

“Caring, progressive and delivering a difference.” These are the words OCBC Bank (Malaysia) Bhd operates by and the primary reason for its second consecutive victory as one of the best employers in the country at the Aon Best Employers — Malaysia 2017 awards.

The catchphrase encompasses the bank’s commitment to its employees, not just by way of career development but also in terms of personal growth, says the bank’s CEO, Datuk Ong Eng Bin.

“People are our greatest asset. With that in mind, we at OCBC Bank introduced the ‘We See You’ employer brand proposition earlier this year, with a keen eye on both our existing and prospective employees,” says Ong.

The “We See You” initiative, which has been instituted throughout the establishment, is based on the principles of being caring, progressive and delivering a difference to OCBC’s stakeholders.

Ong says the bank is constantly on the lookout for ways to create the most conducive learning environment to inspire and empower its employees. “We thrive on working as a team — with respect and trust. We invest in our people and believe in constantly engaging our employees.”

He adds that the bank harnesses a long-term view in terms of promoting people development and helping every colleague remain engaged in his or her role. This increases their employability while inspiring personal growth. “We do this to pave the way for a long-term career for them at OCBC.”

The bank also believes that an engaged workforce is critical to the execution of its business strategies. “At the heart of our human capital journey is collaboration. Through collaboration, we help our employees succeed.”

According to Ong, the bank’s senior

## OCBC'S 'PEOPLE FIRST' MANTRA

BY PATHMA SUBRAMANIAM

management periodically collects feedback from its grassroots, including its take on the bank’s financial performance. In the last 15 years, he says, the bank has been conducting annual employee engagement surveys to gauge their sentiment and feedback on their job and work environment.

“We continue to expand the scope of our CEO Quality Award programme to include employees’ efforts beyond direct work-related achievements in promoting broader community care,” he says, adding that the bank is proud of continuing to achieve an overall employee engagement score of more than 80%.

OCBC also heavily promotes a sporting culture among its staff. This initiative has been extended to the public as well through the bank’s sponsorship of the twice-a-month Kuala Lumpur Car Free Morning on Sundays and the yearly OCBC Cycle Kuala Lumpur event.

“Staff participation in OCBC Cycle KL is sponsored entirely by our OCBC Recreation Club, while the various divisions of the bank organise activities to drive staff participation in OCBC KL Car Free Morning by way of cycling, running or simply walking. Our Recreation Club also sponsors those who wish to take part in the annual marquee OCBC Cycle event in Singapore,” he says.

Other sponsored events include the Putrajaya Night Marathon, the Great Eastern



Ong: We invest in our people and believe in constantly engaging our employees

Live Great Run, Photohunt Competition (walking), Standard Chartered KL Marathon, Penang Bridge International Marathon, KCCCI Charity Run and the Run for National Unity.

Recognising that running, cycling or walking may not be everyone’s cup of tea, the bank also sponsors employees who participate in badminton, yoga, zumba, golf, paintball, dance, darts, basketball and futsal.

“The basic idea is to let our staff know that sports, fitness and health are all important and that we as an organisation would like to be behind them in their quest for greater fitness levels and better health,” he says.

Like every other knowledge industry in the country, the banking industry has not been spared from the brain drain. As talent is scarce, attracting and retaining the required talent is a key area of focus.

The bank’s Young Bankers and Postgraduate Management Associate Programmes are two such programmes targeted at fresh

graduates with excellent academic performance and leadership experience.

Ong says the programmes help hone fresh graduates with both technical and interpersonal skills, branch attachments, in-depth job rotations and project assignments, as well as personalised mentoring by senior managers to equip them with a strong banking foundation.

The bank also focuses on continually improving its diversity policy, ensuring that women are well-represented in senior positions. At present, 37% of the bank’s management committee are made up of women and the number is increasing annually.

“Clearly, the bank has come a long way in recognising the strengths and contributions of women. The record-high milestone of having seven women among our 19 management committee members is a telling statement about where we are in terms of female empowerment. This statistic is also reflected in the fact that about half of those in vice-president positions and above are women,” he says.

Ong adds that the bank will continue to invest and harness the skills of all its employees with a continued focus on improving and acknowledging the role of its female colleagues. Some 63% of its 5,000-odd staff are women. Additionally, 53% of those designated vice-president and above are women.

The bank has a strong young workforce, Ong point outs. He stresses that its policies meet the demands and career development of both its millennial and older workforce.

Ong attributes the brand’s success to the team, stressing that every employee collaborates with and keeps a look out for each other.

“We succeed and celebrate together, breaking new ground and forging exciting new opportunities, as individuals as well as one team,” he says. **E**