

Human Resource Development

An organisation is nothing without its people. CCM's employees are our greatest asset and we continuously provide training and development opportunities to upgrade their skills, boost their morale and productivity, and improve working conditions. These efforts enable us to enhance employees' job satisfaction and develop a highly skilled workforce, hence increasing staff loyalty and improving CCM's overall corporate performance.

In 2010, a total of 35,690 hours were spent on various internal and external Human Resource (HR) initiatives to expose our employees to the latest skills and knowledge as well as current insights on emerging trends and technological changes in order to develop a knowledge-based workforce and give them the competitive edge to succeed in today's fast-changing business world.

Programmes such as the *Young Leadership Development Programme* (YLDP) has provided a systematic platform for young leaders to polish and enhance their competency in providing excellent leadership whilst the *Middle Leadership Development Programme* (MLDP) provided the platform to enhance employees' competency and professionalism, to nurture and train designated managers within the CCM Group with a broad perspective of the necessary skills to effectively manage organisational challenges that is in alignment with today's competitive environment. CCM also emphasises the importance of teamwork and interpersonal skills to meet strategic goals and achieve business growth. The *CCM Outdoor Challenge* was held to increase employees' discipline, confidence, mental and physical resilience as well as motivate them to work together towards attaining organisational objectives while *Executive Dialogue Sessions* (EDS) were designed to provide our staff the opportunity to engage and interact with each other and share their learning experiences together.

During the year under review, we managed to elevate the competency level of communications and develop knowledge-based workers that are highly motivated and committed towards self-development. We will continue our goals in creating a pool of talents and growing an organisational culture with shared values, visions and mission that will eventually raise our employees' value in the marketplace through specially customised programmes to meet the industry's requirements.

All the same time, CCM also acknowledges the potential of youths at university level by rewarding them with scholarships through Yayasan CCM. In 2010, we awarded RM91,000 worth of scholarships to 13 high-flying scholars from local universities in an attempt to encourage them to tap their talents and abilities to become future leaders. CCM scholars also benefitted from their industrial training with the Group's three divisions since the inception of Yayasan CCM in 1995. We offered seven of the scholars during the year under review to advance their career prospects with CCM.