

## **E- News from Dr. Palan – April 2005**

Hi! The month of April was really the end of what I like to call a calm beginning to the year 2005. With the after effects of the sad tragedy caused by the Tsunamis getting into the background, life has been getting back to a sort of normalcy in this part of the world. I had to make a couple of international trips.

Our focus at SMR continues to be solely on the Asia HRDCongress incorporating the 28th Trainers Meet Trainers scheduled for July 25th to 27th, 2005. The content for this month's Learn & Perform e-news:

- Engaging employees
- Managing your brand successfully
- The Asia HRDCongress 2005

### Engaging employees

What engages employees is always a question foremost on the minds of senior managers? The top engagement drivers to emerge from a survey published in a leading business publication indicate four areas:

1. Career opportunities,
2. Recognition
3. Valuing people
4. Brand alignment

The survey involving about three dozen organisations identified about a dozen as best employers. The areas they excelled were identified as Succession planning formally defined, High Potential programme, Employment branding, Leadership competencies, Non financial recognition and Job design. Best employers also created a positive work environment that helped them achieve their goals through their employees. It is also highly possible that the employees are challenged by the work. With best employers, employees demonstrate a sense of belonging.

As much as I agreed with all that the survey indicated, it certainly also worried me because I have worked with some of these organisations and I am not sure that the picture painted in the report reflected the ground reality. I certainly did not see any of the engagement drivers at work during the course of my interaction with some of these organisations. A question for us is to look at these engagement drivers in our organisations and see how we can engage employees better.

### Managing your brand successfully

Brand management seems to be all about managing the customer experience by managing all the interactions that any current or future customer has with the brand. Carlson of Scandinavian Airlines System talked about the "moments of truth". Imagine a customer interacts with three people on an average in our organisation and if our organisation has 5 million customers, then we have 15 million moments of truth to manage to get the brand experience right or wrong. Are we managing our moments of truth well? What are we doing from our perspective to help people learn and perform to manage the moments of truth? These are issues to be addressed at the Asia HRDCongress.

### The Asia HRDCongress 2005, Kuala Lumpur, Malaysia

The dates are July 25th to 27th. The fourth International Accredited Trainer Programme is being scheduled for July 28th to August 1st. Early bird registrations close April 30th but I have asked Karen, our Managing Director and Khiem, our Event Manager to extend the date till May 15th for the subscribers of the Learn & Perform list. Hurry and take advantage of the special offers. Please visit [www.hrdcongress.com](http://www.hrdcongress.com). I will be in touch mid May with the May news.

Regards, Palan