

CONCURRENT SESSION 4: TAPPING INTO THE CREATIVITY OF PEOPLE TO ACCELERATE

DEVELOPMENT

16 AUGUST 2016

Moderator:

- **Dr. Hamidin Abd Hamid**
Chief Executive Officer of Razak School of Government

Speakers:

- **Nilam Sari Setiono**
Marketing Director / Owner of Kebab Turki Baba Rafi, Indonesia
- **Dato' Sri Adenan Ab. Rahman**
Secretary General of Ministry of Human Resources, Malaysia
- **Michael Teoh Su Lim**
Founder & CEO of Thriving Talents
Malaysia's National Youth Icon
Consultant on Gen-Y & Young People Development for Fortune 500
Companies across 39 Countries
- **Dato' Dr. Mazlan Yusoff**
Director, National Institute of Public Administration (INTAN), Malaysia

Objectives of the session:

Unleashing peoples' creative potential can accelerate development by enhancing the productivity of workforce and generating high income opportunities. This session will focus on how to promote creative and innovative thinking and ways of working among all segments of society. The session is to identify on how we can we tap the best of human capital for national development. PM had highlighted on the core strategies for a country is to focus on human development.

Key takeaways:

- Dato' Seri Adenan: He explained among initiatives undertaken by MOHR. BOS was adapted in line with transformation to get better values and to fully capitalise on available resources. There were 5 initiatives introduced namely 1MASTER, SK1MM, HEARTS, 1Visit Policy and CIAST Satellite Campus. Engagement with industry is key to tailor with market needs vis-à-vis courses offered in ensuring higher employability rate. Touching on female labour participation rate had urged MOHR to create a program for housewives contributing to the economy in having a more flexible working arrangement. Mainstreaming TVET is also important in meeting national target as well as to have a well-trained and competent trainer.

- Michael Teoh: The new generation called a 'Gen-Y' millennials will take over of the labour market. Young people efforts if invested in right place will create a significant impact and widen opportunities driven by creativity. Starting from young or 'at anytime' to explore in enhancing creativity capabilities. Incremental change will happen provided that collaborations should be further intensified. Is training and recognition enough to encourage innovation? Sense of purpose is far important above the others. It is also vital to foster appreciation on people's creativity among generation in diverse demographics. He urged for all to consider reverse mentoring for knowledge sharing and experiential learning. Educate among senior leaders and young talents to appreciate each other's and embrace differences in diversity.
- Dato' Dr. Mazlan Yusoff: To deal with new generation, openness and transparency in an organisation is a key factor. He pointed on contemporary element which also found critical; engaged employees beyond merely having a competent employee. This had created scenario of virtuous circle to improve organisational efficiency and sustainable performance. INTAN had carried out the blue ocean leadership for public sector to maximise the existing untapped talent and energized human capital towards organisational excellence and productivity. Leaders, people and organisation need to shape a bonding mechanism. BOS sees leadership in organisation either "buy" or "don't buy" through engagement. While vision sharing between among employees in organisation is crucial to have an effective public sector.
- Nilam Sari: Before she started with the session, she noted that in developing talents, one should grow by developing themselves. She also shared her entrepreneurial journey in developing and expanding the food business. Being as SME, she faced a lot of struggles. Building partnerships and establish systematic business operations had led to profits maximisation. Meanwhile training had helped to eliminate rate of failures among franchisees. She found that creativity able to be boost when in environment of limited resources forced us to be more creative.

Issues and Challenges:

- The biggest challenge in skills development among training institutions established under different Ministries in achieving national target to have a pool of competent workforce.
- Malaysia had experienced continuous progress. However disruptive technologies had created a new normal to the society. Current difficulties such as rising cost of living requires forward looking action for survival and growth of the upcoming generation.
- There is an increasing issue raised in dealing with generational differences in workforces. Problems can arise from differing mindsets and communication styles of workers born in different eras. However, through engagement it will ease the process and avoid conflicts to happen.
- Employees who are highly engaged and motivated to do what it takes to increase productivity and profitability leads to make up a successful organisations.

General Recommendations:

- Working collaboratively with others is important. In the situation when there a diversity particularly between generations, exchanging ideas and experiences through partnerships is critical in developing path of success in a sustainable manner.
- The future of young generation is in our hand. The current approach has to ensure sustainability and survival of the next generation while there also a need for the next generation to prepare themselves in dealing with the upcoming challenges.
- Younger generation is getting to replace baby boomers in public service. Although there is a difference in idealism, but through co-creation and collaborative approach everything can be made possible.