

# EMPOWERING INDIVIDUALS TO LIVE GREAT

THE SUCCESS OF AN ORGANISATION  
BEGINS WITH ITS PEOPLE



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**E**MPOWERING its employees to **live great** and reach for their potential, is one of the many reasons why Great Eastern Life Assurance (M) Bhd is the employer of choice for insurance.

The company, which recently celebrated its 107th anniversary, bagged the title of the most popular graduate employer in Malaysia's insurance sector for the seventh year in a row for Malaysia's 100 Leading Graduate Employers, ultimately placing them as the longest record holder in the country.

## EMPOWERMENT THROUGH GROWTH

Engaging with and nurturing the growth potential of employees is of **great** importance to Great Eastern Life's talent agenda.

Senior vice-president and head of human capital Dennis Tan said, "At Great Eastern Life, from the day a new employee comes on board, they are offered comprehensive training to orientate them into their roles and new working environment, as well as providing them with continued professional development throughout their career with the company, so that their career may flourish as they progress within the organisation."

"The company emphasises internal promotion and in its pursuit of grooming in-house talent, supports education at the workplace through its *Educational Assistance Programme* that



Great Starts With You – Great Eastern Life director and chief executive officer Dato Koh Yaw Hui (fourth from right) and senior vice-president and head of company secretariat and legal division Liza Hanim Zainal Abidin (far right) with her company secretariat and legal team members at the company's Annual Appreciation Awards 2015 held last month.

allows for professional memberships, study leave, examination subsidies, and special salary increments upon successful completion of courses. The company also offers transcendent rewards to employees who excel through the *Annual Chairman's Awards* and recognises long-term service through the *Annual Appreciation Awards*."

## EMPOWERMENT THROUGH ACTIVITIES

In celebrating a **great** life, one has to consider their actions in their everyday lives which will consequently lead them to their aims, and ultimately provide meaning to what constitutes a great life.

According to Great Eastern Life director and chief executive officer Dato Koh Yaw Hui, "Apart from encouraging policyholders, friends and family to **live great** towards a healthier, better and longer life, the company also empowers its employees to take

charge of their health and wellness."

The company established several programmes such as the *LIFE Programme*, *Making Life Great (MLG)* activities, *3G Go Green* staff initiative and provision of incentives – subsidised gym membership, free annual health checks, fun workout sessions, health talks by medical experts and reward of LIFE points (that can be redeemed against products and services from LIVE GREAT merchants) for participation in *LIFE Programme* activities.

## EMPOWERMENT THROUGH COMMUNITY

To be **great**, one has to be giving as well. Similar to a pride of lions that is socially aware and collaborative, employees are encouraged to channel their pride and give back to society together.

For over 20 years, through its own *ChildrenCare* charity in partnership

with the Social Welfare Department and several non-governmental organisations, the company contributed towards various children welfare programmes and donated over RM2.2mil to 180 children homes in Malaysia.

## EMPOWERING THE YOUNG

Nurturing young talent is crucial to churning out skilled and **great** graduates entering the workforce.

In its effort to provide talented young Malaysians access to good education, Great Eastern Life offers *Annual Supremacy Scholarships*.

The company also provides an *Internship Programme* where students can learn about the industry and enhance their marketability for a favourable career upon graduation.

Aside from students, graduates can have a head start to a promising career within the financial sector through the *FTSEP Management Trainee Programme*.

Great Eastern has a rich heritage in protecting generations of Malaysians and is backed by a solid financial foundation of RM66.9bil in assets, 21 operational branch offices and a network of 17,000 agents nationwide.

As a member of the OCBC Group, Great Eastern Life works closely with its parent company in bancassurance partnerships, and is able to deliver options in general and Takaful insurance under one roof through Overseas Assurance Corporation (M) Bhd (OACM) and Great Eastern Takaful Bhd (GETB).

Its pooled resources afford the company with more options and versatility in terms of the way business is done, as well as in its hiring practices; whilst also allowing inter-company career mobility opportunities across the Group regionally for its employees.

## GREAT STARTS WITH YOU

Great Eastern Life offers an array of career options for graduates in actuarial science, law, accounting, business administration, psychology, marketing, economics, social sciences, and more.

■ *Those keen to join a LIFE company and make life great for themselves and others, please write in to hr-my@greateasternlife.com or call (03) 4813 3209 / 3223.*

THIS WEEK'S POLL:

**Just imagine if you are a Malaysian student studying overseas, would you come home to Malaysia after graduation?**

A recent study has shown that our scholars are not likely to come back. This could be a serious issue for the country in five to ten years, as the growing numbers of the educated diaspora means that we will be robbed of our young future leaders, and be left with what?

“WE WANT **your** SAY!”

We invite you to participate in a quick 2-minute poll at:  
[www.leaderonomics.com/poll/Q1](http://www.leaderonomics.com/poll/Q1)

Results will be revealed in the next available issue. Your participation will be kept anonymous.  
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