

# EXCELLENCE IN HUMAN CAPITAL



Great Eastern Life recently celebrated its 106<sup>th</sup> Anniversary – the Company with a rich heritage in protecting generations of Malaysians, is backed by a solid financial foundation of RM63.5bil 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 IS A CONTINUED LEGACY

For the sixth consecutive year, Great Eastern Life Assurance (Malaysia) Bhd has been recognised as the most popular graduate employer in Malaysia's insurance sector by Malaysia's 100 Leading Graduate Employers.

The latest win adds another feather to the 106-year-old company's cap – from being the only life insurance company in the country with the longest record of being voted for strong reputation and trust within the sector in its achievement of *Reader's Digest* Trusted Brand Gold Award for 11 consecutive years since 2004; the Company's continued recognition in M100 reaffirms its popularity of being the choice employer for insurance as well, with its longest record of being the sector winner.

### LIVE GREAT!

Great Eastern Life director and chief executive officer Datuk Koh Yaw Hui says: "Great Eastern Life empowers its staff to take charge of their health and wellness through its LIFE Programme.

"This, as well as the Making Life Great (MLG) and other staff initiatives are actively championed to promote work-life balance whilst making the environment at Great Eastern Life the place where one would choose to work at in Malaysia."

Numerous incentives and tools are given to the staff of Great Eastern Life to take care of their health – from subsidised gym membership, to rewarding participation for LIFE Programme



Great Eastern Life Assurance senior vice-president and head of human capital Dennis Tan (3rd from right) with his team of recruiters.

activities during its regular Wellness Wednesdays, Trim Tummy Thursdays and Live Great Fridays that range from health quizzes, running clinics, stair-climbing, health talks delivered by medical specialists, Zumba, aerobics, aerobelly, flexigroove and various other fun workout sessions.

### INVESTOR IN PEOPLE

Staff engagement, as well as people development, remains central to not only building skills, but also relationships at Great Eastern Life.

Senior vice-president and head of human capital Dennis Tan said, "All companies out there play a major part in contributing towards the national talent agenda in nurturing our young Malaysian graduates to be the best

that they can be."

At Great Eastern Life, from the day new employees come onboard, 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 Great Eastern Life, so that their career may flourish as they progress within the organisation.

"The Company places strong emphasis on promoting internally and in its pursuit of grooming in-house talent, supports education at the workplace through its Educational Assistance Programme that allows for professional memberships, study leave, examination subsidies, and special salary incre-

ments upon successful completion of courses.

"Great Eastern Life also offers transcendent rewards to staff who excel through our annual Chairman's Awards, and recognise long-term service through our Annual Appreciation Awards," Dennis added.

Great Eastern Life also fully supports the nation's Financial Sector Blueprint to evolve a financial ecosystem that will best serve a high value-added, high-income Malaysian economy.

Through its efforts in talent development via continued professional development for its employees, its very own Annual Supremacy Scholarships and internship programme, as well as its support in the FSTEP Management Trainee Programme, talented Malaysians may have a headstart to a promising career in a leading organisation within the sector upon graduation.

### GREAT STARTS WITH YOU

As the largest insurer in the country, Great Eastern Life is able to offer a wide spectrum of career options for graduates in actuarial, law, accounting, business administration, psychology, engineering, marketing, medicine, investment, and many more.

■ *Those keen to join a LIFE company and make life great for themselves as well as others in an organisation that promotes living healthier, better and longer, may write in to hr-my@greasternlife.com or call (03) 4813 3209.*

By KAREN NEOH

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AFTER a short hiatus from Jamie Andrew, this week we would like to share more pearls of wisdom from this hugely inspirational man.

In January 1999, mountaineers Jamie Andrew and Jamie Fisher were trapped for five nights on the storm bound icy summit of a French mountain. Their rescue, one of the most dramatic in the history of the Alps, tragically came only hours too late to save Fisher.

Andrew, despite suffering hypothermia and appalling frostbite, survived, but at great personal cost. Ten days later, both his hands and his feet, damaged beyond repair by frostbite, were amputated.

He quickly learnt to walk again and master all the everyday tasks that we normally take for granted. In less than four months, he was able to leave the hospital, move back home and return to work as the manager of a small company.

Since then Andrew has defied all odds by running marathons, completing an Iron Man triathlon, skiing, snowboarding, sailing, and of course, returning to climbing the mountains that he loves so much. In the process he has raised tens of thousands of pounds for charity and received many awards.

Andrew is an inspiring speaker who tells his story with great passion,

## SCALING NEW HEIGHTS A FIRM SUPPORT IN TRYING TIMES

sincerity and humour. The result is a talk which is at once gripping, inspiring and ultimately uplifting. He uses his skills as a mountaineer and his experiences to great effect in putting across principles that are directly applicable to successful business practice.

With over 13 years' experience of speaking in more than 30 countries on five continents, Andrew has worked with many businesses and training organisations.

He is also a regular presenter for The IMD (Institute of Management Development) in Switzerland.

We asked Andrew what advice he would have for people going through a crisis or particularly painful period in their lives. Without hesitation, he replied that talking about the issue at hand is most important.

"Share with people you love, whoever you trust, maybe even a stranger. Don't keep things bottled up," he said.

Andrew firmly believes that it is okay to reach out and depend on other people, and that it is a two-way process.

"They can show you the strength you have within yourself. Everyone has huge potential – untapped – and sometimes it takes huge adversity and inspiration to

bring this out. Invariably, this comes from other people".

### Andrew's advice for people whose partners are going through difficult times:

"I am lucky to have Anna, my then girlfriend and now wife."

They realised at the outset, that his accident and recovery was something they had to go through together.

"It was just as much a life-changing experience for her. Anna was going through it as much as I was and effectively had to learn how to live her life with my disability too."

### They both had their ups and downs.

"Some days, I would be feeling bad, and she would comfort me. From the hospital bed, I would comfort her too. We have three young children. And I got all the attention.

"Aside from my inspirational recovery and all that, Anna was forever in the background. She is a private person, happy not to be in the limelight. But also... not receiving all the credit. None of this would be here today, if not for her care and support."

■ *To find out more about Jamie's speaking engagement in Malaysia early December 2014, email ian.lee@leaderonomics.com*

