

PARKSON CREDIT HARI RAYA CELEBRATIONS



► Team Kampung Ketupat Cheese Leleh with a dance performance.
► Pasukan Kampung Ketupat Cheese Leleh mempamerkan tarian mereka.



► HR and Corporate Affairs team with their kampung house.
► Pasukan Sumber Manusia dan Hal Ehwal Korporat dengan rumah kampung mereka.



► Collection Team in their kampung house complete with coop and live chicks.
► Pasukan 'Collection' dengan rumah kampung mereka yang lengkap dengan reban ayam dan anak ayam.

In welcoming the Hari Raya Aidil Fitri celebration, Parkson Credit organised a competition themed 'Green Kampung' whereby the staff had five weeks to come out with creative ideas to decorate their office.

On 19 June 2019, judges were in awe to see the office transformed accordingly with the winner being the 12-member Team Kampung Ketupat Cheese Leleh, who had completely transformed their workspace into a mini kampung with highways complete with speed trap camera, shops, public services and even 'renovated' two cubicles into a kampung house with attap roofing, mosquito nets and wood panelling façade all woven into a balik-kampung narrative and topped off with a Hari Raya song-and-dance routine in costume.

The next day, the festivities continued with a Raya Potluck with an array of store-bought and homemade food at Parkson Credit's Operation Centre at Wisma Noble Land, next to Lion Office Tower. Some tested their culinary skills by joining the Best Raya Cuisine Competition. After judging for presentation, taste and relevancy to Hari Raya, the title of 'Best Raya Cuisine' went to Collection Department's Puan Juliza's Lontong dish.

In wrapping up the celebration was the Best Baju Raya Competition. After an improvised Fashion Show, the winners were Mohammad Sharie in the Men's Category and Ros Atika in the Woman's Category. All in, the Green Kampung event was considered a great avenue for channelling staff creativity and promoting fun and unity.

BEST RAYA CUISINE



• Lontong with ketupat and rendang.
• Nasi dagang with teh tarik.
• Soto ayam.



► Best Baju Raya finalist with winners: Mohamad Sharie (bottom row, 4th from right) and Ros Atika (top row, extreme right).
► Finalis Pertandingan Baju Raya Terbaik, di mana Mohamad Sharie (baris depan, 4 dari kanan) dan Ros Atika (baris belakang, paling kanan) muncul Pemenang.

SOLO ART EXHIBITION : PEACEFUL SERIES



Mr Ng Ho Peng, PA to our Group Executive Chairman, Tan Sri William Cheng, will be staging his first solo art exhibition entitled "Peaceful Series" at PINKGUY Gallery at No. 51-1, Jalan Telawi 3, Bangsar Baru in Kuala Lumpur on 28 September 2019, which will be officiated by Tan Sri William. Mr Ng discovered his love for painting during his schooldays and attended an external course at the Malaysian Institute of Art. He has produced many colorful and striking pieces and murals based on his keen observations and experiences.

HAPPENINGS @ SECOM RAMADAN FOOD DISTRIBUTION

On 16 and 17 May 2019, in conjunction with the holy month of Ramadan, Secom's Operations and HR Division staff distributed food packs to the personnel at depots and on assignments in the Klang Valley as well as the HQ in Shah Alam to break fast, while the outstation assignments and depots were handled by their respective leaders. This annual event is part of the employee engagement programme in appreciation of the staff for their hard work and dedication to the company.



AIDIL FITRI OPEN HOUSE

Secom celebrated Hari Raya Aidil Fitri with an 'Open House' for its employees and their family members at its HQ on 21 June 2019. Everyone helped themselves to the array of delicious food served such as *lemang*, *rendang*, grilled lamb, *roti jala* and more. Children had an enjoyable time with the clown show and sand art. Guests received a goody bag each whilst the children were given *duit raya*.



AMSTEEL MILLS' HARI RAYA OPEN HOUSE

More than 300 people attended Amsteel Mills' Hari Raya Aidil Fitri Open House with many donning Hari Raya outfits. Everyone enjoyed themselves to the traditional Hari Raya spread such as *ketupat palas*, *nasi impit*, *rendang*, *lodeh* and other delicious delicacies.



POSIM SRC ORGANISED LUNCHEON

POSIM's Sports and Recreation Club organised a potluck luncheon to usher in the fasting month of Ramadan on 2 May 2019. Everyone chipped in for the preparation of the food and drinks, and enjoyed themselves at the luncheon, with members complimenting each other on the delicious food served and mingling around to foster better relations. Executive Director of Posim Marketing, Mr Cheah Chee Ngen was present at the event.



FESTIVE SHOPPING AND BUKA PUASA WITH PARKSON

A celebrative mood filled Parkson East Coast Mall and Parkson IOI City Mall on 18 May 2019 and Parkson MyTOWN Shopping Centre on 19 May 2019 as these stores organised a one-day 'Festive Shopping and Buka Puasa with Parkson'.

There were lots of great deals and promotions from popular brands and also 'happy hour' sales exclusively for the day. Guests had a fun time participating in the activities organised such as games, performances, gifts redemption, lucky draw, photobooth session, cooking demonstration and many more. Everyone enjoyed the activities and delicious spread served during the 'buka puasa'.

Parkson East Coast Mall



Parkson IOI City Mall



Parkson MyTown Shopping Centre



PARKSON CARD AT GRAND BAZAAR RAMADAN RAYA

Parkson Card Roadshow Team participated in the Grand Bazaar Ramadan Raya organised by TV3 at Kuala Lumpur Sports City Stadium in Bukit Jalil from 15 May to 4 June 2019 to recruit new Parkson Card members as well as to reward existing members.

New Parkson Card Gold members received a Parkson Card foldable zip bag whilst the first 1,000 existing card members who flashed their card at the booth each day received a RM10 Parkson voucher which can be used for any purchase of RM100 in a single receipt at any Parkson store.



PARKSON SPRING SUMMER 2019 PRIZE PRESENTATION CEREMONY

Parkson held a prize presentation ceremony for the six winners of Parkson Spring Summer 2019 contest at Parkson Pavilion on 28 June 2019.

Parkson Card members who spent an accumulative of RM500 and more from 5 April to 5 May 2019 were automatically in the running for the 3 days 2 nights Staycation at Pavilion Hotel in Kuala Lumpur. Parkson Assistant General Manager – Operation, Mr Fang Teck Cheong and Hotel Manager of Pavilion Hotel managed by Banyan Tree, Mr Juan Carlos (bottom photos - right and left, respectively) gave away the prizes to three of the winners present at the ceremony. Other winners were Ms Ravigadevi, Ms Aerin Wong and Cik La Azila Ahmad.



► Encik Mohd Rozaidi.



► Cik Mardiatul Faizah representing Encik Mohamad Piruz Abdul Rahman



► Mr Ng Chee Kean on behalf of Ms Loo Saw Li

HI-REV “CELEBRATE WITH THE ARRC CHAMPION” CONTEST WINNERS

In celebrating its victory as the Champion Team in the Asia Road Racing Championship 2018, HI-REV organised the “Celebrate with the ARRC Champion” photo contest from 15 January to 15 April 2019. The contest was open to customers who purchased HI-REV lubricants and were required to submit their most creative photo taken with HI-Rev. The judging of the entries received was held on 28 May 2019 by Senior Manager, Corporate Communications, Puan Fauziah Harun; Mr Justin Hong from Motorbugs Magazine and Encik Khairil from Roadstar Magazine.

Congratulations to the following winners:



► HI-REV Marketing Manager, Mr Eugyne Wong (far left) and General Manager, Ms Valerie Poon (far right) with judges (from left) Mr Justin Hong, Puan Fauziah Harun and Encik Khairil.

► Pengurus Pemasaran HI-REV, Encik Eugyne Wong (paling kiri) dan Pengurus Besar, Cik Valerie Poon (paling kanan) bersama para pengadil (dari kiri) Encik Justin Hong, Puan Fauziah Harun dan Encik Khairil.



1st Prize - Encik Rijal Aulia Abdullah Abu Rijal



2nd Prize - Encik Mohamad Shahizam Md Yusof



3rd Prize - Cik Ng Chin Wei

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7 JOB SKILLS OF THE FUTURE (THAT AI AND ROBOTS CAN'T DO BETTER THAN HUMANS)

While AI is making exponential advances year after year, the popular media often like to exaggerate what it is capable of for the sake of eye-catching headlines and anxiety-inducing news soundbites. The truth is, while technology is making great strides in simplifying and automating some work, the truth is that many of these tasks are actually much simpler and fewer than you might think.




Stanford Professor Andrew Ng, writing for the Harvard Business Review, has a good rule of thumb for determining which types of jobs are ripe for automation: “If a typical person can do a mental task with less than one second of thought, we can probably automate it using AI either now or in the near future,” he writes.

As these technologies develop and become more universal, we probably will see humans losing jobs to computers (though not Star Wars-style sentient robots) in the near future. Jobs currently held by humans that are likely to be outsourced to computers, including jobs like receptionists, telemarketers, bookkeeping clerks, proofreaders, delivery couriers, and even retail salespeople.

Jobs AI can't do better than humans

Many jobs require additional and very human qualities like communication, empathy, creativity, strategic thinking, questioning, and dreaming. Collectively, we often refer to these qualities as “soft skills,” but don’t let the name fool you; these soft skills are going to be hard currency in the job market as AI and technology take over some of the jobs that can be performed without people. For example:

	Empathy and communication: While AI is being used in medical applications to do things like more accurately detect diseases on a scan, I certainly wouldn't want to get a robocall to break the news that I have cancer. Even though we are making strides towards affective computing, we are a long way away from any technology that can genuinely recognize human emotions and respond to them appropriately, so any job that requires empathy like primary care physicians, caregivers, and therapists are unlikely to be outsourced to technology any time soon.
	Critical thinking: I love the old science fiction shows where the human asks the computer what they should do in a terrible situation, and the computer predicts a 99 percent probability of failure — but the human goes and does the thing anyway, and usually succeeds. To me, it's a beautiful metaphor for the fact that, no matter how advanced our AI may be, we still need a human to make judgments and critical decisions, even to “go with our gut,” in certain situations. A more contemporary example might be that law firms are employing AI to help identify relevant documents in legal cases, but we still need a human judge to adjudicate a decision. (A computer judge and jury would be an entirely different sci-fi horror story in the making.)
	Creativity: Computer programs are good at spitting out a number of options, but they're not necessarily good at providing quality of creative choices. While AI can technically produce food, music, or art, the results can be... Well, less than inspiring. We've probably all seen the funny lists of AI-generated recipes or paint colors or even inspirational quotes. Any job that requires true creativity, such as writers, engineers, inventors, entrepreneurs, artists, musicians, etc., are probably safe for a long while based on these results.
	Strategy: In business especially, we're beginning to see a lot of automation of marketing practices and the like. For example, I can tell a program to send a Tweet for me at a particular time of day, every day. And while these can be huge time savers, the automation tools are just that: tools. They don't provide the overall strategy needed to give the individual tasks meaning and relevance. Any job that requires strategic thinking is likely to be safe, and improving your skills in that area can help robot-proof your job

	Technological management, installation, and upkeep: Until the robots have robots of their own to install and maintain them, humans are going to be needed to design, plan, install, manage and maintain any robotics, technology, or AI systems. This takes us back to my first point about understanding what technology is capable of; the more familiar you are with the technology, the more valuable you will be in helping implement and maintain it.
	Physical skills: While robots are being created that can do increasingly tricky things, like make your morning latte, there are still a significant number of physical skills robots haven't mastered. Additionally, we humans seem to love to watch each other accomplish incredible physical feats (the World Cup is just one example). So if you have any amazing physical skills, from crafting to sport, you're also safe for now.
	Imagination and vision: Finally, one quality I can't quite imagine a robot or AI ever possessing is just that: imagination. The way AI currently works is by taking existing data and making logical inferences based on parameters we give it. Imagination and dreaming are not programmable skills. Activists, entrepreneurs, visionaries, thought leaders, authors, speakers and others have a distinct advantage over technology in this field, and that isn't going to change any time soon.

In short, if you're concerned that your job might be one day outsourced to technology, the best thing you can do right now is work on your soft skills. Work on communication, strategic thinking, problem-solving, empathy, and creativity. It might eventually save your career from being taken over by robots, and even earn you a pay rise in the near future as well.

Sourced & adapted from: <https://www.forbes.com/sites/bernardmarr/2018/08/06/7-job-skills-of-the-future-that-ais-and-robots-cant-do-better-than-humans/#13f651c6c2e9>

CeDR ACTIVITIES

WHY EMPLOYER BRANDING MATTERS

CeDR held the bimonthly Learn Net Meeting for Learning Coordinators and HR personnel on 23 April 2019, led by Sumit Pillai speaking about Employer Branding. Sumit is a current participant of the Australian Certificate IV in Training & Assessment (TAE40116).




The talk was designed to provide awareness of the importance of employer branding and how to find the best stories in our organisation to support our organisation's unique brand.

- Employer Branding and Storytelling
- Employer Brand Stories: Find your position as an employer
- Employee Storytelling: Where to find the best stories and story-tellers in your organisation

The session was indeed eye opening, with Sumit leading the talk with ease, and injecting examples and case studies to pique our interest. Suffice to say, everyone left the session with a new perspective on the current situation in their OCs, and ideas on how to move forward.



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