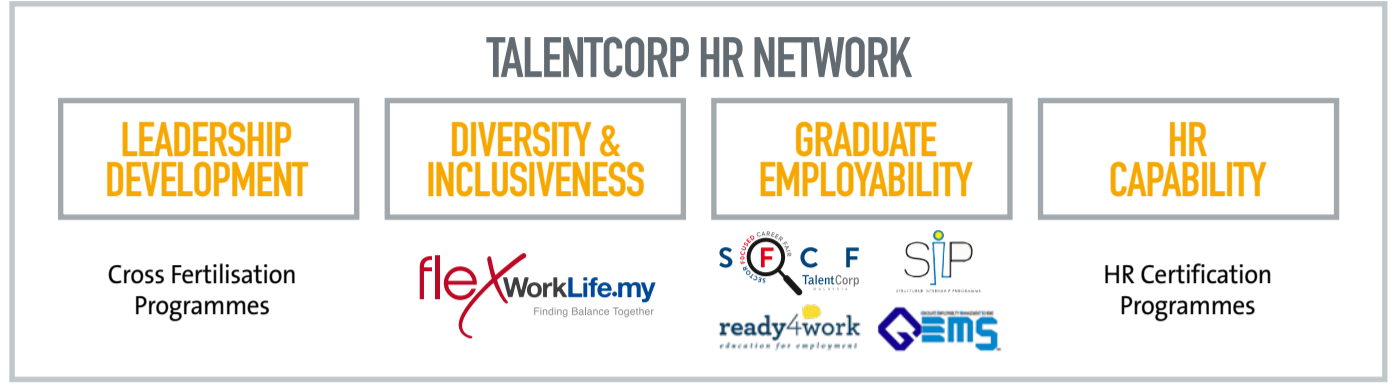


TALENTCORP HR NETWORK

STRENGTHENING PARTNERSHIPS BETWEEN GOVERNMENT AND EMPLOYERS



As part of its efforts to address the talent needs of leading employers driving Malaysia's economic transformation, TalentCorp formed HR Network aimed to build better and closer partnerships between the Government and the country's top employers to raise the bar of the human resources (HR) profession in Malaysia.

Launched by Datuk Seri Idris Jala, Minister in the Prime Minister's Department and CEO of Pemandu on Aug 15, 2014, the TalentCorp HR Network was created to encourage and enhance industry participation in talent development programmes, promote the sharing of best practices in HR, as well as encourage industry-led initiatives to attract and nurture Malaysian talent.

The event also featured a panel discussion entitled "Is HR a strategic and credible function to address business issues?" which was moderated by Roshan Thiran, CEO of Leaderonomics.

Working together with experienced HR practitioners, the TalentCorp HR Network will focus on four areas important to the national talent agenda.

Leadership Development

Leadership Advocates are a network of HR leaders who focus their efforts in developing high performing business leaders who have the potential to be the country's corporate captains. They collaborate to accelerate leadership development by providing a broader range of work experience and promote transfer of knowledge and expertise between public sector, government-linked corporations and private sector.



Diversity and Inclusiveness

Diversity Advocates are HR leaders who are TalentCorp's ambassadors in advocating diversity and inclusiveness in the workplace. Their contributions include sharing best practices, facilitating workshops and guiding employers to implement work-life practices, with the aim to increase the participation of women in the workforce and in decision-making positions.



Graduate Employability

Graduate Advocates partner with TalentCorp to identify areas of focus in relation to graduate employability, including enhancing collaboration between academia and industry and providing feedback on various TalentCorp employability and upskilling programmes, with the aim of producing industry-ready graduates.



HR Capability

HR leaders in the HR Capability pillar collaborate with TalentCorp to raise awareness of the need for a higher level of professionalism in HR. These efforts aim to build an adequate pipeline of HR professionals who are business and solution centric in managing human capital so that they can better attract, develop and retain top talents to meet the country's talent needs in becoming a high income, developed nation.



"The role of HR the fraternity is to provide the right balance for the interest of businesses, as well as for the future leadership development and also the interest of the individual. That is why the role of HR is very interesting, you've got to be the conscience of the organisation, you have to make it the agenda of the CEO to think long term about the right balance and if you don't do that then I think you will not make a lot of progress."
- Datuk Seri Idris Jala

RAISING THE BAR OF THE HR PROFESSION IN MALAYSIA

HR CERTIFICATION PROGRAMMES

GIVEN Malaysia's pursuit to achieve developed economy status by 2020, it is unsurprising that the Government has made it one of its goals to strengthen the country's workplace practices and talent management initiatives in order to attract, develop and retain the top talent required to move the economy forward.

The importance of enhancing and strengthening the HR capability of Corporate Malaysia arose from the growing need to upskill the capabilities of HR practitioners, which is in line with the human capital development strategic reform initiative of the New Economic Model.

"In Petronas we always believe that the competency and the capability of our people is key and this includes the HR team."
- Raiha Azni Abd Rahman, senior vice-president, group human resource management, Petronas

"Human capital has been a priority to the UEM Group; every year we spend 5% of our total staff cost to train and develop our people. In our human resource masterplan, we lay out the five pillars which includes developing their technical as well as their professional capabilities."
- Rasidah Kasim, head, group human capital, UEM Group Bhd

Currently, less than 1,500 HR practitioners in Malaysia have professional HR certification, which is very low compared to other professions where certifications are highly recognised, such as accounting, with approximately 30,000 qualified accountants in Malaysia.

To address this, TalentCorpMalaysia (TalentCorp) last week exchanged MoUs (memorandum of understanding) with four local training providers of recognised HR Certification programmes to build the future pipe-

line of certified HR professionals in Malaysia.

Under the MoUs, TalentCorp will co-fund 50% of the programme fees (with the balance provided by the employer) to encourage more HR practitioners in Malaysia to gain professional certifications.

To date, a number of leading employers have already signed up for the HR Certification programmes including Berjaya Corp, BMW Malaysia, Celcom, Deutsche Bank, DRB-Hicom, Ekuiti Nasional Bhd, Motorola Solutions Malaysia, Pfizer, SapuraKencana Petroleum, Sime Darby and SME Bank.

For more information on the HR Certification programmes, please visit www.talentcorp.com.my

"HR management and development is both science and art. The 'art' is the experience part where we have to deal with things maturely. Getting a certification is the 'science' where the learning process helps us to be more confident and to continue our journey."
- Nora Abd Manaf, group chief human capital officer, Maybank Group

"A good certification programme can help a HR practitioner to continue to build the knowledge to be at the table."
- Derick Khoo Chin Eu, senior general manager, human capital, Tan Chong Group

"Once you get certified, you know that you have met certain standards in your level of professionalism."
- Mohd Rizal Mohd Razali, chartered MCIPD, senior consultant, Hay Group



MoU exchange between TalentCorp and training providers of HR Certification Programmes in the presence of representatives from the Human Resources Development Fund and HR institutions, witnessed by Datuk Seri Idris Jala.

"We aim to support the certification of up to 800 HR professionals over the next two years to catalyse raising the bar for Malaysia's HR profession. Employers should invest in developing their HR practitioners to ensure that our human capital management is benchmarked to international best practices and in the hands of professionally certified practitioners. This is in line with the New Economic Model strategic reform initiative to strengthen HR standards and certification initiative, which is spearheaded by the Human Resources Development Fund." - Johan Mahmood Merican, CEO of TalentCorp

HR Institutions	HR Certification Programmes	Local Training Providers
Australian Human Resources Institute (AHRI)	Professional Certification in Human Resources (PCHR)	K-Pintar Sdn Bhd
Chartered Institute of Personnel and Development (CIPD)	Certificate in HR Practice (Level 3, Foundation)	SMR Group
Malaysia Institute of Human Resource Management (MIHRM)	<ul style="list-style-type: none"> Certified HR Officer (CHRO) Certified HR Manager (CHRM) 	MIHRM
Society of Human Resource Management (SHRM)	<ul style="list-style-type: none"> HR Business Professional (HRBP) HR Management Professional (HRMP) 	Kelly Outsourcing and Consulting Group (KellyOCG)

"The future of HR is bright. HR is becoming integral to a company's success as business partners. HR adds value to the bottom line by retaining, engaging and developing talents."
- Lim Chee Gay, HR & GA director, Samsung Malaysia Electronics (SME) Sdn Bhd.

"For HR to be strategic business partners, we should try to put ourselves in our CEO's shoes and think like him/her so that we can put in place the right people strategies to grow the business."
- Hamidah Naziadin, group chief people officer of CIMB

"I see our role as a strategic internal coach to our line managers, to support and enable them to lead and manage people."
- Lai Tak Ming, director, group human resources and administration, Gamuda Bhd

1 AHRI PROFESSIONAL HR CERTIFICATION

The certification programme encourages HR practitioners in Malaysia to develop their competencies to be in line with international HR standards. It provides essential pre-requisite knowledge and skills for HR professionals to expand their generalist knowledge and build their foundation in HR.

"As Malaysia strives towards a knowledge economy, we want to help HR practitioners expand their industry and talent management skills, so that in turn, they can do their part to upskill the Malaysian workforce."
- Lyn Goodear, managing director and CEO, AHRI

2 CIPD CERTIFICATE IN HR PRACTICE

The CIPD is the world's largest chartered professional body for HR and people development. As an awarding body for HR and L&D (learning and development) qualifications, CIPD

WHICH HR CERTIFICATION PROGRAMME SUITS YOU?

offers foundation level through to postgraduate level and three levels of professional recognition - Associate, Chartered Member and Chartered Fellow.

The Level 3 Foundation Certificate in HR Practice (FCHRP) provides a firm foundation in all areas of HR and will help develop essential HR skills.

"We are delighted to be able to support this critical initiative and welcome the progression and development of HR practice and professional development to help build a stronger workforce and organisations for the future in an increasingly competitive world."
- Peter Cheese, chief executive, CIPD

"Our course progresses you to become a certified human resource director and is recognised by the professionals and industries since the 1980s."
- Aresandiran J. Naidu, president, MIHRM

3 MIHRM CERTIFIED HUMAN RESOURCE OFFICER AND MANAGER

This course equips the participants with appropriate knowledge, skills

and techniques to perform HR functions and responsibilities in an organisation.

It offers a good blend of theories, practices and case studies in the management of human resources to meet the growing demand for competent HR Professionals.

"Our course progresses you to become a certified human resource director and is recognised by the professionals and industries since the 1980s."
- Aresandiran J. Naidu, president, MIHRM

"SHRM HR BUSINESS AND MANAGEMENT CERTIFICATION PROGRAMMES
SHRM, the world's largest association devoted to human resource management, offers these programmes to enhance the business competencies



of HR leaders to better support the business in managing its people.

SHRM is developing a new HR Certification that is a competency and knowledge-based credential and will be universally recognised.

Those who pass the exam by Jan 31, 2015 will be eligible to receive the new SHRM-CP or SHRM-SCP credential free of charge by completing a three-step process from January to December 2015.

"We are excited about our new competency-based HR certification and our partnership with Kelly Outsourcing & Consulting Group (KellyOCG) to provide these programmes throughout Malaysia."
- Howard Wallack, MSc, GPHR, HRMP, vice-president, global business, SHRM