

# Engaging Our Employees



# Engaging Our Employees *(cont'd)*

## Our People

SunCity believes that our people are our strength. This belief is translated into a passion and an investment.

Firstly, SunCity is passionate about finding the right person for the right job.

Secondly, SunCity invests in human capital development, offering extensive training and development programmes. Well trained and motivated employees contribute to commercial success. Investing in employees is investing in the future.

## Finding the Right Talent

SunCity looks for the highest calibre people to join the growing team. The right people are those who are passionate about their area of expertise, market savvy, and have the ability to think out of the box and respond creatively to business opportunities.

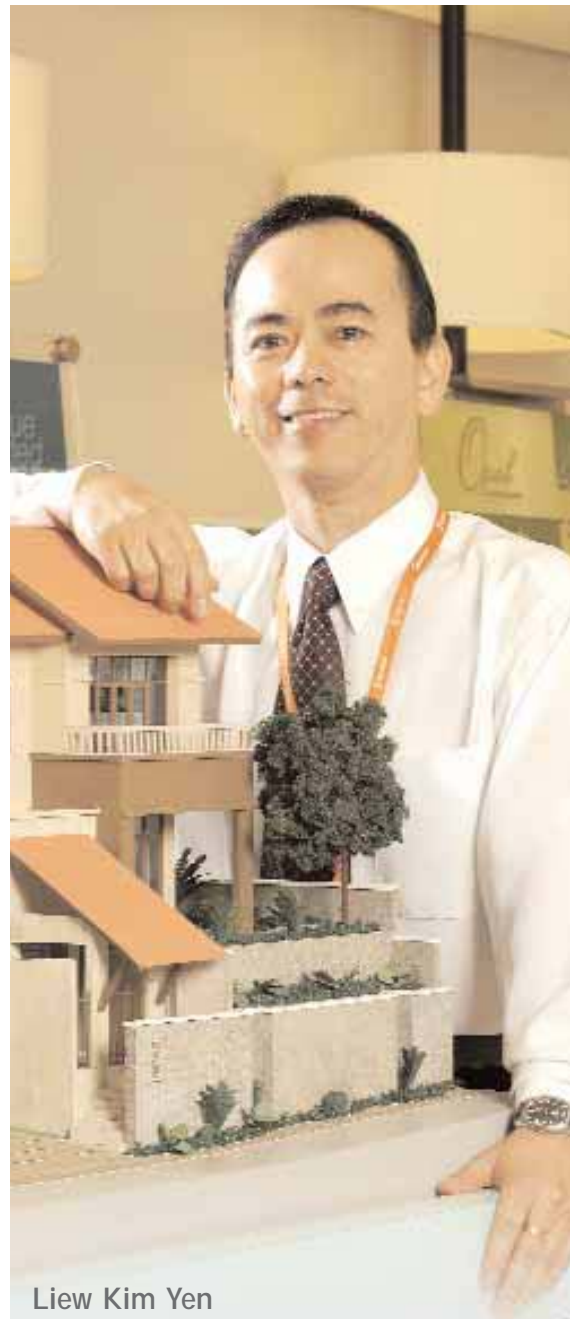
In addition, SunCity selects the right talent using various human capital management tools, such as Behavioural Event Interviews, Psychometric Profiling, competency models, tests and evaluations.

## Investing in Our Talent

SunCity believes that the development of staff is the key to achieving high standards of service both to consumers and business partners. SunCity invests time and effort in developing and engaging the skills and behaviors it needs to drive the business to the future. Heavy emphasis is placed on training and development to ensure that best results are delivered.

The Leadership Development Programme and the Talent Management Programme are 2 major initiatives to focus development on people who have proven themselves to be performers.

SunCity believes that strong leadership supported by solid managerial skills is the key to human capital competitive advantage.



**Liew Kim Yen**

Manager – Sales  
Property Development Division

My journey in SunCity for the past 17 years has been very demanding yet fulfilling. With the two-way communication and the values practised in SunCity, I have gained much professionally and grown personally. We are all encouraged to live a healthy balanced life. With that, the Sunway Sports Club organises many exciting activities, overseas and local trips and awareness talks for us to enjoy. My skills and knowledge are constantly groomed with trainings and seminars that have been provided to me. The culture of sharing knowledge is encouraged and commendable. Lesson learnt and knowledge gained from trainings are disseminated to all staff. I especially like the conducive working environment where everyone works as a team and there is never-ending guidance from management.

# Engaging Our Employees (cont'd)



## Ong Ghee Bin

Senior General Manager  
Property Investment Division

I am proud to lead the team for this RM500mil Sunway Pyramid Shopping Mall expansion project and RM170mil new Monash University Sunway Malaysia campus. It gives me the opportunity to execute the vision and dream of our Chairman. We adopt an open-door management style where staff are encouraged to express their ideas and opinions freely. We also empower our staff to take on responsibilities and make decisions. If they make mistakes they are encouraged to learn from it and become more competent.

## Aligning Our People

SunCity has a diverse pool of talents. Engaging employees with such diverse talents and strengths is made easier with the Balanced Scorecard. This system makes clear to each and every employee the vital role he or she plays in the success of SunCity.

Leveraging knowledge management has also helped to empower SunCity's employees to be even more customer focus. We encourage continuous learning and development and propagate a culture of candor.

There are many different nationalities working throughout our organisation, embodying different cultures, yet we work as one team, with one vision. We face challenges together, share our experiences as well as continuously motivate and learn from each other.

## Motivating Our People

SunCity's employees enjoy a dynamic work environment that challenges and supports stretched targets, creativity and innovation. Their efforts are rewarded with competitive packages and attractive bonuses.

SunCity's emphasis on coaching and mentoring leads to superior performance, commitment to sustained improvement and positive relationships. SunCity encourages and rewards innovation, especially breakthrough ideas.

SunCity focuses on job satisfaction enhancements covering diverse areas such as work safety, occupational health and leisure activities. SunCity encourages its employees to take good care of themselves and their well-being.

SunCity has won many awards for excellence in human capital management. Some of the awards that were accredited are:

- Best Employer in Asia 2001, by Hewitt Associates and The Wall Street Journal Asia
- Innovative Human Capital Development Award 2004, by JT Frank Academy
- Innovative Learning & Development Recognition Award, by JT Frank Academy
- Malaysia Emerging Knowledge Organisation Award 2005, by JT Frank Academy

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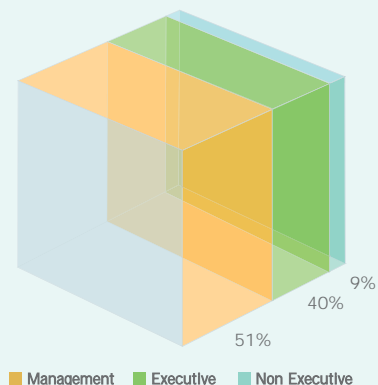
## Leadership Development

Leadership development is the strategic investment in and the utilisation of human capital within the organisation. SunCity's Leadership Development builds on developing individuals in becoming stronger leaders with higher leadership qualities.

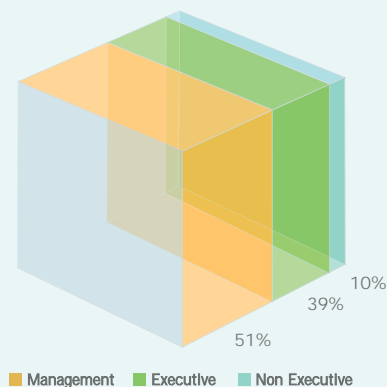
SunCity believes that the most important resource that an organisation possesses is the people that comprise the organisation. They are the competitive advantage that determines the success of the company. SunCity's Leadership Development programmes are extended to dedicated, motivated and enthusiastic individuals who have been loyal to SunCity.

Through leadership development, SunCity's management and staff are given the opportunity to enjoy the benefits of personal satisfaction with work and life. Individuals grow by developing their personal strengths and expanding their skills and competencies.

Employee by Classification 2006



Employee by Classification 2005



### Farizal B. Jaafar

Director of Marketing - Sunway Resort Hotel & Spa  
Group Director of Marketing & Communications - Allson International Hotels & Resorts  
Property Investment Division

Sunway Resort Hotel & Spa has continually found new ways to engage my passion in the hospitality industry. In the past 6 years with the Group, I've been enriched with a kaleidoscope of experiences and immense opportunities to innovate and influence the way the Hotel brand impacts the strategies, organisational culture, emotional brand attraction, product and service innovations, and the financial performance of the company. There is a unanimous commitment to self-leadership, creativity, strategic mindset and high performance through team and personal development, allowing members in the organisation to orchestrate greater partnerships and invigorate accountability to achieve business goals. The dynamics of the hospitality industry is ever evolving; human capital, brand credibility, and reputation sustainability will spear the way ahead, and I look forward to these prospects and opportunities of the future.