

2010 Asian Human Capital Award Winners

Procter & Gamble, Asia

While **Procter and Gamble, Asia (P&G)** attracts over a hundred thousand applicants every year, the organisation knew that attracting and retaining talent was always going to be challenge, especially with the increasing demand for talent in China and India. P&G's Employee Value Proposition (EVP) was designed to address this challenge by going beyond the traditional compensations and benefits offered by other companies, and giving employees an environment that stimulates and inspires. The EVP focuses on six key areas: Pride in Company, Meaningful Work and Career, Healthy Relationship with Manager, Competitive and Fair Package, Work-life Effectiveness, Learning and Development. Since its introduction, the EVP has been strongly supported by senior management, and P&G's annual employee survey has shown a significant improvement in employee satisfaction and morale.

The Ritz-Carlton, Millenia Singapore

8 When the global recession hit in 2009, **The Ritz-Carlton, Millenia Singapore** had already begun preparations to deal with its impact on business. Aside from cost containment strategies, the hotel chose to use the lull in demand to focus on its talent development – also its greatest asset. In addition to participating in government initiatives and programmes that help employees improve and enhance their skills, the hotel also rolled out new initiatives which included the Multitasker Programme which focused on leadership, learning, and opportunities for growth. As a result, the hotel was perfectly positioned to capitalise on the upturn in 2010.

2010 Asian Human Capital Award – Special Mention Prize

National Parks Board

The National Parks Board (NParks) is committed to building and enhancing the expertise of its staff. To achieve this, NParks' training framework enables staff to acquire skills in a systematic manner. Staff can also share ideas with industry players at NParks' knowledge hub. NParks also established the Centre for Urban Greenery and Ecology (CUGE), which is now the leader in skills training for the landscape industry. These measures have made NParks an employer of choice.

Standard Chartered Bank

Standard Chartered's commitment to long term sustainable business extends to its employees as well. The Bank goes beyond hiring top talent from around the world, by providing a comprehensive training programme for MBA graduates with prior work experience, and fresh graduates. Its graduate programmes include the Management Associate (MBA) Programme, International Graduate (IG) Programme, Singapore Banking Associate (BA) Programme, and Singapore Finance Graduate Immersion Programme (FGIP). Combined with its existing framework for talent management which ranges from developing junior high-potential staff to a new learning centre at Changi Business Park, the Bank invests more than USD\$300 million annually to develop its leadership pipeline and upgrade its employees skills.

Wipro Limited



Wipro's people practices go beyond talent development, with its eco-eye initiative. eco-eye is a global platform that encourages and educates all Wipro employees to view their actions through the lens of ecological sustainability. This is driven by employees through Eco chapters, and includes programmes ranging from little acts like car-pooling, to bigger-scale activities like rainwater harvesting to restoration of nearby lakes. This has also led to business benefits. Wipro has improved its energy efficiency by 25% over the last six years. In 2009-10 alone, these programs helped reduce about 15 million units of electricity and a corresponding 12,000 tons of GHG emissions.



About The Asian Human Capital Award

The Asian Human Capital Award is conferred annually by the Singapore Ministry of Manpower (MOM), INSEAD and CNBC Asia Pacific. It was launched by Mr Gan Kim Yong, Minister for Manpower, at the inaugural Singapore Human Capital Summit in October 2008. This award is the first-of-its-kind that recognises innovative and impactful people practices adopted by organisations in Asia. By recognising and showcasing successful practices, the award will help shape effective strategies and solutions for human capital challenges in Asia. A judging panel comprising prominent business and thought leaders will select no more than two Award winners and no more than three Special Commendation Prize recipients every year. The winner(s) will be recognised at the Singapore Human Capital Summit, a premier people and leadership conference that brings together top global and regional CEOs, HR directors and renowned thought leaders to discuss leading ideas, practices and opportunities in human capital management in Asia.

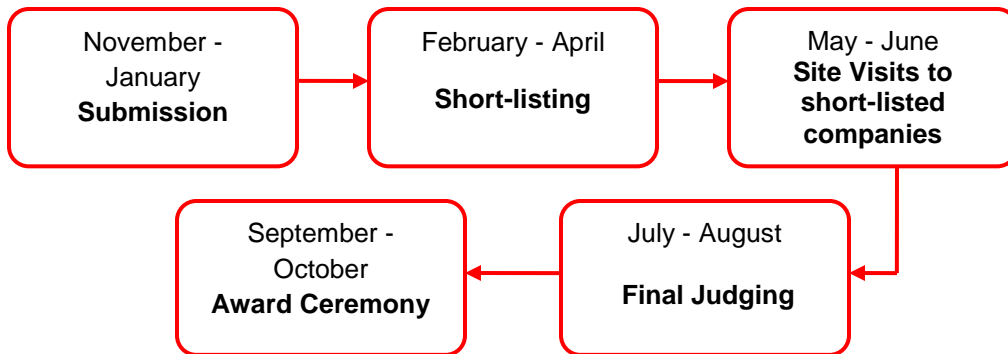
BENEFITS

Winning the award is an affirmation that the organisation is an exemplar of human capital management in Asia and has effectively aligned its business and people strategies to maximise value. The winner(s) will be:

- invited to join renowned thought and business leaders to share their winning people strategy at the Singapore Human Capital Summit;
- featured prominently in Asia publications; and
- presented with a specially-commissioned Asian artwork trophy.

JUDGING CRITERIA & PROCESS

Diagram A



- The evaluation process for the award is illustrated in Diagram A. All entries will be thoroughly assessed by a panel of senior HR directors. Thereafter, site visits will be conducted to verify the short-listed entries. Finally, the distinguished judging panel will conduct a final assessment and determine the winners. Winning people practices should demonstrate:
 - Alignment to the organisation's business strategy;
 - Innovation and is contextualised to address specific human capital or business challenges faced by the organisation;
 - High quality in the development and execution and receives widespread adoption across the entire organisation; and
 - Significant impact and value to the organisation and helps achieve a competitive advantage.



APPLICATIONS

Organisations with operations in Asia are welcome to submit entries for the award. Entry forms can be downloaded at www.singaporehcs Summit.com/award.asp from 1 October 2010. Completed forms should be sent through email to awardsecretariat@mom.gov.sg by 1 March 2011.

For updated information on the Asian Human Capital Award, please visit www.singaporehcs Summit.com/award.asp, or email awardsecretariat@mom.gov.sg

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