EXPLORING THE E&E INDUSTRY
A SECTOR OVERFLOWING WITH OPPORTUNITIES
PAGES 6 - 11

Success through innovation
Motorola Solutions’ creative adaptability has put it at the forefront of R&D.
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THE POWER OF WHY
and how it dictates the extent of your success
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MASTER THE ART of impressing your potential employer
Pg 12

WORK EFFICIENTLY to have more time for family, friends and you
Pg 14
HERE was a time when I stood in awe of my uncle’s massive black mobile phone the size of a large construction brick. Even its long antenna seemed completely natural and justifiable. It made phone calls from anywhere, even from inside a car or in a park. What an incredible device, I thought, free from the shackles of wires. Floppy discs were THE way to store information. Everyone had a stack of these 1.44MB standard disks with its contents labeled on the white sticker front. Then everything changed. Mobile phones became increasingly smaller. From conventional buttons, the world moved to touchscreen. The emergence of apps transformed this device from something that could make calls and text to our windows to the world. Data storage devices emerged with far greater capacity than floppy disks. The pen drive, the external hard drive and memory cards are today so common place and ever increasing in its storage capacity. Looking back, everything happened so quickly. It’s commonly said that technology moves fast. Buy something today and in a short time, chances are that it’ll already be outdated. However, ever stopped to wonder who sits behind all these developments?

Behind every one of these devices that we have become so dependent on, is a team that firstly came up with the idea, made it reality, and then made it available to people like you and me. The industry powering the innovation behind all these devices is the Electrical & Electronics (E&E) industry.

The E&E industry in Malaysia is booming. In 2011, the industry accounted for 41% of Malaysia’s total exports. Malaysia has a lot to be proud of in this industry, and TalentCorp in pages 6-11 explains why. With technology playing an increasingly larger role in our lives and current E&E companies in Malaysia thriving, the industry is poised to continue growing at an exciting pace. To continue forging new paths for the world, the E&E industry constantly needs fantastic talent - people with a passion to be part of creating our future. Read through the pages on this week’s E&E themed pullout to find out what opportunities await.

We also have a special company profile on page 3 of communication solutions company Motorola Solutions. The Penang hub has the largest two-way radio manufacturing and R&D centre in the Asia-Pacific region, and is committed to nurturing and attracting great talent to keep it on the forefront of innovation. If you are an engineer and looking for an exciting career path, Motorola Solutions could be the place for you.

In Be A Leader this week, Roshan Thiran talks about the Why-How-What formula, a recipe that explains the success of many organisations. Start with the Why, and let that drive and underpin the How and the What. It’s fantastically simple, but very powerful.

Parent coach Zaid Mohamadin in Work Life Balance also brings up an issue that we feel at myStarjob.com is important to revisit regularly. As much as we hope you thrive in your career development, whatever stage you are at, the team also hopes that you are able to give time to other aspects of your life, like your family. Zaid talks about work efficiency and some simple things that may mean you can go home to other aspects of your life, like your family. Zaid talks about work efficiency and some simple things that may mean you can go home to your spouse, children and family just that little bit earlier.

Our other pages are filled again with content that we hope you will benefit from. If you have a comment on our pullout – whether a suggestion for improvement, a topic you’d like to see discussed, or even a commendation on things we feel you are doing right, send us an email at mystarjob@leaderonomics.com.

You’ll notice also some pages with the #snap feature within this pullout. We like to accompany articles with videos as much as we can, so download The Star Mobile app, hover it over the page and the #snap function within will lead you to the video. Alternatively, we store all videos on our TV website: www.leaderonomics.tv. You can also find us on Facebook at facebook.com/Leaderonomics.

Carpe diem.

Until next Saturday, LILY CHEAH,
Editor, myStarjob.com
I began my career in Motorola Solutions. I was a Motorola Solutions scholar and I chose this company because I loved creating new ideas. Motorola Solutions fits the bill perfectly. Its services involved end-to-end product design and development, which is what I wanted to do.

I started as an intern and worked my way up to become an engineer. I've grown a lot, especially in my communication and leadership skills. My technical knowledge has increased and working here has made me a better person.

I hope to lead a design team and come up with a groundbreaking idea in the near future. My current team has a mix of experienced and young engineers. It's all about working together and collaborating on ideas.

The main thing that sets us apart is our continuous innovation. We are always rolling out new technologies and a step ahead.

The focus is to provide the best for the end user, and in doing so, we'll continue to provide new age communication solutions. That's the premise of our design needs for the future.

Motorola Solutions was my first employer. I joined the company after encountering some of its people and finding out about the R&D opportunities. I realised that this was where I wanted to be as it allowed us the space to explore different directions. "We are innovative, We are passionate, We are driven, We are accountable, We are partners."
Last November, a group of teenage boys and girls went out to various locations in Kuala Lumpur and spoke to people from different backgrounds, cultures and age groups. They discovered the general societal perception towards them was that the youth of today are a bunch of nuisance.

Whether the perception is the reality or not, a more important question remains: Under such discernment, where can our youth go to receive the acceptance and empowerment they need to become the hope of our future?

At Leaderonomics, we believe that it takes a village to raise a child and a community to build a leader. Our hope is to continuously build platforms that inspire and empower our young people towards being better leaders. Some of the initiatives we have launched include:

**DIODE Youth Camps**

DIODE Youth Camps are conducted during the public school holidays. Our campers learn to break out of their comfort zones, pick up new skills and to learn from positive role models to grow their leadership potential.

**Youth Club**

Our vision for our Youth Clubs is to bring weekly, intentional leadership interaction and learning into every school. We are currently running these clubs in 5 schools around Klang Valley.

**Youth Inspiration Centre**

Our youth centre, Dropzone, is located in PJ Old Town. It opens on weekdays to youth of ages between 13-19, who come by for our workshops, activities, or just to hang out.

For more information or to get involved in our youth services and initiatives, email us at youth@leaderonomics.com, call 03-79575809 or log on to www.leaderonomics.com
Sinek's Golden Circle Model

**Outside-In Model - The Inside-Out Way**

**WHY
HOW
WHAT**

**WHY**
Steve Jobs once said, “Innovation has nothing to do with how many R&D dollars you have. When Apple came up with the Mac, IBM was spending at least 100 times more on R&D. It’s not about money. It’s about how you’re led.” Jobs understood clearly how to lead and it meant starting with the “why.”

The crux of Sinek’s idea lies within this centre “why” circle. The “why” represents an entrepreneur’s beliefs and passion. Why does your organisation exist? This is probably the most important strategic question your business needs to answer yet most people answer this question with “making money.”

Making money is necessary for survival but cannot be your sole purpose. After all, we all need good health to live but that doesn’t make good health the purpose of your living. Your “why” should be enduring and involve a social contribution and be worthy – bringing a sense of personality.

Here are some examples - Google (let’s organise the world’s information), Mozilla (let’s kill Microsoft), Apple (let’s reinvent the status quo), Wikipedia (let’s all contribute knowledge and create a true depository of global information), AirAsia (enabling everyone to fly) and Leornado’s particle (let’s transform the nation).

Neurologist Aron Buchman claims people who understand their “why” in life, actually live longer and have lower risk of suffering from Alzheimer’s. He also adds that high purpose in life have a lower risk of dying and developing disability. We found that people with high purpose in life at the beginning of the study had a two-and-a-half times lower risk of developing dementia.

Knowing your “why” gives you direction. You tend to have more opportunities than you could possibly pursue. Knowing why you exist helps you decide what you will do and what you will intentionally choose not to.

**HOW**
After your “why” is formulated, you can then figure out “how” you are going to accomplish the “why.” Take Walmart, the world’s largest retailer. It started with a simple “why” – “Everyday Low Prices. Sam Walton wanted to create a store where customers didn’t need to cut coupons, compare prices or engage in non-value added activities to obtain the lowest price. Then, he went about the “how.” He built an entire infrastructure to support his “why” including the world’s best supply chain, an EDI system that reduces cost efficiency, hiring of “lower cost” retired folks, establishing stores in remote locations where rental was lower, completely cutting out advertising and keeping his corporate team as lean as possible.

Most organisations benchmark Walmart and try to copy its.

The point is this. By starting with the “why,” you create a unique story. This is the source of your competitive advantage. People will buy “what” you sell if they believe in your “why.”

**WHAT**
Amazon.com is a business that defies logic - an online retailer that has become the biggest bookstore in the world. Jeff Bezos, its CEO and founder, knew his “what” - to open an online book store. But unlike others, he didn’t start with “what.” He spent countless hours in traditional brick-and-mortar bookstores trying to figure out “why.” As Bezos visited bookstores, he realised there was an “experience” people went through buying books.

People read parts of the books, compared books, browsed the best-sellers lists and got frustrated when a book they wanted was out of stock. Bezos quickly understood his “why” - to become “earth’s biggest bookstore.” He later refined his “why” to “We seek to offer Earth’s Biggest Selection and to be Earth’s Most Customer-Centric company.”

His “why” was to ensure the “experience” in a traditional bookstore was replicated whilst the frustrations (ie. lack of book titles) was addressed. This infrastructure that he built cost millions but guaranteed Amazon provided a truly unique customer experience – his “why.”

Finally, after this entire infrastructure was built, he focused on the “what” – the actual products and services that Amazon offered – books, music and videos. The “what” may have started out as a bookstore, but once he understood his “why,” it progressed into much more.

For example, Apple started out as a computer company, but its “why” was to make a dent in the universe. Apple believed that “everything we do, we do differently.” It believed in challenging the status quo. That was its “why.”

And “how” it challenged the status quo was by hiring talented people and making beautiful products with great designs. And finally, “what” Apple does make is computers, MP3 players, phones or anything that supports their “why.”

We often communicate starting from the “what.” Companies communicate “what” they’re selling. But the truth is, people don’t buy what you do. They buy why you do it.

**FINALE**
There is a difference between giving directions and giving directions. Direction is the end destination (your “why”) to which you are headed whilst directions (your “how” and “what”) is the plan to get you there. Leaders often give directions where they should be setting direction.

Martin Luther King inspired many to make a difference on racism. Interestingly, his speech began with “I have a dream” and not “I have a plan.” We think a great business begins with a solid business plan. But numerous businesses built on solid business plans don’t last either. Instead, start with “why” and you may just end up inspiring millions.

Roshan Thiran is CEO of Leadershiponomics, a social enterprise passionate about transforming the nation through leadership development. To sign up for great leadership and business strategy programmes for your organisation, email people@leadersonomics.com. To access great free videos on leadership, login to www.leadersonomics.tv
TalentCorp’s Contribution to the E&E Sector

Malaysia’s Electrical & Electronics (E&E) Sector is Brimming with Exciting Opportunities. Want to be Part of this Vibrant Sector? Find Out What’s Ahead for Young Graduates as Well as How You Can Get Started.

TalentCorp’s Star Programme

“IT FEELS GREAT TO BE ABLE TO CONTRIBUTE MEANINGFULLY TOWARDS HELPING MALAYSIA MOVE UP THE VALUE CHAIN.”

RAJ PUkurirthaMANN, MANAGING DIRECTOR OF NATIONAL INSTRUMENTS, PENANG

And electronic medical devices like pacemakers, improve the quality of our health. Technology makes our lives safer, easier, and more productive. Imagine how much you could contribute by being part of the E&E sector.

This sector is a booming one especially in Malaysia, which has long been recognised as a hub for the electronics sector in the South-East Asian region. The establishment of the first semiconductor plant in Penang in 1972 marked Malaysia’s initial foray into manufacturing.

The country has since moved up the value chain into design and development. Large multinational companies from the United States, Japan, and Europe have chosen Malaysia as their base and consistently increased their investments here.

The Penang Free Trade Zone is home to 2,000 companies and a thriving E&E ecosystem. Dr David Lacey, senior R&D director at Osram Opto Semiconductors says, “Over the last 10 years, we have surprised our colleagues in the United States and Europe by showing what we can do and how fast we can do it. That translates not only into a lasting confidence in the Malaysian team, but also in an international working environment.” And this is great news for young talents looking to start a career here in Malaysia.

In 2012, the E&E sector in Malaysia contributed almost RM48.5 billion in gross national income and created 8,800 jobs. To drive the sector forward, companies are aggressively looking for talents in value-added roles. “E&E graduates are currently in high demand, especially in the R&D segment and software development,” says Osman. Reha Abdul Razak, regional human resource director, ON Semiconductor, adds: “We require candidates with strong fundamentals and a passion for engineering because we use physics, chemistry, algorithm and statistics in our daily operations.”

The E&E sector has become more competitive in its efforts to attract the right talent. “This is the 21st century – a balanced work life with competitive compensation is the new norm,” says Jenny Ooi, HR director at Agilent Technologies. Many E&E companies offer job rotations, flexible working arrangements, and opportunities for international assignments. In short, a career in this sector is exciting and provides an opportunity for graduates to create history in a conducive work environment. Join us and drive the change!

FastTrack is a 12-month programme targeted at high-achieving Malaysian engineering graduates like Nasibah to enlarge the pool of R&D engineers needed for progression of the E&E sector up the value chain. It involves apprenticeship with hands-on experience working on actual R&D projects at host companies, supplemented by formal training. At the end of the 12-month programme, it is expected that the apprentices will be employed by the host companies.

FastTrack helped me to experience and think like an engineer while working on real-life projects.”

ONG YI FENG, PRODUCT ENGINEER WITH AGILENT TECHNOLOGIES (A scholar under the Scholarship Attraction and Retention (Star) Programme)
The Malaysian E&E sector is fast attracting new investments. Bose is such an investor, establishing its presence six months ago, and already with ambitious growth plans in place. Kamaldin also mentions that the E&E sector is highly competitive, with opportunities for learning and multinational exposure making it the sector of choice.

A lot of high-end design and development work is currently being done in Malaysia. It is both technically challenging and intellectually rewarding. SK Fong also says that Altera’s growth rate is twice that of the semiconductor industry. Having helped create many value added jobs in Malaysia over the past few years, particularly in the field of systems and software architecture, advanced analog design, IP development and programme managers, Altera is on the lookout for bright and inquisitive minds to drive its future.

Agilent Technologies places emphasis on product development and innovation at its Malaysian operations, where it produces sophisticated test and measurement equipment for the global market. Since expanding into the life sciences and the bio-analytical test space, Agilent has consistently moved up the value chain. With a new “Gem Y” friendly facility and investment in training fresh graduates, Agilent hopes to attract more young talent to drive the change!

Texas Instruments Malaysia’s (TI) comprehensive first-year development programmes provide the building blocks to fresh graduates by combining hands-on experience on real world projects with individual coaching and mentoring, and organised access to TI’s top business and technical leaders.
I am currently in the quality management department, a field that has helped me evolve as a person. The fresh graduates can use my experience to learn the different departments and improve the processes that we have in place. My key role is in data collection, administration and control to meet the customer’s needs.

Did you know that the Pen Drive was invented by a Malaysian?

I’m an Engineer...

The difference between my degree and current job is that the business decisions of these individuals is like a science of numbers and the use of mathematics in order to make a decision. In engineering, the use of numbers and mathematics is used to design, develop and construct a product or system. The aim is to create a product or system that meets the requirements and specifications set out by the client or customer. In engineering, the design of a product or system involves the creation of a blueprint or diagram that outlines the different components and how they will fit together. These blueprints are then used to manufacture the product or system.

Hardware design is an important aspect of smartphone technology, as it determines the size of the smartphone, the operating system, the applications, and the overall experience. It is important to have the right hardware in order to deliver a high-quality smartphone experience. The smartphone hardware includes the processor, memory, screen, camera, battery, and other components. These components work together to create a seamless experience for the user.

The embedded systems cluster is a group of companies that specialize in the design and development of embedded systems. These companies are involved in the design and development of embedded systems, which are systems that are designed to perform a specific function. These systems are used in a variety of applications, such as automotive, industrial, and consumer electronics.

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“Although I graduated as an electrical engineer, I am now a software engineer at National Instruments. My main job is to work with software engineers and help them develop software that is required to control a system and present data in a user-friendly way. I am working with the team to design new embedded systems, and it is fascinating to see the process from design to development to deployment. I gained this experience at National Instruments in the United States, and it has contributed to my growth as a software engineer.”

If you are interested to join Phison, please visit our website at www.phison.com. We offer competitive salary and benefits, as well as opportunities for professional development and growth. We are a global leader in the design and development of embedded systems, and we are looking for talented and motivated software engineers to join our team.

I am working on software that will enable a car audio player to present the operating system of an audio player, and we are also working on the audio player itself. The audio player will be used in a variety of applications, such as automotive, consumer electronics, and industrial applications. We are working on the software that will control the audio player and present the operating system to the user.

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The smartphone itself is an electronic device that is used to perform a variety of tasks, such as making calls, sending messages, and accessing the internet. The smartphone is a device that has evolved over time, and it has become an integral part of modern life. In the past, smartphones were primarily used for making calls and sending messages, but today they have become much more than that. They are now used for a variety of tasks, such as taking photographs, playing games, and accessing the internet.

Phison: Success-Driven

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Did you know that the Pen Drive was invented by a Malaysian?

The device to store data has become an essential item since 2002. Now, the company behind the invention has opened a new chapter in Malaysia to develop local industries in the pen drive’s supply chain. Phison Electronics Corp, a Taiwanese company founded by Sekinchan-born Pua Khin Sung, introduced the world’s first single-chip USB flash drive or the pen drive, and its dominance increased more than US$1.2bn to the company in 2010.

Phison has started Phison with four other partners, after graduating from Taiwan’s National Chiao Tung University in electrical and control engineering at a young age of 26. The meaning of the company’s name is “a group of people united”, which summarizes Phison’s values of teamwork and collaboration. This teamwork continues with the opening of PhisonTech Centre in Bayan Lepas, Penang, where local small to medium enterprises have joined Phison’s value chain to design and manufacture finished Flash memory products.

The centre aims to develop local engineering talent to produce USB Flash drives that are fully researched, designed, and manufactured in Malaysia. Phison is playing an important role in the Electrical & Electronics ecosystem, which is a major contributor to Malaysia’s gross domestic product. This is an example that Malaysians can be innovative and globally competitive.

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Engineering is no longer a male-dominated field. With the Malaysian E&E sector moving up the value chain from manufacturing towards more design and development work, the variety of jobs has increased. Malaysian women have taken to R&D roles in a big way and one would find a large representation of women in the E&E sector. For example, Agilent Technologies Malaysia, where 50% of its 1,200 engineers are women. There are so many ways women engineers can use their skills and build a career in the sector. There is a thriving E&E ecosystem in Malaysia with many multinational firms like Intel, Agilent and Motorola Solutions having been in Malaysia for close to 40 years. In recent times, more global corporations like National Instruments and Bose have also set up shop. So do consider building a career in engineering in the vibrant and exciting E&E sector – its not nuts and bolts anymore!

The E&E sector is also the first in Malaysia to have adopted and promoted a culture that promotes work-life balance. Companies allow flexible working hours, offer support facilities on campus and the access to state-of-the-art technology which makes it efficient and seamless for employees to work from anywhere, anytime. For women, this means promoting diversity and inclusion at the workplace; women are allowed to bring their children to work, the children can play in the creche while their mothers are at work, and telecommuting from home is also an option. So do consider a career in engineering. Yes, you can have it all!

**CALLING WOMEN TO THE ELECTRONICS SECTOR**

**IN AGILENT, NUMBERS TALK! AT THE SENIOR MANAGEMENT LEVEL, FOUR OUT OF SEVEN VICE-PRESIDENTS AND THREE OUT OF SIX SENIOR DIRECTORS ARE WOMEN.**

JENNY OOI
**SENIOR DIRECTOR, HR, MALAYSIA, THAILAND AND VIETNAM**
Agilent Technologies Malaysia

**“WOMEN HAVE WHAT IT TAKES TO MAKE SIGNIFICANT CONTRIBUTIONS TOWARDS THE ENGINEERING AND TECHNOLOGY FIELDS. AT INTEL, WE ENCOURAGE WOMEN TO REACH THEIR POTENTIAL WHILE PROVIDING A CONDUCTIVE WORK ENVIRONMENT. HAVING WOMEN BRING DIVERSE OPINIONS HAVE LED TO HIGHER PERFORMANCE LEVELS OF OUR TEAMS.”**

ROBIN MARTIN
**VICE-PRESIDENT, TECHNOLOGY AND MANUFACTURING**
Intel Corp

**“WORK HARD, PLAY HARD.”**

Sharina Mat Lani never thought she would be working in her dream job doing Research and Development (R&D) for a firm in the E&E sector. The ambitious wife and mother is currently getting the best of both worlds working as an analog design engineer in National Instruments (NI) while still making time for her family.

**MAINTAINING WORK-LIFE BALANCE**

Most companies exercise flexible working hours, but there are still guidelines on how many hours you need to work a day. I stick to this guideline so I do not need to stay back late. As a wife and a mother, this is crucial since family time is also my priority. I also participate in social activities organised within the company. This is an opportunity to build good relationships with colleagues and release stress!

**“I THINK ENGINEERING IS AWESOME”**

I am very lucky to be in the R&D field in E&E. My main responsibility in NI is to design data acquisition boards for PXIe, PCIe and USB platforms. As part of the pioneer team here, I want to develop my competencies, become a mentor and technical lead and share my knowledge and experiences to help others achieve their dreams of becoming successful engineers.

Promoting WORK-LIFE BALANCE

The E&E sector in Malaysia is where I get to work with some of the smartest people in the business. Success in the E&E industry is purely merit driven. Diversity in every aspect is supported and promoted everywhere to encourage ideas and innovation. Age, gender, racial demographics, nothing matters in this industry. If I have a good idea and can prove it, I will make a difference and be rewarded accordingly.

Chen Pei Lynn wants to change the world with her products. She became an engineer and in time, a component design engineer at Intel Penang Design Centre. Chan, who aims to add a few patents to her name, is working on the development and circuit design of Intel’s next generation microprocessor to be released two to four years down the road.

**CHALLENGING THE BOUNDARIES**

I code the new features from Microarchitecture Specifications. As these feature sizes become smaller and circuits operate at higher speeds, we need to design innovative architectures to deliver new levels of performance and energy efficiency.

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The E&E industry may be perceived as dry as it deals with circuits and chips, but for Altera Corp’s Selvi Aldragen, it has its humanistic qualities. It is in E&E that she is able to have the financial independence and flexibility to spend quality time with her two children and tend to a long-term project – her vegetable patch.

**WHY ENGINEERING ROCKS**

I have been working as a staff engineer with Altera Corp now for slightly over two years. Besides that, I support innovation efforts in my team and participate in host of technical-related training and coaching activities. Last year, I chaired Altera’s Technical Symposium. I also appreciate the travel opportunities provided to me in my course of work to meet and work with my counterparts. It is a field which is constantly changing and evolving, and to be successful, I am prepared for continuous learning and adaptation. It never gets boring! I hope to fast forward in the direction of innovation and would love to write more patents and attend aid publish more papers in external conferences. E&E remains exciting as it also allows me to stay contented by continuing to seize every opportunity to pursue my hobbies and interests.

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"I HAVE A GOOD IDEA AND CAN PROVE IT, I WILL MAKE A DIFFERENCE AND BE REWARDED ACCORDINGLY."
Preparation for a career as an engineer in the E&E sector may begin as early as your first year of undergraduate studies in university. Get exposure to the corporate environment as early as year one to year three and follow it up with an internship where you can get to work on real life projects! For those interested in R&D, opt for the FasTrack programme post graduation to accelerate your career in high-end engineering jobs.

**The Electronics Sector Can Groom You into an Engineer From Day One!**

**Opportunities for Students Interested in E&E**

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<th>Field of Study</th>
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<td>EE</td>
<td>Electronic &amp; Electrical Engineering</td>
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**Industry Insights**

**Structured Internship Programme**

Year 1 to Year 3

- Similar to Jawatan Sambil Belajar (industrial work experience) during school days, Malaysian undergraduates students from both local and overseas universities get a chance to visit companies during their summer break to gain insight on the companies’ working environments.

Year 2 to Year 3

- Structured internships provide students with hands-on industry exposure as well as training for a period of three to six months. Students may get an opportunity with their host company to:
  - Conduct their Final Year Project
  - Participate in the annual Innovate Malaysia competition
  - Gain employment

**Final Year Project**

- Final year students get to work on an industry project with the support, coaching and guidance of both university and industry professionals. Projects may be entered into the innovative Malaysia competition under the host company track.

**Final Year**

- Engineering graduates with a 3.5 CGPA and above may join the FasTrack programme which is a 12-month attachment with a participating host company. Trainees are paid RM3,000 a month, and receive technical and soft skills training while working on live projects with their host company.

**Structured Internship Programme**

- “It is difficult to appreciate the work done in the lab from theory alone without the experience of physically being there.” — Kamil Idris, chancellor of USM.

**Industry Ready Graduates**

- “The FasTrack Programme provided basic training but what it was really about was learning about the real working situation quite early.” — How Chu Tiong, FasTrack Trainee with Silterra (2011-12).

**Fresh Graduates And Early Career Professionals**

- “Interested applicants may send their CVs to training@psdc.org.my”

**Companies in the E&E Sector Look for Graduates from a Variety of Disciplines. The Matrix Below Shows Where Your Knowledge and Skill Sets Can Fit Within a Wide Range of Careers as an Engineer. Your Opportunities Are Limitless!**

**Who Are In:**

Students

For: (CEO of MIDA), YBhg. Noharuddin Nordin (CEO of Khazanah), (CEO of TalentCorp), YBhg. Professor Dato’ Dr Omar Osman (vice chancellor of USM), Yang Bersatuah Dr Nungsari Ahmad Radzi (executive director of Khazanah Nasional) and En Jaffri Ibrahim (CEO of CREST).
Top 10 Ways to Impress a Potential Employer

1. BE CONFIDENT, BUT HUMBLE
While it is essential to show that you are the person for the job, don’t forget to be humble. Admit that you still need to learn, and don’t be afraid to share things you can improve yourself on during the interview. By doing this, you are letting your interviewer know that you are teachable, and that is a quality which is highly sought after.

2. BODY LANGUAGE AND POSTURE
Maintaining eye contact with your interviewer shows that you are confident, if you are an introverted person who is not used to keeping eye contact while speaking to people, practise this with your friends or family. Always maintain a calm posture, sit straight and remember to smile.

3. FOLLOW UP
After the interview, send a “thank you” email to your interviewer. Try to do this within one day of the interview. Acknowledge that they have a busy schedule and thank them for setting aside time for you. You can also tell them things about that the company which really impressed you.

4. TAKE TURNS TO SPEAK AND LISTEN
It is normal for a person to get excited to promote himself during an interview. Don’t go on just talking about yourself. Your interviewer may think you are just rambling or bragging. Remember to let your interviewer speak as well.

5. DRESS APPROPRIATELY
The way you dress gives people an impression about your personality. Be sure to dress professionally, use soft colours like grey, white or blue. Avoid bright and striking colours as they may distract the interviewer. Don’t over accessorise, and make sure your attire is not too revealing or too sloppy.

6. ASK QUESTIONS
It is always important to ask questions after the interview. Ask questions which show that you are really serious about the job, such as who you will be reporting to, or what changes or improvements they would like to see in the division by hiring a new employee for the position.

7. PRESENT CONCRETE EXAMPLES OF YOUR SKILLS
Put together a portfolio of the things you have done to show that you really possess the skills that you have stated in your resume. You can also tell your potential employer accounts of your previous experience.

8. DON’T BE LATE!
First impressions can seal or break the deal. Be sure to plan your time properly. If you are unfamiliar with the place, leave earlier. Showing up late for an interview gives your interviewer the impression that you are not serious about the job. In the event where you have no choice but to be late, call and inform your interviewer.

9. DO YOUR HOMEWORK
Before going for an interview, make time to study about the company and the industry. You can point out some of the values of the company which you admire during your interview. Your interviewer will be impressed by your diligence and it also shows that you are really interested in the company.

10. BE CREATIVE WITH YOUR RESUME
Your resume will determine if you get that first phone call. Treat your job application as if it was the first phase of your interview. Make sure your resume is neat, and well organised. You can try adding some colours and pictures to it to make it stand out from the other applicants’. Don’t be afraid to get creative, there are many other ways to send in your application besides a normal word document.

What are your corporate goals?

mystarjob.com, Saturday 27 April 2013
MULTIPLE INTELLIGENCES

BY VICTOR LOH
myStarjob@leaderonomics.com

M y last corporate job before I ventured into entrepreneur- ship was in a team that was brought in to transform the organisation. The company was going through a major change on account of new ownership and top management. My role was to revamp a team that had been considered under or non-performing. Needless to say, I was not exactly welcomed with open arms in the first few months!

Rather than jump in guns blazing, however, I spent the initial weeks observing the team members and understanding their respective strengths. It didn’t take long to figure out that the problem was not so much incompetency but rather mismatch of skills and roles.

The “square peg in a round hole” situation was quickly fixed with a bit of reshuffling of duties. Numbers-driven, analytical staffers were reassigned to focus on financial analysis while those high on interpersonal skills took on account manager and client facing roles. Within a year, that “dull” of a team had turned around completely, achieving 40% on 40% growth each year.

The mistake of the top man age- ment then was not appreciating that every individual is wired differently; that intelligence is not a single general ability, but rather as Harvard-based psychologist Howard Gardner proposes, is differentiated into multiple intelligences.

Traditionally, intelligence is defined very narrowly by intellectual abilities as scored by IQ tests, which measures only a certain spectrum of skills and understanding. But Gardner’s 1983 book Frames of Mind: The Theory of Multiple Intelligences pools there are actually seven types of intelligences: logical-mathematical, spatial, linguistic, bodily-kinesthetic, musical, interpersonal and intrapersonal. (New types of intelligences have been developed and expanded from this original seven.)

We possess all these intelligences but in different degrees, which explain why we are more adept at some things versus others. Each person typically has a few key intelligences or strengths, and this shows in the way he/she leans towards particular skills sets to solve problems.

For this reason, a one-size-fits-all system of managing people is destined for failure – unless you intentionally hire people with specific type of intelligence only. But that in itself is flawed thinking because obviously diversity is key to stronger teams. We leverage each other’s strengths and a group with all seven intelligences in good measure will always trump any one of them.

So the onus is on managers to manage according to individual’s strengths and learning preferences. If you think about it, the theory of multiple intelligences is actually a very powerful management tool at your disposal. It allows managers to better understand their staff, tap on their strongest capabilities and motivate them more effectively.

For example, people with high linguistic, interpersonal and intrapersonal intelligences are going to be more sensitised to the choice of words used and the way their managers communicate with them. In comparison, those who are more logically-oriented would prefer to cut to the chase and have managers get to the point. Can you see how trying to do the wrong thing with the wrong group can be incredibly frustrating on both sides?

In hiring and assigning tasks, it would be so much more effective if we played to people’s strengths. Imagine hiring an active, bodily-kinesthetic type, or even someone with high interpersonal intelligence, for a desk-bound job with limited human interaction.

Stronger teams can be built if managers knew how to pair up staff according to their intelligences.Put together a team with linguistic-driven, logical-mathematical and spatial intelligences, and I imagine you would have an A+ performance or report that is well-written, well-structured and beautifully designed.

Staff can also be better managed to their full potential. Someone who is high on interpersonal intelligence would be effective in rallying the team in challenging projects. Not only does the individual feel fulfilled doing something he is obviously good at, the group feels energised.

It also helps direct training and team seminars more effectively. Why send the staff with strong linguistic abilities to a writing workshop when they might benefit more from an effective PowerPoint class or a session on analysing charts and numbers?

I appreciate there are no perfect teams and managers are not always able to pander to individual preferences. Sometimes the only person available for the job might be the one who is least skilled to do it, but a clued-in manager could at least help this individual along more effectively.

At the end of the day, managing by individual intelligences makes your job as manager easier. People who feel valued for their strengths are more motivated and perform better. Team dynamics improve; respect and appreciation are increased. With a stronger team working, all this translates into a better return on investment for the company.

How is your management style? What do you think you did well in the situation described above? Was there anything you would do differently if you were in that situation again? I would love to hear from you if you have stories of how you defied stereotypes and succeeded.

BY TERRY SMALL
myStarjob@leaderonomics.com

HOW IS YOUR FLUID INTELLIGENCE?

The idea that it’s possible to improve fluid intelligence without directly practicing on tests themselves, opens up a wide range of applications in education, according to the researchers.

Remember: “You are a genius.”

Terry Small is a brain expert who resides in Canada and believes that anyone can learn how to learn easier, better, faster, and that learning to learn is the most important skill a person can acquire. To interact with Small, email myStarjob@leaderonomics.com

Intelligence is considered one of the most important factors in learning and is linked to academic and professional success, according to recent studies.

The findings challenge current beliefs that the only way to increase fluid intelligence scores is to directly practice on the tests. Until now, there has been no evidence to suggest that other types of brain training would increase such scores in adults.

“The finding that cognitive training can improve fluid intelligence scores is a landmark because this form of intelligence has been claimed to be largely (nonsusceptible to change).” said Susan Jaggi, of the department of psychology at the University of Michigan, and colleagues write in the journal article.

“Our data provide evidence that, with appropriate training, there is potential to improve fluid intelligence.”

Scientists have theorised that working memory and fluid intelligence share a common neural network. Both seem to rely on similar neural mechanisms. With this concept in mind, Jaggi and colleagues investigated whether they could improve one’s fluid intelligence by means of a working memory task.

For the study, healthy adult volunteers were divided into two groups: a control group that did not receive any training at all, and a training group that worked on a computerised working memory task for 12 minutes over a six-week period.

The training group improved their working memory by an average of 34%, and gained an average of 5% on fluid intelligence tests, compared to the 3% improvement in the control group.

The researchers note that fluid intelligence is not only important for academic achievement, but also for success in the workplace and in everyday life.

They also point out that fluid intelligence is not just a fixed trait, but rather can be improved with training. This finding has important implications for education, where the focus is often on improving students’ academic performance.

The researchers are currently conducting a larger study to further explore these findings and how they can be applied in educational settings.

In conclusion, the research suggests that fluid intelligence is not fixed, but can be improved through targeted training. This has important implications for both education and the workplace, as it opens up new possibilities for enhancing cognitive abilities.
MANY working parents are unnecessarily stuck in the office longer than they should be. Is this really necessary, or are they just not working smart? Let’s explore why this happens and how they can work less but deliver more by working smarter during the regulated office hours.

“What caused me to stay longer than I should in the office?” This is the question that many working parents ask themselves. A number of employees actually want to work the extra hours because of the higher rate paid as overtime. But even then, there’s a limit to how much one can do before things start to fall apart. They should know their limits and decide accordingly.

If staying longer at work is somewhat acceptable, there are many who work longer than they should simply because they are not clear on what’s expected of them. This is especially true for middle-level management who are new to the role. They tend to do everything to satisfy their higher positions. They don’t seem to mind taking on additional responsibilities, thinking that they have to do them all. In addition, many employees are not able to fight the social pressure or company culture. In general, our society still thinks that the more hours we put at work, the more successful we will become.

There are those who work long hours due to their personal inefﬁciencies. For example, they don’t have an effective time management tool. Perhaps, their work space is so disorganised that it’s impossible to ﬁnd anything there. Or their email system is so messy causing precious time to be wasted looking for that important message.

**EFFECTS ON THEIR LIVES AND FAMILIES**

Whatever the reasons, working parents must be aware that there are effects on their lives and families. First of all, there has been no conclusive evidence to prove that working longer hours results in higher productivity. In fact, studies have indicated that work performance drops in the longer term due to lack of rest and higher rates of error. In terms of health and safety, a British study showed a drop in mental health, higher cardiovascular risk and increased minor illnesses among employees who regularly work long hours.

As if those are not enough, many of those employees were unhappy with their work-life balance. They found that happiness and satisfaction were hard to come by due to the negative impact on their domestic relationships.

A better strategy is needed to bring back the balance into our lives. One such strategy is to work less and deliver more.

**“WORK SMART, NOT HARD” STRATEGY**

Let’s start by being clear about what you need to deliver. One way to do so is to simply ask your manager or customers exactly what they want. Most of the time, you may be surprised at their answers; they just want it “simple and correct.” You don’t need to spend hours trying to deliver much more than that, unless there is superior value-added that you can deliver. At other times, you can also focus on one task at a time. Yes, multitasking is common nowadays, but can you truly multi-task? Try having a decent conversation on the phone while drafting an important email. Chances are, you will fail at both. Hence, it’s much better, and faster, to do one task at a time.

The next tactic is to spend time on content, not cosmetics. Far too many times, hours of valuable time are wasted to beautify a presentation. We should instead put ourselves in the audience’s shoes. Chances are, they want us to focus on what the important thing is that will change the game. In short, spend time on quality, not quantity. Hours can also be cut short simply by being more organised. Do you agree that a clear desk (or inbox) can lead to a clear mind? I would certainly think so. There’s one tip that I have been using to achieve this state. It’s called a “One Touch Rule” where you don’t handle papers or emails more than once. Instead, you must take immediate actions such as replying, forwarding, deleting or archiving it.

Another smart ways to cut the hours is to get “others” to do it. Start with automating your work. For example, ﬁlter your emails or create templates for future use. This would save a lot of time later. Next, delegate all low-value work to others who can do it faster, better and cheaper. This means that your administrative staff should be preparing your travel expenses, for example. Even better, suggest to your boss or teams to outsource non-value-added work to temporary staff.

Last but not least, don’t be afraid to challenge the status quo. Always look out for simpler and better way to do things. Discuss with the stakeholders on what’s really important to them, and deliver those in highest quality. Always innovate or re-apply what’s working internally and externally, if they have found the ways to improve efﬁciency.

**BENEFITS OF WORKING SMARTER INSTEAD OF HARDER**

Once we do all above and more, our work can be more fulﬁlling as we spend more time on higher value-added work. It also means that we’ll have more time for relationships. Be aware that putting in 22 hours a day is not sustainable and diminishes the return in the long run. We’ve also have more time with the family. Home can be the place to recharge and rejuvenate to face another day. Relationships should improve as we spend more quality time together. In the end, our overall sense of satisfaction and happiness should also improve drastically.

In conclusion, working longer hours than we should may bring short-term positive results. However, it’s not the best way to get ahead. There may be a big price to pay in terms of happiness, satisfaction, health and family relationships. There is a better and more sustainable way. Employees who are able to work smarter can actu- ally deliver more in less time, mak- ing them happier and enjoy a more balanced life outside of work.

Zaid Mohamad is a trainer, certiﬁed parental coach and the bestselling author of Smart Parents, Brighter Kids. Log on to www. SmartParents.com.my or write to him at zaid@smartparents.com.my. To engage him as a trainer, email people@leaderonomics.com

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**WORK LESS, DELIVER MORE**

BY ZAID MOHAMAD
mystarjob@leaderonomics.com

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**PASSION DRIVES YOU**

BY JAMES LEE
james.lee@leaderonomics.com

I am about to tell you how a 22-year-old college dropout truck driver named James Cameron ended up becoming a top-tier film director. In 1977, he went to watch Star Wars with a pal. His friend enjoyed the movie but Cameron walked out of the theatre ready to punch something. Did he hate the movie? No!

You see, during his free time, he used to paint tiny models and write science ﬁcton stories set in galaxies far, far away. Now he was facing a deflating reality. The things he had been just brought to life by Lucas. Star Wars was the film he should have made.

It got him so angry he bought some cheap movie equipment and began experimenting to ﬁnd out how Lucas had done it. He spent days in the USC library, reading everything he could about special effects. Cameron was completely obsessed!

He then persuaded his local dentist to invest US$2,000 in what he billed as his version of Star Wars. The clip didn’t get him a full-length feature ﬁlm, but he was hired to build miniature spaceships.

In 1983, he made it to the director’s chair, overseeing Piranha II: The Spawning. While editing the movie he had a fever and dreamed of a robot clawing its way towards a ravishing woman. This became the basis for the script for his second movie.

In 1984, The Terminator was released and over the next 10 years, Cameron helmed a series of daring ﬁlms, including Aliens, The Abyss, Terminator 2: Judgement Day, and True Lies. Of course, went on to become the highest-grossing movie of all time. It won 11 Oscars, including best picture and best director. Titanic sailed into the record books, grossing US$1.8bil worldwide.

Passion is one thing, doing is another. I would like to end this with a quote from Cameron himself:

“There are many talented people who haven’t succeeded in their career, because they over thought it, or they were too cautious, and were unwilling to take the leap of faith.”

James Cameron

Dare to pursue your dreams and you never know how things may turn out.
Dear Careernomers,

I am a final year E&E undergraduate entering the job market. It seems that opportunities in this sector in Malaysia have limited possibilities in manufacturing. I would like to be in the field of research and development (R&D), as that is more challenging and interesting and will give me a great start to my career. My question is: are there any R&D jobs within E&E companies in Malaysia and are they open to fresh graduates? If so, are there any graduate training programmes in R&D and how can I take part in these programmes?

Thank you in advance,

Azlan

Dear Azlan,

Many E&E companies in Malaysia are offering positions in R&D. High-tech companies like Altera, Agilent, Intel, Motorola, and Siltera employ thousands of R&D engineers working in areas of logic design, analog design, system design, radio frequency design, embedded system, wafer technology, and test & measurement. They are open to fresh graduates and offer comprehensive training programmes to ramp up the skillset. There is a special apprenticeship programme called FastTrack, which is collaboratively run by the Penang Skills Development Corp, TalentCorp, and industry partners, to prepare university engineering graduates for careers in R&D. This basic requirement of the 12-month apprenticeship programme is a GPA of 3.5 and above. It allows apprentices to undergo formal classroom and lab training, and experience a complete industrial immersion through host companies. The programme not only offers a monthly allowance of RM3,000, but also gives the apprentices an invaluable opportunity to learn from the best in the industry. At the end of the programme, selected apprentices will be converted to a full-time employee. Even for those who are not offered a permanent job by the host company, the training and exposure provided to them will usually allow them to secure a R&D job in other companies.

SK Fong

Dear Azlan,

It is good to know that you are planning ahead for your career as it really pays to be tactical when stepping into today’s job world. Interestingly, the E&E sector has been identified as an important contributor to our economy, being one of the 12 National Key Economic Areas in our Economic Transformation Programme (ETP). Under the ETP, the research budget for the Malaysian economy is actually increasing. Broadly, investments in R&D have been mainly focused on the manufacturing and bio-technology sector which foresees continuous growth.

From an employment perspective, we have close to 2000 active E&E companies providing employment to over 350,000 people in Malaysia today. With today’s digital revolution, large consumer goods companies cannot afford to ignore innovation in their supply chain. Companies that aim to develop productive links between science and business are seeking to develop scientific knowledge to unlock direct practical applications which can be translated into marketable products. This innovative force is a decisive factor to ensure sustainability and securing their position in the market. For young researchers/engineers this offers a broad playing field with excellent development opportunities.

Top R&D experts that are greatly desired by renowned companies are those with a Masters or PhD degree in specific fields. This is much required for a role in research or product development. While you may start as an R&D engineer for example, pursuing a post graduate programme with a university that excels in your preferred area of research can be your work-in-progress. This gives you the advantage to be on top of developments.

Universities in Malaysia are now being encouraged to commercialise their work, by finding sponsors or marketing prototypes to companies that require them. They also offer research grants, based on proposals and that might give you the platform to launch yourself into the commercial world as a researcher. When choosing an area within E&E to specialise in, you must identify growing demands in the market e.g. wireless communication, electrical transmission and distribution (T&D), solar modules/solar powered equipment, handheld gadgets, industrial lighting (LED) etc.

For starters, I suggest you find out which are the leading companies in the above businesses that have R&D as their core competency and new discoveries is natural amongst these. For a fresh graduate to be in demand, some attributes that are essential (especially for a researcher) are enthusiasm, independence, continuous improvement mentality, interpersonal skills, good articulation of ideas and report writing. Some of these are built through your initiative, practice and exposure.

Having grown up with the internet, today’s “Generation Y” jobseekers have more natural abilities than they realise. They instinctively work collaboratively – sharing information and new discoveries is natural to them. Therefore, R&D is an up-coming lucrative area for people like yourself.

Good luck, Azlan.

Gracefully yours,

Sohba Kesavan

The opinions expressed are those of the authors and not necessarily those of myStarjob.com
Coming up in next Saturday’s issue . . .

The Dilemma Faced by Working Parents

In next week’s Be A Leader, Roshan Thiran writes about employee engagement and how it is often ignored.

How Winnie Loo, owner of A Cut Above rose against all odds to establish herself in the business world.

Find out how you can grow by volunteering.

How to stir innovation in your organisation.

If you have any suggestions or feedback on our content, get in touch with the Leaderonomics team at mystarjob@leaderonomics.com. If you’re an organisation and believe you have a great story to share with our readers, contact ian.lee@leaderonomics.com - 066 974 7087