

Employee Engagement in Disruptive Times

The roles of the CEO, the HR Director, the Communication Director and of the Board of Directors

2nd July 2021

3:00 pm – 4:00 pm (Yangon Time) | 4:30 pm – 5:30 pm (Singapore Time)

About the Webinar

It is well-recognized globally, and in Asia, that engaged employees drive business results. So much so that there is agreement among top executives and consultants alike that measuring employee engagement is a must-do in the best of times. We will explore how listening to your employees can benefit companies, management, and employees, especially when the going gets tough. And we ask ourselves: What role should independent directors play?

Ferdinand de Bakker, a council member at the Singapore Institute of Directors and an adjunct lecturer at Nanyang Technological University Singapore, and **Marieke van Raaij**, Regional Employee Engagement Solutions Leader Asia, Pacific, IMETA, LATAM at the HR consulting firm Mercer, will share the results of a global qualitative study as well as local research studies, and their conclusions and recommendations.

Participants may wish to read ahead the report written by Mr. de Bakker titled “*Recharging Employee Engagement: Management and communication synergy*” which can be found on the link <https://bit.ly/3vWIn7c>

Who Should Attend

Board and senior management level members of the MIOD and the extended community.



AGENDA **The webinar will be in English*

3:00 pm – 3:05 pm	Welcome and Introduction Thiri Thant Mon , CEO, Myanmar Institute of Directors
3:05 pm – 3:20 pm	Presentation <i>Employee Engagement in Disruptive Times</i> The roles of the CEO, the HR Director, the Communication Director and of the Board of Directors Mr. Ferdinand (Ferry) de Bakker , Council Member, Singapore Institute of Directors (SID)
3:20 pm – 3:45 pm	Presentation <i>What we heard: Employee listening during Covid, in Myanmar and around the globe</i> Ms. Marieke van Raaij , Regional Employee Engagement Solutions Leader - AMEA, Pacific and LATAM, Mercer
3:45 pm – 4:00 pm	Discussion, Q & A and Closing Remarks

 **SPEAKERS**



Mr. Ferdinand ('Ferry') de Bakker is an adjunct lecturer at Nanyang Technology University's Wee Kim Wee School of Communication and Information in Singapore. He is chairman of Cognac Groperrin in France; and managing director of La Croisette, a boutique consulting firm in Singapore. He serves on boards and committees of multiple non-profits in Singapore and is a council member at the Singapore Institute of Directors. He had a two-decades long career at the international public relations firm Burson-Marsteller, first as a country manager, and later as CEO of its European and Asia-Pacific operations. He has served as an independent director on boards in several European countries. He has written for various publications The Netherlands, the UK, France and Singapore on education, corporate communication and lifestyle matters.



Ms. Marieke van Raaij's career as a Human Resources Consultant spans well over two decades, with the last 15 years spent in Hong Kong and Singapore.

In the course of her career, Marieke has led a boutique consulting firm, focused on designing, implementing and brokering HR solutions to enable clients' digital transformation journey. She has also worked with a technology company with a focus on gamification, where her role included designing solutions for assessment, development or engagement, leveraging technology and gamification to create an immersive employee experience. The large part of her career was with a large HR consulting firm, leading the team focused on driving employee engagement and a positive organisational culture.

During her career Marieke has had the opportunity to work closely with many prestigious companies across industry and geography, often with a focus on organisational culture and climate. Working with clients to establish and deliver on their employee value proposition entails touching upon many aspects of the business, providing Marieke with deep insight into the multi-faceted role of the Human Resource function.

Registration

To register, please contact the Myanmar Institute of Directors at rsvp@myanmariod.com

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Website: www.myanmariod.com | www.facebook.com/MyanmarIoD | <https://www.linkedin.com/company/myanmariod>

FILL THE ONLINE REGISTRATION FORM
<https://forms.office.com/r/5tsmUvWCGa>
Registration is first come, first served.



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About the Myanmar Institute of Directors

The Myanmar Institute of Directors (MIoD) is an independent organization promoting corporate governance standards and best practices in Myanmar. It aims to advance board professionalism, promote business ethics and transparency, create networks between corporate leaders and stakeholders, and boost investor confidence in Myanmar's capital markets. The institute's activities include providing board and corporate governance training, helping raise awareness on governance topics, and advocating for market reforms. MIoD was formed with support from the International Finance Corporation (IFC), a sister organization of the World Bank and a member of the World Bank Group, and the governments of Australia and the United Kingdom. For more information, visit www.myanmariod.com