

Keeping employees happy beyond rewards

TALENT has been recognised as a key factor in driving innovation-led knowledge-based growth in line with the national agenda to develop Malaysia into a high-income nation by the year 2020.

A panel discussion themed "Beyond Rewards: What keeps your Employees Happy?" jointly-organised by Talent Corp Malaysia Bhd (Talent-Corp), General Electric Co (GE) and PricewaterhouseCoopers (PwC) shared with Malaysian corporate, government bodies and government-linked companies, best practices and key recommendations to ensure a sustainable pipeline of talent in Malaysia.

Panelists included PwC Malaysia People and Change ED Ramon Chelva, TalentCorp CEO Johan Mahmood Merican and GE Human Resource (HR) VP for Global Growth and Operations Heather Wang.

The topic of discussion was set on the back of a report conducted by PwC on Generation-Y (Gen-Y), which provided insights into the minds of recent graduates of Malaysia and highlighted their evolving career preferences.

The panel emphasised the importance of understanding this new breed of talent and spoke about how to attract and motivate them beyond financial compensation.

PwC spoke about their combined experiences — what they have done internally, which contributed to their third win as Malaysia's 100 Top Grad-

uate Employer of the Year 2012, and their work advising clients on HR strategies.

"The classic view of careers and employer tenures must change. Millennials know what they want and they are aggressive with their career choice. This means that employers must realign their talent strategies, especially in the areas of employee engagement, motivation and retention," said Chelva.

He added that at PwC, the company creates an environment where a multigenerational workforce can work together, grow their



(From left) Chelva, Johan and Wang at the forum in Kuala Lumpur. The forum is a demonstration of the belief and continued commitment to collaboration by TalentCorp and their partners GE and PwC

Pic by Muhd Amin Naharul

careers and make a difference.

Meanwhile, Johan spoke about the need for Corporate Malaysia to better engage Gen-Y if Malaysia wants to attract, retain and motivate the country's emerging top talent.

The forum was a demonstration of the belief and continued commitment to collaboration by TalentCorp and their partners GE and PwC.

The panelists were able to share their global expertise and thought leadership to help shape and contribute towards talent development in Malaysia. — by CHARLES FERNANDEZ