

Lion Today

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COVID-19 IMMUNISATION TASK FORCE



PARKSON

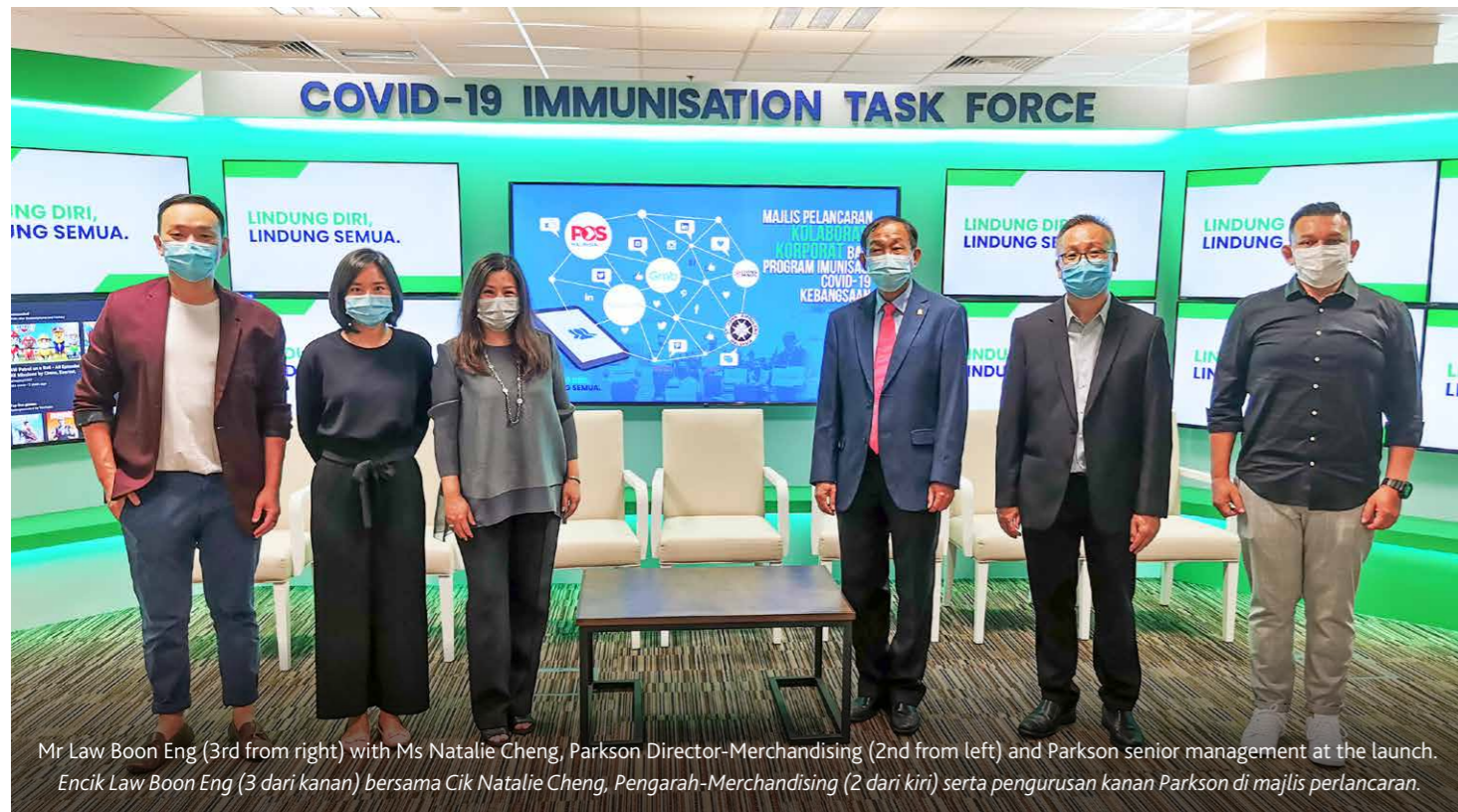
COLLABORATES WITH CITF FOR
COVID-19 IMMUNISATION PROGRAMME

#Stayherelah
Campaign

HI-REV Launches
Latest API SP
Gasoline
Engine Oil

Lion-Parkson
Foundation
Appoints
New Trustee

2021 Chinese
New Year
Calligraphy
Sale



#ParksonMalaysia #COVID19Vaccine

CENTRAL / TENGAH / 中马

- 1 Parkson Elite Pavilion Kuala Lumpur
- 2 Parkson Elite 1Utama Shopping Centre
- 3 Parkson Alamanda Shopping Centre, Putrajaya
- 4 Parkson IOI City Mall
- 5 Parkson Evo Mall, Bangi
- 6 Parkson Subang Parade Shopping Centre

NORTH / UTARA / 北马

- 7 Parkson Elite Gurney Plaza, Penang
- 8 Parkson Sunway Carnival Mall, Seberang Jaya
- 9 Parkson Aman Central, Kedah
- 10 Parkson Ipoh Parade, Perak

SOUTH / SELATAN / 南马

- 11 Parkson Paradigm Mall, JB
- 12 Parkson Mahkota Parade, Malacca
- 13 Parkson Seremban Prima, Negeri Sembilan

EAST COAST / PANTAI TIMUR / 东海岸

- 14 Parkson Kuantan City Mall, Kuantan, Pahang

EAST MALAYSIA / MALAYSIA TIMUR / 东马

- 15 Parkson The Spring, Kuching, Sarawak
- 16 Parkson Bintang Megamall, Miri, Sarawak
- 17 Parkson The Spring Bintulu, Sarawak
- 18 Parkson Wisma Sanyan, Sibul, Sarawak
- 19 Parkson Imago Shopping Mall, Kota Kinabalu, Sabah
- 20 Parkson One Borneo Hypermall, Kota Kinabalu, Sabah



PARKSON COLLABORATES WITH CITF FOR COVID-19 IMMUNISATION PROGRAMME

Parkson Corporation is collaborating with the Government to boost the national Covid-19 vaccine rollout.

At the launch of the Corporate Collaboration for Covid-19 Immunisation Programme on 31 March 2021, Vaccine Minister and Chairman of the Covid-19 Immunisation Task Force (CITF), YB Khairy Jamaluddin announced that Parkson along with Pos Malaysia, Grab, St John Ambulance Malaysia and Living Minds have agreed to help CITF to boost the National Covid-19 Immunisation Programme. Group Executive Chairman, Tan Sri William Cheng; Parkson

COO, Mr Law Boon Eng and Parkson management were present at the event.

All 40 Parkson stores nationwide have set up vaccine registration centres to assist people to register for the vaccination. Customers can visit the Customer Service Counter to be guided on how to download the MySejahtera app and to sign up for the vaccine.

Kicking off on 4 April 2021, Special Booths are set up in 20 Parkson stores (listed on page 1) where the registration guidance and educational information on the vaccine, from CITF are displayed.

Cover picture: Tan Sri William Cheng (2nd from right) with YB Khairy Jamaluddin (3rd from right) and other corporate sponsors.

PARKSON BEKERJASAMA DENGAN CITF UNTUK PROGRAM IMUNISASI COVID-19

Parkson Corporation menjalin kerjasama dengan pihak Kerajaan untuk menayakan pelaksanaan vaksin Covid-19 kebangsaan.

Di majlis pelancaran Program Kerjasama Korporat untuk Program Imunisasi Covid-19 pada 31 Mac 2021, Menteri Vaksin dan Pengerusi Badan Bertindak Imunisasi Covid-19 (CITF), YB Khairy Jamaluddin mengumumkan bahawa Parkson bersama Pos Malaysia, Grab, St John Ambulance Malaysia dan Living Minds telah bersetuju untuk membantu CITF merencanakan Program Imunisasi Covid-19 Kebangsaan. Pengerusi Eksekutif Kumpulan, Tan Sri William Cheng; COO Parkson, Encik Law Boon Eng

dan pengurusan Parkson hadir di majlis tersebut.

Kesemua 40 stor Parkson di seluruh negara telah membuka pusat pendaftaran vaksin bagi membantu orang ramai mendaftar untuk mendapatkan vaksinasi. Pelanggan boleh mengunjungi Kaunter Perkhidmatan Pelanggan untuk mendapatkan bimbingan mengenai cara memuat turun aplikasi MySejahtera dan mendaftar untuk suntikan vaksin.

Bermula 4 April 2021, Kaunter Khas dibuka di 20 stor Parkson (tersenarai di muka surat 1) di mana panduan untuk pendaftaran serta maklumat pendidikan mengenai vaksin, dari CITF dipamerkan.

Gambar muka hadapan: Tan Sri William Cheng (2 dari kanan) bersama YB Khairy Jamaluddin (3 dari kanan) serta penaja lain.

百盛与CITF合作推动全国冠病疫苗接种计划

百盛集团与政府合作，一起推动全国冠病疫苗接种计划。

冠病疫苗接种特工队（CITF）协调部长凯里在2021年3月31日主持“企业合作推动全国冠病疫苗接种计划”推介礼时宣布，百盛集团与大马邮政公司、Grab、大马圣约翰救护机构和Living Minds已同意与CITF合作，共同推动冠病疫苗接种计划。集团执行董事长丹斯里锺廷森、百盛首席营运员刘文英以及百盛管理层也出席推介活动。

全国40间百盛百货公司已设立协助登记接种柜台。顾客可以前往客户服务柜台获取有关如何下载MySejahtera应用程序和登记接种疫苗指南。

从2021年4月4日开始，百盛百货公司将在20家分行（请参考第一页列表）设立特别柜台，展示来自CITF的疫苗登记指南和教导资讯。

封面照片：丹斯里锺廷森（右2）与部长凯里（右3）以及其他企业赞助商。

LION INDUSTRIES CORPORATION BERHAD EGM

Lion Industries Corporation Berhad (LICB) held its Extraordinary General Meeting on 8 February 2021. Present at the Broadcast Venue at Level 16 Lion Office Tower were LICB Chairman, YM Dato' Raja Zainal Abidin and Company Secretary, Ms Wong Po Leng (top photo) whilst Managing Director, Tan Sri Albert Cheng and other directors, Dato' Kamaruddin@Abas bin Nordin, Dato' Nik Rahmat bin Nik Taib, Ms Yap Soo Har and Ms Serena Cheng joined in remotely.



CONTENTS

1 - 2

CORPORATE UPDATES

- Parkson Collaborates with CITF for Covid-19 Immunisation Programme

3 - 4

CORPORATE UPDATES

- Lion Industries Corporation Berhad EGM

EDITOR'S MESSAGE

5 - 6

STEEL DIVISION

- Happenings@Amsteel
- Gotong Royong ISO 14001
- Fire Drill

RETAIL & TRADING DIVISION

- HI-REV Launches Latest API SP Gasoline Engine Oil
- Parkson Sponsors Prizes for ACCC 100th Anniversary Song Audition

5 - 6

CORPORATE UPDATES

- Lion-Parkson Foundation Appoints New Trustee

7 - 9

RETAIL & TRADING DIVISION

- Parkson X "Wu Huang Wan Shui": Spring Cosmetics Festival
- Parkson X Lingling Mak: Lunar New Year Campaign
- "Self-embodied Art-land" Exhibition at Parkson Wuxi

COMMUNITY RELATIONS

- 2021 Chinese New Year Calligraphy Sale
- RM1 Million Aid from Pan Malaysian Pools for 80 Welfare Homes

SERVICES DIVISION

- Parkson Credit Conducts Virtual Upskilling & Refresher Sessions

10 - 13

SERVICES DIVISION

- Events@SECOM
- 2020 Dividend Presentation to Koperasi Polis Diraja Malaysia
- Guardhouse & Hostel Sanitising
- 2021/2022 Budget & Sales Direction

COMMUNICO

- Crisis Management Readiness - Post-Pandemic

LEARNING LINK

- Managing Presentation Nerves
- CeDR Bite-sized Online Learning Sessions

14 - 15

PROPERTY DIVISION

- StayHereLah Campaign

RETAIL & TRADING DIVISION

- parksononline.com.my

EDITORIAL

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EDITOR'S MESSAGE

It is more than a year since the first MCO was imposed on 18 March 2020. Since then, we have experienced so many challenges and upheavals where Business Unusual is the norm with the emphasis on ensuring a safe and healthy workplace for all employees and other stakeholders, on top of business continuity concerns. This involves compliance with all SOPs stipulated by the National Security Council (or MKN) i.e. provide MySejahtera QR Code and manual registration, body temperature scanner, hand sanitizer, face mask, social distancing, sanitizing at high contact points, and etc.

With the launching of the National Covid-19 Immunisation Programme in February this year, the Prime Minister, YAB Tan Sri Muhyiddin Yassin had announced that "the Government's strategy is to ensure as many residents in Malaysia as possible will receive the covid-19 vaccine to save lives in the fastest possible time. The vaccine will be provided for free to all citizens and non-citizens of Malaysia. Once the vaccine rollout is completed, the hope is that our national economy will be able to recover and the lives of the rakyat will improve. However,

we must still take precautionary steps to ensure that the pandemic does not reoccur."

Our Parkson Corporation is collaborating with the Government's Covid-19 Immunisation Task Force (CITF) to boost the vaccine rollout. With its network of 40 Parkson stores throughout the country, we are able to reach out to as many people as possible, to help them to download the MySejahtera app and/or to register for the vaccination via the app. Special Booths have been set up in 20 Parkson stores covering the Central, Northern, Southern and Eastern zones as well as Sabah and Sarawak to provide educational materials on Covid-19 vaccine and to help with the MySejahtera download and vaccine sign-ups.

Our individual health and wellbeing is important to ensure the collective health of our families and communities which is necessary for businesses to recover and flourish, and the economy to regain its momentum.

Lindung Diri, Lindung Semua.

Protect Self, Protect All.

UTUSAN PENGARANG

Kini telah lebih dari setahun sejak PKP pertama dikuatkuasakan pada 18 Mac 2020. Sejak itu, pelbagai cabaran dan kekecohan telah kita lalui di mana Perniagaan Di Luar Kebiasaan menjadi norma dengan penekanan untuk memastikan tempat kerja yang selamat dan sihat bagi semua pekerja dan pihak berkepentingan yang lain, di samping kesinambungan perniagaan. Ini melibatkan pematuhan kepada semua SOP yang ditetapkan oleh Majlis Keselamatan Nasional (MKN), seperti menyediakan Kod QR MySejahtera dan pendaftaran secara manual, pengimbas suhu badan, pensanitasi tangan, pelitup muka, penjarakan sosial, mensanitasi tempat yang kerap disentuh orang ramai, dan lain-lain.

Ketika melancarkan Program Imunisasi Covid-19 Nasional pada bulan Februari tahun ini, Perdana Menteri, YAB Tan Sri Muhyiddin Yassin telah mengumumkan bahawa "strategi Kerajaan adalah memastikan seramai mungkin penduduk di Malaysia mendapat vaksin Covid-19 bagi menyelamatkan nyawa dalam tempoh secepat mungkin. Vaksin akan diberikan secara percuma kepada semua warganegara dan bukan warganegara Malaysia. Apabila proses vaksinasi selesai, kita berharap ekonomi negara kita dapat

pulih dan kehidupan rakyat akan bertambah baik. Namun, kita masih harus mengambil langkah berjaga-jaga untuk memastikan bahawa pandemik itu tidak berulang."

Parkson Corporation bekerjasama pihak Kerajaan menerusi Badan Bertindak Imunisasi Covid-19 (CITF) untuk merencanakan pelaksanaan vaksin. Dengan rangkaian 40 stor Parkson di seluruh negara, kita dapat menjangkau seramai mungkin orang, untuk membantu mereka memuat turun aplikasi MySejahtera dan/atau mendaftar untuk vaksinasi melalui aplikasi tersebut. Terdapat Kaunter Khas di 20 stor Parkson di zon Tengah, Utara, Selatan dan Timur serta Sabah dan Sarawak yang menyediakan bahan pendidikan mengenai vaksin Covid-19 serta untuk membantu memuat turun MySejahtera dan mendaftar untuk suntikan vaksin.

Kesihatan dan kesejahteraan seseorang individu adalah penting untuk memastikan kesihatan kolektif keluarga dan komuniti kita, supaya perniagaan dapat pulih dan maju, serta ekonomi mendapat kembali momentumnya.

Lindung Diri, Lindung Semua.

HAPPENINGS@AMSTEEL

Gotong Royong
ISO 14001

On 31 March 2021, Amsteel Mills Klang organised its annual gotong royong exercise in view of the ISO 14001 Environmental Management System Policy Audit. About 300 staff from all levels joined hands to spruce up the company's premises.



Fire Drill

Amsteel Mills conducted a fire drill at its office premises on 30 March 2021. The exercise was a success with everyone evacuating the premises and the Emergency Response Team managing to put out the fire and rescuing the 'injured staff' within the required period after the alarm was sounded.

HI-REV LAUNCHES
LATEST API SP GASOLINE ENGINE OIL

Posim Petroleum Marketing Sdn Bhd (PPM) is among the first few companies to launch API SP gasoline engine oil with the following specs in the local market:

- Fully Synthetic 8020-API SP/ILSACGF-6A SAE 0W-20
- Fully Synthetic 8140-API SP SAE 5W-40
- Fully Synthetic 8240-API SP MA10W-40



HI-REV 8000 Series is an advanced fully synthetic engine oil with Low Speed Pre-Ignition (LSPI) mitigation performance and superior oxidative stability for high compression Gasoline Direct Injection (GDI) engines and turbochargers to achieve the ultimate engine performance.

PARKSON
SPONSORS PRIZES FOR
ACCCIM 100TH
ANNIVERSARY
SONG AUDITION

The Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM) invited Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng to compose the theme song for its 100th Anniversary celebration.

Entitled 《领航》(Lead), the song which illustrates the 100-year inheritance and transformation, struggle and hard work of our forefathers, and the glory of ACCCIM was officially released on 20 March 2021.

In conjunction with this, ACCCIM is organising a Choir Recruitment to invite the public to audition to form a choir to sing the song. Parkson is sponsoring the prizes which include cash and vouchers for the three winners of the audition.



For more information on the song audition competition, please log onto ACCCIM's website at <https://www.acccim.org.my/ling-hang>.

LION-PARKSON FOUNDATION
APPOINTS NEW TRUSTEE

Lion-Parkson Foundation (LPF) is pleased to announce the appointment of Datin Wira Dr Tan Niap Ming to its Board of Trustees with effect from 11 January 2021.

Dr Tan specialises in Ophthalmology and is the Head and Resident Consultant Comprehensive Ophthalmologist and Refractive Surgeon at the Eye and Lasik Centre in Prince Court Medical Centre in Kuala Lumpur. She has 3 decades of experience as a medical officer and eye specialist, and is actively involved in the Malaysian Society of Ophthalmology and the Society's organising committees for several meetings and congresses. Dr Tan is the recipient of a distinguished service award and an achievement award in the field of Ophthalmology.

The Board of Trustees is confident that Dr Tan with her years of experience, service and attributes, will contribute in enhancing the competencies and effectiveness of the Board and LPF.

LPF was incorporated in 1985 to administer and disburse funds for education, scientific and charitable purposes including financial assistance for medical treatment. Since its launch in 1990, the Foundation has contributed about RM41 million to various charitable causes.

Its Board of Trustees comprises:

1. Puan Sri Chelsia Cheng – Chairman
2. Datuk CS Tang
3. Dr Yulduz Emiloglu
4. Dr Chua Siew Kiat
5. Datin Wira Dr Tan Niap Ming



Datin Wira
Dr Tan Niap Ming



PARKSON x "WU HUANG WAN SHUI": SPRING COSMETICS FESTIVAL

In celebrating International Women's Day, Parkson China Spring Cosmetics Festival collaborated with popular online IP "Wu Huang Wan Shui" to launch limited Parkson boxes for the Spring Festival, and a mini-programme entitled "Queen's Offer" whereby consumers could win red envelopes with cash inside and be eligible to purchase the limited number of gift boxes at a discounted price. The 2021 Parkson Spring Cosmetics Festival had successfully attracted 11,000 new members, gained significant exposure of more than 1.2 million views and interactions of over 700,000 times.

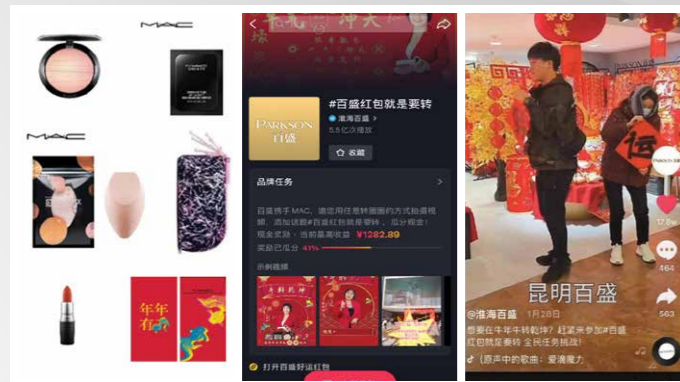


PARKSON x LINGLING MAK: LUNAR NEW YEAR CAMPAIGN

In conjunction with the Lunar New Year celebration, Parkson China collaborated with MAC to invite Hong Kong's well-known fortune-telling expert Lingling Mak to give away

100,000 red envelopes to consumers who participated in its activities on Tik Tok.

On 29 January 2021, Lingling Mak's personal Tik Tok account, Parkson's official account and official WeChat released information on the activities signifying the start of the campaign which lasted for nearly half a month. This was the first time for Parkson to broadcast on Tik Tok with a total of 1.02 billion videos played, and archived nearly 700,000 H5 interactions recorded (whereby H5 is the highest interaction for event or marketing mobile webpages shared on WeChat). The campaign drove traffic to Parkson stores as consumers who participated in the Tik Tok activities received their mystery gifts in-store.



"SELF-EMBODIED ART-LAND" EXHIBITION AT PARKSON WUXI

Parkson Wuxi and three well-known contemporary artistes; Santu Song, Yang Lu and Yi Xu jointly launched an exhibition entitled "Self-Embodied Art-Land", which enabled consumers to experience a new art concept through the multi-dimensional presentation of experiential interaction.

The collaboration represented Parkson's journey of its "young and trendy" transformation, and highlighted Parkson's fashionable and stylish

brand image which attracted the younger generations' attention and participation.



2021 CHINESE NEW YEAR CALLIGRAPHY SALE



Puan Sri Chelsia Cheng decided to adapt to the new normal whereby she worked from home in producing her calligraphy pieces to usher in the Lunar New Year. These pieces including cute caricatures of the cow by Puan Sri Chelsia and her family were on sale in Parkson stores at Pavilion KL, 1 Utama Shopping Mall, Sunway Velocity, Nu Sentral and Klang Parade, and also on Parkson Online in aid of charity. These pieces were also purchased by Chinese Chambers members and Puan Sri Chelsia's friends for charity.

For the past 11 years, Lion-Parkson Foundation (LPF) and Parkson Corporation Sdn Bhd had organized a yearly Chinese New Year (CNY) Calligraphy Charity Sale in aid of needy students in a few schools within Klang Valley.

The Charity Sale successfully raised RM55,525 with the expenses i.e red calligraphy paper, custom-made red card, ink, lamination and courier charges borne by Puan Sri Chelsia.

For 2021, LPF was not able to organize the Calligraphy Charity Sale in Parkson stores due to the Covid-19 pandemic and strict SOPs on public gatherings and events. Hence, LPF Chairman,

Over the past 11 years, from 2010 to 2020, the CNY Calligraphy Charity Sale had raised more than RM2.55 million to assist needy students in the participating schools.

RM1 MILLION AID from Pan Malaysian Pools for 80 Welfare Homes

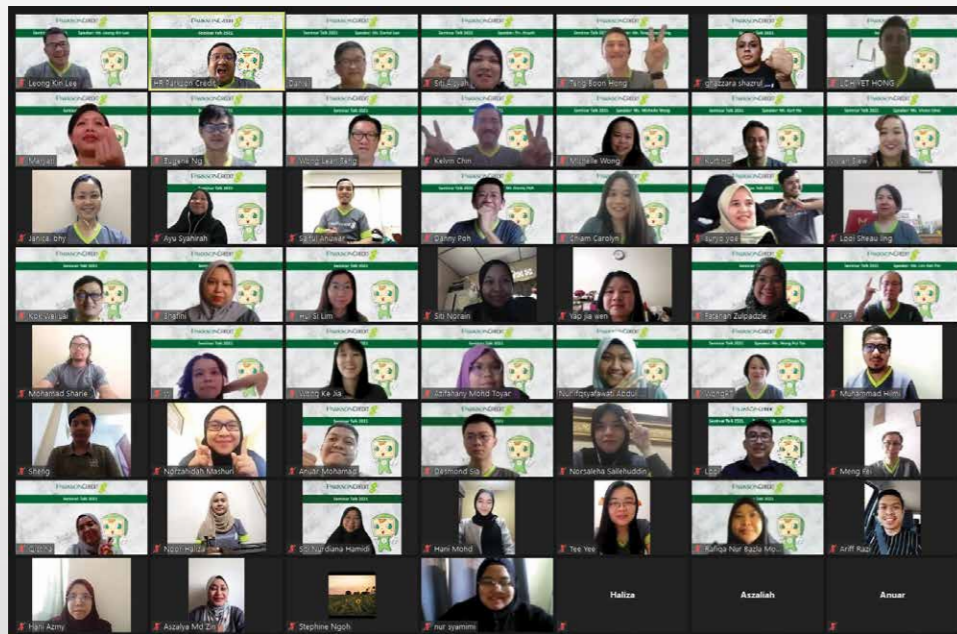


Pan Malaysian Pools Sdn Bhd (PMP) recently donated a total of RM1 million to 80 charitable organisations nationwide as part of its Community Aid Charity Programme.

At the event held at Lion Office Tower on 18 March 2021, PMP Managing Director, Mr Tan Kong Han presented the mock cheques to 30 charitable bodies located within Klang Valley, followed by lunch hosted by Lion Group Executive Chairman cum PMP Director, Tan Sri William Cheng.

The 30 charity bodies in Klang Valley received donations amounting to RM380,000; 24 charitable organisations in Perlis, Kedah, Penang and Perak received aid totaling RM303,000; 22 charity homes in Negeri Sembilan, Melaka and Johor received a total of RM278,000; and 4 organisations in Pahang received RM39,000, making a total of RM1 million.

PARKSON CREDIT CONDUCTS VIRTUAL UPSKILLING AND REFRESHER SESSIONS



With the implementation of the second Movement Control Order in mid-January 2021 and in compliance with the Standard Operating Procedures, Parkson Credit Sdn Bhd maintained a minimum number of employees at its office premises whilst others worked from home. This shift in operation pattern is indirectly an opportunity for retraining and upskilling. Hence, several training programmes were lined up for employees including online live learning together with self-paced learning sessions.

On 6 February 2021, the company organised Seminar Talk 2021. Head of Company, Mr Danny Poh kicked off the seminar with his welcoming speech, followed by presentations by Mr Kurt Ho from Corporate Affairs & Communications; Ms Vivian Siew from Human Resources; Mr Teng Boon Hong from IT; Mr Lim Kah Pin from Credit Review & Compliance; Ms Michelle Wong from Marketing; Mr Leong Kin Lee from Northern Regional Office; Mr Looi Choon Fai from Southern Regional Office; Mr Daniel from Credit Evaluation & Processing; Ms Siti Aisyah from Credit Management and Ms Wong Pui Tze from Finance.

The 55 participants of the one-day seminar found the topics covering customer experience, communications, data analysis, money laundering, market intelligence, customer behaviour, Plan-Do-Check-Adjust (PDCA) and budgeting

informative and interesting.

Earlier in January 2021, five other training sessions were held via Zoom platform with topics on IT Security, Workplace Safety, Case Studies on Successes and Failures of Big Companies, and Ethics Learning & Presentation Technique. To enhance the participants' understanding, activities such as pop quiz, hands-on practical sessions and score tests were held.

Parkson Credit employees also have access to the in-house Learning Management System (LMS), jointly developed and maintained by IT and HR Departments. The e-Learning platform enabled the employees to learn at their own pace by using bite-sized learning materials. The learning outcomes were tested by a series of assignments or tests on the platform. The system has been running since late 2020 when it was first used for the Code of Conduct training.

With the level of agility demonstrated by the shift in Learning & Development (L&D) approach and activities, Parkson Credit is confident to embrace the digitalisation era and soar to greater heights. The new approach in training methods reiterates the company's commitment in promoting an environment-friendly business model and becoming a trendsetter in the credit financing industry.

EVENTS@SECOM



2020 Dividend Presentation to Koperasi Polis Diraja Malaysia

Secom Malaysia's General Manager, Mr Lee Keang Hong (6th from right) presented the cheque for 2020 dividend payment to Koperasi Polis Diraja Malaysia Berhad (KPDB) Chairman, Dato' Seri Ayub Yaakob at the latter's office.

*This event took place last year.

Secom Deputy General Manager, Mr Susumu Kiryu; Senior Operations Manager, Mr Wong Yuet Oon; Senior Manager - Technical & Project, Mr Jonathan Choong; Head - Special Project, Puan Noorlela Othman; and Assistant Manager - System Design & Costing, Puan Norafaizura Saleh were also present.

Guardhouse & Hostel Sanitising

In view of the rising COVID-19 positive cases, Secom Malaysia is taking the necessary precautionary action to regularly sanitise the guardhouse at its Headquarters as well as the hostels for its staff.



2021/2022 Budget & Sales Direction

On 26 March 2021, Secom organised its 2021/2022 Budget and Sales Direction brainstorming session with presentations by the various departments on their goals and plans for the new financial year and discussions on the new promotions, upcoming market trends as well as exploring new business ideas.



Crisis Management Readiness – Post-Pandemic

Key Takeaways from Webinar Organised by
Malaysian Investor Relations Association on 30 March 2021

By Corporate Communications Department

A crisis is an unexpected event that happens which may hurt a company in tangible and intangible ways i.e normal operations, financial (tangible) and reputation (intangible). There are two types of crisis - short duration e.g. fire, accident, and long term i.e. Covid-19.

Crisis management is the application of strategies designed to help an organization deal with a sudden and significant negative event.

10 Steps of Crisis Communication

1. Anticipate Crises

Have Crisis Communications Team to identify all potential crises that could occur. Sometimes, a crisis will occur because the company is about to create it - i.e. to lay off employees, or to make a major acquisition. This will lead to creating a Crisis Response that includes both operational and communications components.

2. Identify Your Crisis Communications Team

The team should comprise the CEO/COO, public relations head and legal counsel, and the heads of Operating Companies involved.

3. Identify and Train Spokespersons

Only the authorised spokesperson is allowed to speak or issue a statement; with backup spokespersons for different channels of communications if required.

4. Spokesperson Training

Training is necessary to prepare the spokesperson, to be ready to respond accordingly that optimises the response to all stakeholders.

5. Establish Notification and Monitoring Systems

Notification Systems - It is absolutely essential, pre-crisis, to establish notification systems. WhatsApp, Telegram or WeChat are very popular as audio and video messages can be shared.

Monitoring Systems - Intelligence gathering is an essential component of both crisis prevention and crisis response. Knowing what's being said on social media and in traditional media, often allows an organisation to be aware of any negative trend that, if unchecked, can turn into a crisis.

6. Identify and Know Your Stakeholders

Employees are important audience as every employee is a PR representative and crisis manager for an organisation whether you want them to be or not! Ultimately, all stakeholders will be talking about you in a crisis situation, so you have to ensure that they receive the messages you would like them to repeat elsewhere.

7. Develop Holding Statements

Develop "holding statements" or messages for use immediately after a crisis breaks, in advance to be used

for all possible crisis scenarios. Such holding statements pending factual information about the crisis, might be:

"We have implemented our crisis response plan, which places the highest priority on the health and safety of our customers and staff."

"We will be supplying additional information when it is available and posting it on our website."

The Crisis Communications Team should regularly review holding statements to determine if they require revision and/or whether statements for other scenarios should be developed.

8. Assess the Crisis Situation

If you've done all of the above, the Crisis Communications Team can proceed with determining the appropriate response with right of information coming in from the team members.

If you haven't prepared in advance, your reaction will be delayed by the time it takes your in-house staff to run through steps 1 to 7. Furthermore, a hastily created crisis communications strategy and team are never as efficient as those planned and rehearsed in advance.

9. Finalise and Adapt Key Messages

With holding statements available as a starting point, the Crisis Communications Team must continue developing the crisis-specific messages required for any given situation. What should stakeholders know? Keep it simple. Have no more than three main messages that go to all stakeholders and, if necessary, some audience-specific messages for individual groups of stakeholders.

10. Post-Crisis Analysis

A post-mortem of the crisis: what was done right, what was done wrong, what could be done better next time and how to improve various elements of crisis preparedness is another must-do activity for any Crisis Communications Team.

Conclusion

Traditional crisis communication consists of communicating messages on the status of a crisis, its impacts, the actions and measures that have been mobilised. It is usually meant to feed the media with facts that the organisation is managing the incident as well as possible.

In the age of social media, where information is communicated widely from a large number of sources and both key information and false rumours are disseminated, crisis managers need to take social media information on board and also use these modern tools to share information and communicate. Dedicated social media response teams can be very useful for sharing crisis information with netizens.



LEARNING LINK

YOUR LINK TO LEARNING IDEAS & RESOURCES

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📠 03-33447315

Managing Presentation Nerves

Are you doomed to presentation panic or paralysis, or can you overcome that nervousness and deliver a speech that wows the audience?

If you are like most people, then public speaking or giving a presentation is one of your major fears (also known as "glossophobia"). Yet these skills are often called upon. It might not be to a large audience, but giving presentations to staff or even team members is a common enough occurrence. You owe it to yourself to develop some strategies and techniques to manage your nerves so you can concentrate on delivering an effective and engaging presentation.

1. Know Your Material

Nothing is worse for nerves than trying to give a presentation on a topic you are not well prepared for. Make sure you understand your audience and their needs to help you ensure that your material is on target to meet their needs.

Another important point to remember is that you can't possibly cover everything you know in your presentation. Select the most pertinent points from your subject base and then supplement with other material if time allows.

Tip: To make your material interesting and memorable, include occasional questions to the audience to encourage audience participation. This enhances the learning experience and gives you a break from presenting. It also allows you to deliver your information in a more conversational manner which is often more engaging.

2. Structure Your Presentation

A common technique for trying to calm nervousness is memorizing what you intend to say. But all this does is make your delivery sound like it is coming from a robot. If you miss a word or draw a blank, your whole presentation is thrown off and then your nervousness compounds itself with every remaining second. It is far better to structure your presentation so that you give yourself clues to what is coming next.

- Have a set of key phrases listed on a cue card.
- Refer to these phrases to trigger your mind as to what is coming up next.
- If you are using slides, use these key phrases in your transitions.

This approach helps you control your own uncertainty about whether you will remember what you want to say and the order you want to say it.

Tip: A simple, widely used, and highly effective structure is to tell the audience what you're going to say, then say it, and then recap what you've said.

3. Remember the 10-20-30 Rule for Slideshows

This is a tip from Guy Kawasaki of Apple. He suggests that slideshows should:

- Contain no more than 10 slides;
- Last no more than 20 minutes; and
- Use a font size of no less than 30 point.

The last tip is particularly important as it stops you trying to put too much information on any one slide. This whole approach avoids the dreaded 'Death by PowerPoint'.

If you need to provide more information, create a bespoke handout and give it out after your presentation.

Tip: As a general rule, slides should be the sideshow to you, the presenter. A good set of slides would be no use without the presenter, and they should definitely contain less, rather than more, information, expressed simply.

4. Tell Stories

Human beings are programmed to respond to stories. Stories help us to pay attention, and also to remember things. If you can use stories in your presentation, your audience is more likely to engage and to remember your points afterwards. It is a good idea to start with a story, but there is a wider point too: you need your presentation to be like a story.

Tip: Think about what story you are trying to tell your audience, and create your presentation to tell it.

5. Practice, Practice, Practice

Although you should avoid memorizing your presentation, you do want to be very comfortable with your delivery. Familiarity brings confidence, and practice helps you to deliver the words naturally. This means they will be coming more from your heart and mind, rather than from a piece of paper.

- Learn the organization and your presentation order.
- If you do feel the need to memorize, limit it to your opening. This will help you get off to a smooth start.
- Try videotaping yourself. You will see what you look like to others and then you can make a plan to change the things that need changing.
- Use audiotape to listen to how you speak, your tone and your speed, and adjust appropriately.

Tip: Prepare for large speaking events by practicing with a smaller audience first; for example, by inviting colleagues to listen to a dry run during their lunch hour.

Taken from

- <https://www.skillsyouneed.com/present/presentation-tips.html>
- <https://www.mindtools.com/pages/article/PresentationNerves.htm>



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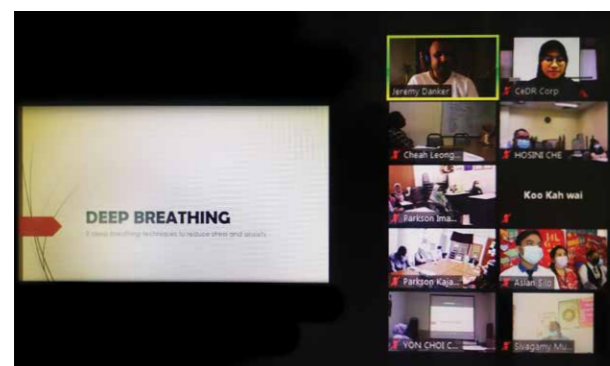
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#CeDRActivities

CeDR BITE-SIZED ONLINE LEARNING SESSIONS



“ANXIOUS? WORRIED? LEARN HOW TO CALM YOURSELF!”

CeDR recently conducted the first part of its latest initiative **CeDR Bite-sized Online Learning Sessions**. This is the beginning of CeDR's new range of bi-monthly **FREE** online programs which are short and impactful, and based on timely topics which can benefit the Lion Group family.

The session entitled **“Anxious? Worried? Learn How To Calm Yourself!”** on 25 March 2021 saw Mr Jeremy Lee Danker leading Lion Group team members through an hour and a half worth of breathing exercises, via Zoom. Mr Danker is passionate about bringing internal change on mindset, attitudes and self awareness to individuals and corporations. He believes that mindfulness is the key to overcoming the struggles we face on a day-to-day basis.

It was with this in mind that CeDR crafted the program, for everyone to manage stress and anxiety via simple breathing exercises which can be done wherever you are.

There will be more sessions in the pipeline, so stay tuned with CeDR at www.facebook.com/cedrcorp

AL-FATIHAH

The Directors, Management and Staff of Lion Group of Companies extend our deepest sympathies & heartfelt condolences to the bereaved family of our Lion Industries Corporation Berhad Director **Allahyarham Dato' Kamaruddin @ Abas bin Nordin**

who passed away on 14 April 2021



#STAYHERELAH CAMPAIGN

Resilience Residence is having its #StayHereLah Campaign from 1 April 2021 – 31 May 2021 and offering a special package for you to own your dream home:

- RM500 booking fee only
- Incredible deals & packages
- SPA Legal Fee, Loan Document Legal Fee, Stamp Duty & Disbursement all borne by developer
- Super affordable buy with these giveaways:

Kitchen Cabinet* | Mortgage Relief Assistance* | Electronic Item Cash Vouchers*

In conjunction with the campaign, a music video on Resilience Residence was shot at Bukit Mahkota Cheras Sales Gallery and Resilience Residence with our Marketing & Sales staff as the talents. Check out Lion Group Property / Resilience Residence Facebook page for more info on the music video and promotion campaign.

Construction Status of Resilience Residence as of April 2021

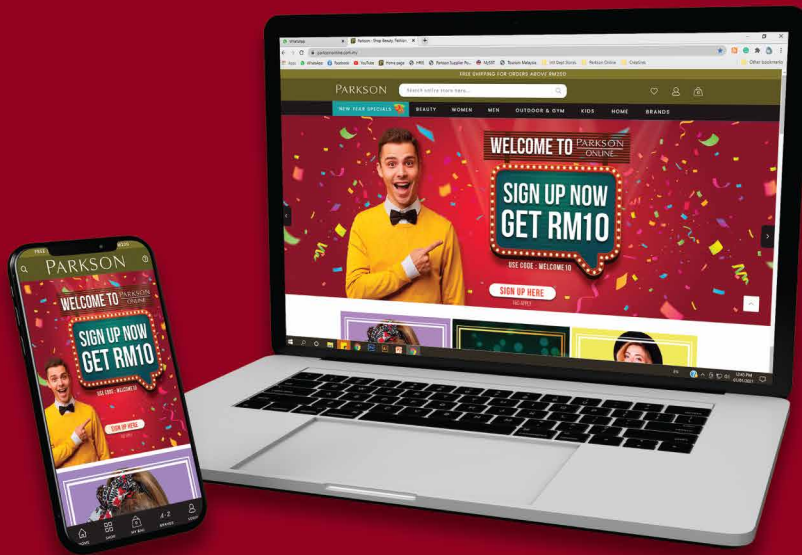
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