

Maybank launches eMpoweringTalents@Cambodia to boost country's talent development

Maybank today held the first-of-its-kind eMpoweringTalents@Cambodia event, as part of its ongoing commitment to accelerate the development of skilled talents as well as help create a sustainable human capital pipeline for the country's banking industry. The event also aims to provide Cambodian youths with greater awareness of training and career opportunities in Maybank, which is South East Asia's fourth largest banking group by assets.

eMpoweringTalents@Cambodia was officially launched by the Deputy Director, On-Site Supervision of the National Bank of Cambodia, Mr Sok Ousa, together with Maybank Cambodia Chairman, Dato' Johan Ariffin and Group Chief Human Capital Officer, Nora Manaf at a ceremony in Maybank Tower, Phnom Penh.

Also present at the event were the Malaysian Ambassador to Cambodia, H.E. Dato' Sri Hasan Malek, members of the Board and Management of Maybank Cambodia, as well as senior representatives and students from top universities in Phnom Penh.

eMpoweringTalents@Cambodia aims to showcase four of Maybank Group's key career and development programmes, namely its Branch Management Entry Level Pipeline (BMELP), Global Maybank Apprentice Programme (GMAP), Junior Watch High Potential Performer Integrated (HIP) Programme and Branch Manager Certification Programme (BMCP).

BMELP is aimed at grooming aspiring branch managers for the Community Financial Services sector while the award-winning GMAP incorporates on-the-job training and opportunities to experience international assignments in offices where Maybank has presence. HIP meanwhile is a leadership development programme for high potential junior talents aged 35 and below while BMCP is an assessment of Branch Managers' competencies accompanied by an intervention programme.

Speaking at the event, Nora said that Maybank was honored to organize eMpoweringTalents@Cambodia to provide graduates and tertiary students a better understanding of the demands and requirements of a career in the financial services industry.

"Maybank has diverse operations across the globe with world-class career and development opportunities. We believe that we can give graduates and students in Cambodia that special insight into the different opportunities in this field and how they can build careers for themselves in one of the most sought-after industries," she said.

Nora added that Maybank has a well-structured personal development programme across its network which covers apprenticeship, continuous training and career development to build globally-ready talents that can fit well into any organisation or location worldwide.

In a Leadership Development Audit conducted by PwC in 2014, benchmarked against Saratoga Institute's global and regional standards, Maybank was recognised for global best practices in 6 out of 9 aspects within the leadership area and good practice for the remaining three. Some of the global best practices include Maybank's ability to develop and deploy leaders strategically, the ability to engage and retain leaders at all levels, capability to develop strong leadership strength and high potential talent pool.

Nora explained that given the Group's significant operations in Cambodia with its 21 branches, Maybank was deeply committed to supporting the development of human capital in the country as it moves on to become an upper-middle income country by 2030.

“We believe eMpoweringTalents@Cambodia can help create a sustainable talent pipeline not only for Maybank but ultimately, also for the banking industry in Cambodia - from among the youths of the country. In addition, our talent acceleration programmes for mid-level executives and leaders such as HIP and BMCP will help create leaders with the requisite skills and competencies to take Maybank and ultimately, the Cambodian financial services industry, to a higher level.”

“We spend a lot time with our young ASEAN scholars and students from universities through informal and formal platforms. I believe that quality engagement with our young talents can have a fantastic and diverse effect on us. It's not just the young talent who will gain the benefits, but we as an organisation will too. By leveraging on their digital skills and knowledge of the changing world around them can lead us to have a fresher approach and success. Their creativity is endless as long as we don't fail to encourage them to realise their ideas.”

At the event, graduates and students were given an opportunity to understand more about the various career programmes of the bank as well as obtain advice on career planning, job application and tips when attending interviews. More than 150 students attended the event.