



TALENZ

No. 9 | MARCH 2015

content

page

| | |
|--------------------------------|---|
| Upcoming Events | 1 |
| News on Breakfast Talk..... | 2 |
| YAMA Winner 2014 | 3 |
| PIAM Internship Programme | 4 |
| How to Grow Gen-Yers | 5 |
| The Buck Stops with You | 6 |

Upcoming Events



26 March 15, Concorde Hotel KL

Come and get inspired as there'll be sharing by YAMA 2014 winner & motivational talk by an inspiring leader.

The Young Managers' Forum (YMF) provides a platform for young management peers to come together, discuss ideas and champion initiatives that will help shape the industry's future.

The YMF recognises the value in developing young talents, and this is the platform for us to support, promote and inspire young managers in the general insurance industry. Be amongst the early birds to register for this Forum.

Registration deadline : **12 March 15**

9 to 10 April 15

Great opportunity to interact and connect with youth/students from various universities.

Activate your potential. Develop the leadership potential in you through experiential learning at this camp and many more exciting team building activities lined up for you.

Look out for PIAM's invitations to your companies soon. Register early as seats are limited!

AIIESEC is a student-run non-profit organization present in over 124 countries and territories with over 86,000 members.



5th Edition coming soon!!

Watch out for another exciting talk.

*Do continue to share your thoughts or feedbacks with us via email at talent@piam.org.my
The editorial team thanks you for your comments and feedbacks.*

Breakfast Talk



Rise of the EcoKnights

– Campaigning for a Sustainable Living

19 November 2014 | 4th edition

Our recent Breakfast Talk had the privilege of having Puan Yasmin Rasyid, the Founder and President of EcoKnights, a local non-profit environmental organisation, as guest speaker to inspire our young managers who attended the talk. The New Sarawak Tribune had on 15 January 2015 published an article about this event.



PIAM holds talk for young managers in general insurance

KUALA LUMPUR: The General Insurance Association of Malaysia (PIAM), through its Young Manager's Think Tank (YMTT), recently held its annual breakfast talk to motivate young industry talents. This year, the YMTT invited Yasmin Rasyid, Founder and President of EcoKnights, a local non-profit environmental organisation, as guest speaker.

PIAM's Chief Executive Officer, Mark Lim explained, "Nurturing and grooming the next generation of insurance professionals has been one of the key focus areas for PIAM. The industry has embarked on various initiatives to attract young talents to join the industry as well as a series of development programmes to aid them in their quest to be well-rounded professionals."

The YMTT breakfast talks are aimed at stretching the dimension of young managers' minds and motivating them to continuously develop their leadership and interpersonal skills. Topics included in these talk sessions are not confined to insurance related issues but cover a wide range of interest from personal development to character-building. "We believe the sharing of experiences and knowledge from various industry leaders, regardless of age and background, adds value to this development process," said Lim.

Themed "Rise of The 'EcoKnights' - Campaigning For A Sustainable Living", the talk was attended by 50 young managers from the Malaysian general insurance industry who enjoyed the first-hand experience of listening and learning from Yasmin Rasyid's personal growth journey.

Established in 2008, EcoKnights focuses on environmental education and outreach programmes for youths and communities. EcoKnights has consistently worked with both government and corporate agencies in development of community and school engagement programmes related to the

environment.

During the session, Yasmin engaged the participants by sharing her personal experiences in setting up EcoKnights and her journey in promoting the importance of sustainable living among young Malaysians.

Yasmin cited passion and great teamwork as core ingredients for success for any young leader, including the insurance professionals. "One of the biggest takeaways for me in my growth journey has been the notion of being passionate in whatever I am doing. Passion is extremely important - it motivates me to grow and develop and overcome every hurdle. Beyond having passion, one need to instil great teamwork as the synergies of collaborative efforts allows us to achieve more."

She also highlighted the importance of good communications, be it personal or business. "Effective communication helps us to get our message out there, share ideas and create a feeling of openness and trust, and to foster collaboration with our communities," said Yasmin.

Formed under the auspices of the PIAM Education / Human Resource Development Sub-committee, the YMTT aims to promote the sharing of ideas and networking among young managers within the general insurance industry.

Held at the Malaysian Insurance Institute (MII), the breakfast talk is one of various initiatives and platform which enhances interaction among the young managers and is part of the overall human capital and talent strategy of PIAM.

About General Insurance Association of Malaysia (PIAM)

PIAM is the national trade association of all licensed direct and reinsurance companies for general insurance in Malaysia. Currently, PIAM has 29 member companies. More information on PIAM can be obtained from its Web site www.piam.org.my.



 **EcoKnights®**
INSPIRING SUSTAINABLE LIVING





Young ASEAN Managers Award (YAMA) 2014

YOUNG MALAYSIAN MANAGER NAMED YAMA WINNER 2014

Mr Loke Chang Yueh did Malaysia proud when he emerged as the winner of the Young ASEAN Managers Award (YAMA) 2014 competing with 10 other nominees from ASEAN countries.

Chang Yueh received the award during the 40th ASEAN Insurance Council Meeting witnessed by the exclusive audience of top industry leaders and Regulators from ASEAN who attended the Insurance Council Meeting in Brunei in November last year. The other two finalists were Ms Tay Chin Mei from Aviva Ltd., Singapore and En Azrul Azam Abdul Abas from Etiqa Insurance & Takaful, Malaysia.

Chang Yueh offered his appreciation and gratitude to the ASEAN Insurance Council (AIC) for the honour awarded to him. Chang Yueh, who is currently the Appointed Actuary & Senior Vice President of both Great Eastern Life Assurance (Malaysia) Berhad and Great Eastern Takaful Berhad, shared some of his aspirations at work and in life with *Talenz* recently.

The motto he lives by

Chang Yueh always believes that one should focus on strengths and manages around weaknesses. He opined that the key to personal development is to build on who you already are because every individual is different and has a unique set of talents and passions.

Motivation at work and source of inspiration

Chang Yueh considered this award as an affirmation of his personal values. He came across a quote from Dalai Lama who once said, "My religion is kindness" many years back and it has been resonating in him ever since. He believes kindness requires balanced actions as always being nice is not different from always being terrible.

Chang Yueh attributes his success to those who had supported him along the way which includes his family members, who had stood by him and supported him through every decision he made.

Advice to young managers

Chang Yueh believes talent is helpful but perseverance with a healthy dose of optimism and self-control will take one very far. Young managers should develop the habits of hard work and determination to maximise the chances of success in their career and life.

About his passion and future aspiration

Chang Yueh is an actuary by training and over the next few years, he would like to embark on a lateral career move to pick up new sets of disparate skills for his toolbox and keep his mind sharp. He believes that continued pursuit for excellence will eventually lead him to greater heights.

Learning is his passion as the knowledge gained helps him to grow as a person; and in turn this enables him to make better choices in life as decisions made today are the results of tomorrow.

Attracting new talents

The next generation is eager to make an impact and tech savvy. The industry should focus on promoting their involvement and tap into their potential as these high achieving individuals are looking at the 3E's - engage, enrich and empower. Moving forward, the insurance industry needs to re-position its image, debunk stereotypes and create compelling career opportunities to attract fresh talents.



GENERAL INSURANCE INTERNSHIP FOR TALENT (GIIFT)



Project GIIFT for the General Insurance Industry

It is widely acknowledged that a career in the insurance industry does not at first sight appeal to the young generation of today given the array of choices that they have. To compound the problem the General insurance industry suffered from a poor image and low profile in terms of public awareness. The perception of life insurance agents selling policies to the public is entrenched and strong.

Hence, PIAM is embarking on the **General Insurance Internship For Talent (GIIFT)** project which is in line with the Strategic Review of PIAM to bring in the much needed inflow of human capital and to build a pipeline of talent for the General Insurance industry in Malaysia.

Project GIIFT is positioned as an awareness enhancing program to reach out and profile the industry to the pool of young talent at our universities. It will showcase the rich and varied career opportunities in the world of General Insurance by exposing them to short internships at the various member companies. This will enable them to gain an insight of General insurance as a global and dynamic industry to work in.

Project Objectives

- Enhance profile of industry, uplift its image and showcase the career opportunities available to young talent.
- To change the perception of insurance industry to the public, especially the younger generation.
- Attract top talent among the undergraduate pool from local universities.



Key features

- 12-week internship attachment with general insurance/reinsurance companies and insurance brokers, loss adjustors and surveyors.
- A structured program for the interns with rotation among the various departments in the general insurance companies e.g. claims, underwriting, business development, policy servicing, risk management etc.
- The pilot run is targeted to be launched in June-July 2015, with a pilot batch of 50 interns. It will be administered by PIAM Secretariat.
- Applications will be invited from undergraduates of all disciplines from local universities in Malaysia.
- Involvement of CEOs and Top Management of Member Companies.
- Assigning project to interns with key deliverables and outcome.
- Formal presentation of project and recommendations by interns to senior management.
- A 3-4 days Orientation and Industry induction programme by MII will precede the actual internship.
- No bond attached to this programme for the interns.



How to Grow GEN Yers in 3 Ways: A Proven Strategy

By Michael Teoh

Insurance is “boring.”

Some GEN Yers think so. You, an insurance employee, know that's a myth! There are countless opportunities to grow and learn in your dynamic industry.

However, any industry can benefit from strategies to nurture GEN Yers in their work environments. As the coauthor of Potential Matrix™, a personal development strategy book, I would love to share with you some proven GEN Y-specific insights I have discovered through interviews with *TIME*-famous achievers, academic research and data.

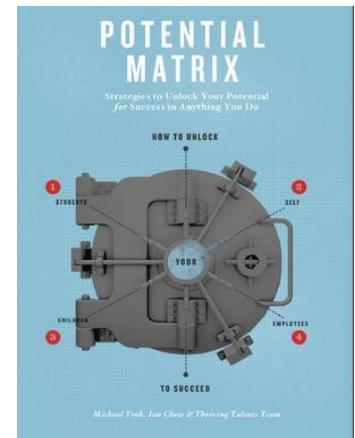
I'm a GEN Yer myself, and I have experienced the struggles of lacking the right mindsets to grow my skills and thrive in my environment. I believe in the messages of Potential Matrix™, a holistic model of personal development that addresses the mindset, skills, and environment of GEN Y's emerging achievers.

1. Potential Matrix™ champions the dual mindsets of resourcefulness and persistence. Persistence is the fuel that keeps us going despite rejection. Persisting with exactly the same strategy, however, is like banging your head against the wall: it will create headaches, not solutions. Often, we need to be persistent while also finding new ways to solve problems. You'll never convince a client by using the same sales pitch ad nauseam, right?

Having the inner capability to find resources regardless of constraints is so important for Gen Yers, given their highly competitive work environments.

At Potential Matrix™ we have specific strategies to teach GEN Yers resourcefulness. One such strategy is reframing one's perspective. By asking yourself creative questions, like “If I don't have time or money constraints, what would I do?” or “If I only have 1 hour, what would I do?” you release yourself from your restrictive thinking.

Of course, when resourcefulness fails – as, in harsh realities, even the strongest creativity can – we often have to rely on our inner stamina to keep 'going.' Not just as insurance employees, but also as human beings: we all sell different things in life, from persuading our other half to spend less money on eating out, to convincing our boss that we deserve a promotion. Only with such mental resilience can we as GEN Yers continue improving our interpersonal skills.



Michael Teoh is a Global Award-Winning speaker & trainer and a Serial Entrepreneur Advisor to various Government Agencies & Global NGOs. Together with Ian Chew, they created the Potential Matrix model.

2. Potential Matrix™ also focuses on honing people skills among GEN Yers. Otherwise known as 'soft skills,' people skills are powerful tools to build new relationships and strengthen existing ones. This is especially key with the people-driven nature of the insurance industry, for example, from finding your first client to negotiating contracts with repeat clients. The power of interpersonal communication can be summed up thus: “If you can't connect, you can't close.”

One people skill that resonates most with us is active listening: making sure that you get the right information by paraphrasing the other party's speech and asking questions to clarify what they meant. This skill is most valuable when you're confirming that you understand, listening to him or her, and resolving any objections and resistance.

Above all, people skills come from a place of empathy and caring: you want the best for others while also being successful at what you do. A win-win is possible only if you use the right words at the right time.

3. Potential Matrix™ focuses on giving back to both your stakeholders and the larger community. Only by giving back to people who have contributed to our work can we grow further as GEN Y leaders. As high-achieving insurance employees, your support network of family, friends, colleagues and helps sustain your success.

Step One is identifying the best way to give back to your supporters. From a thank-you note to a small gift, you show that you care about the recipient, and you generate more success through your gratitude. Research shows that people who give tend to get more in return. Superstitions aside, there is such a thing as karma!

More importantly, by considering the socio-environmental factors of your personal development, you achieve a better understanding of how you have grown as a high achiever. By understanding how success is shaped, not just by your mindset but also by the skills you possess and the environment you are in, you have a far more comprehensive view of what it takes to achieve in the insurance industry – and in life as well. We at Potential Matrix™ believe in a holistic strategy that looks at the big picture and addresses realistic issues, not motivational fantasies. I trust that you share this vision.



The buck stops with you

by **Graham Scrivener**, Managing Director of [Forum EMEA](#), a UK-based provider of leadership development and sales performance training

If you aspire to be a leader, you have to accept that you are where the buck stops. If you're not prepared to take responsibility and be accountable, look for another role.

Years ago leaders may have been regarded as untouchable and considered themselves above the law but in today's business world and with a 24/7 media spotlight, leaders have to be accountable for their behaviour. No more passing the buck or trying to cover your tracks when things go wrong. Employees, customers and business partners all expect managers today to be open, honest and honourable in their actions and those that aren't will soon see the affect it has on their leadership status, their team's and the company's performance.

What is accountability?

Firstly it is honouring your commitments and following through on your word, especially in challenging circumstances. You may even make a personal sacrifice, or use your initiative to go beyond what's expected of you so you stick to your promise and deliver to an agreed goal.

Secondly, it is about accepting responsibility for your actions and outcomes, whether they are good or bad. Blaming others or making excuses such as "the economy is affecting my results" is not an option. If you make a mistake then admit it and move on so you keep a project on track. If you don't take responsibility then you become a victim and that is the exact opposite to being a leader.

This may sound straightforward enough but only a few leaders worldwide are prepared to accept the accountability that comes with the job. We (Forum) undertook an accountability survey in 2014, polling 640 managers and executives around the globe. We found that almost half - 46% - are unwilling to be the 'here' at which the buck stops.

Only half claim to see their boss model accountable behaviour, with 58% of leaders not keeping their promises and only 35% sharing information widely so people can be clear on their responsibilities.

So, what if I'm not accountable?

To answer this question, let's look at what a workplace looks like without a culture of accountability.

It's a place where everyone points the finger or goes on the defence when things go wrong. You'll often hear phrases like 'That's not my problem' or see people acting confused or pretending to be helpless so they can't be held to task on actions.

People will do the bare minimum and put off the important things rather than stick their neck out in case they're held responsible should things go wrong. Deadlines get missed, people are used as scapegoats and trust breaks down.

The end result is a disengaged and under-achieving team with people too afraid to use their initiative and where high performers leave.

In contrast, leaders that model accountable behaviour and know how to drive it through others will create a climate of trust, which enhances performance. The evidence that trust improves engagement is overwhelming, and the main triggers for inspiring trust also create an accountable culture. For example, trust is built when managers follow through on commitments, they walk the talk and they encourage people to use their initiative and take the lead on ideas.

To establish an accountable culture, managers need to build on these trust triggers and ensure that everyone is clear on their commitments. Ensure that goals are clear, people know who is responsible for what, and they know how to work together to get there.

At this point, it's important to address any differences in how commitments will be achieved and to resolve any dilemmas or challenges. If there are any resource issues, you need to be banging the drum to ensure that everyone has the right tools to honor their word.

Also, don't let people worry about being ostracized for mistake or failure otherwise the team will be reluctant to execute new ideas, take on challenges or take ownership for anything, which stifles innovation and growth.

If people know they have a support network behind them then they will be more encouraged to take the lead on tasks and be accountable for their actions which, in turn, will leave them more engrossed, enthused and motivated by their work.

If there is an accountability gap in your team then performance management and coaching are both an effective means to close it. It's the ideal opportunity to address all the areas key to building an accountable climate, such as clarity on commitments, resources available, challenges ahead and to lend reassurance and support. If your organization doesn't do this ask yourself why.

And remember, as a leader, the buck starts and stops with you !