



THE EMPLOYER ALLIANCE ON WORK-LIFE

e-Bulletin #1

September 2005

Message from the Chairperson:

Dear EA members, welcome to our inaugural e-Bulletin. Our objective in introducing this bulletin is to create awareness among EA members of work-life issues and events that are taking place. Awareness is the first step towards fostering a sense of community and an alignment of interests that would enable the EA to become a source of information, ideas and inspiration on work-life in Singapore.

*Patricia Yim,
Chairperson, Employer Alliance
&
Managing Director, IBM Singapore*



Executive Brief:

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Executive Committee Established

The Employer Alliance Executive Committee (ExCo) comprises a cross section of 10 influential CEOs from local industries. There have been two meetings thus far, with ExCo members discussing parameters of the national work-life debate, giving feedback from companies on the ground as well as developing strategies and the roles that the EA is to play in the business community.

The ExCo comprises of:



Ms Patricia Yim
(Chairperson)
Managing Director
IBM Singapore

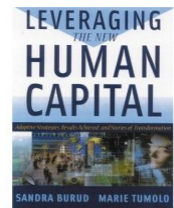


Mr Liak Teng Lit
CEO
Alexandra Hospital



Mr Douglas Foo
CEO
Apex-Pal International Ltd

Work-Life Resource of the Month:



by Sandra Burud and Marie Tumolo

Leveraging the New Human Capital forever changes the way managers see today's highly complex employees. Through interviews with corporate executives, overviews of available research and four stories of major corporations, the book



Mr Roman Matla
Vice President
Credit Suisse First Boston



Mr Russ Watson
Managing Director
Merck Sharp & Dohme
(Singapore) Ltd



Mr Chan Tee Seng
General Manager
NTUC Income Insurance Co-
operative Ltd



Ms Lee Suet-Fern
Managing Director
Stamford Law Corporation



Mr Lim Meng Wee
Managing Director
SP Consulting (International)
Pte Ltd



Mr Eugene Seow
Executive Director
TOUCH Community
Services



Mr Henry Heng
Director
UMW Equipment & Engineering
Pte Ltd

sets out five specific strategies organizations can use to adapt to this new workforce. To learn more, click [here](#).

“Peppered with examples and statistics that illustrate how focusing on human capital benefits the bottom line. Solid research.” **Industry Week, February 2005**

“Compelling argument for why organizations need to change their basic beliefs about the nature of business, human beings, work itself.” **Academy of Management Executive, May-July 2005**

Calendar of Events:

September

Date	Event
22 – 23 Sept	Workshop: Business Case for Work-Life Strategy and Employee Needs Assessment (conducted by SHRI)

October

Date	Event
October	EA Launch

Changes to the Work-Life Award Name and Criteria

The Singapore Family Friendly Employer Award has been renamed to Work-Life Excellence Award. This reflects more accurately the full spectrum of practices companies can adopt as well as being a more corporate and inclusive term compared to “family friendly”.

The criterion of the Work-Life Excellence Award is currently being reviewed by the Ministry of Manpower (MOM). The EA was part of a focus group that met on 17 August to review the Award criteria. Some issues raised include:

- Little recognition and benefits for companies that won the award.
- Low awareness of award at the senior management level - many CEOs do not even know they have won the award as it is their HR staff that fill up the application for the award.
- Suggestion of introducing sectorial/industry categories - recognizing that companies have different composition so there should be competition within sectors rather than at a nationwide level.
- Introducing a benchmark index/ranking for work-life in sectors that would make companies competitive to implement work-life.

Details of the Award criteria are scheduled to be released by MOM in October'05.

“1-get-5” - Nominate CEOs who believe in Work-Life to the EA

If you know of any CEOs or senior decision makers who believe in the benefits of work-life in their organizations, nominate them to join the EA. There is no criterion for EA membership except that these people have a passion for helping their employees manage their work and personal life better. Submit these names to jonchong@employeralliance.sg.

EA Launch in October

The EA is pleased to announce its launch in October. The guest-of-honour will be Mr Hawazi Daipi, Senior Parliamentary Secretary, Ministry of Manpower & Ministry of Education. All EA members are cordially invited for this event. If you like, you may invite your business partners and associates too. It is a good opportunity to network and share the benefits of work-life to others.

More details for this event will be sent to you shortly.

Company Spotlight

The EA will feature companies with good work-life practices in this column starting from the next issue of the e-bulletin. If you know a company that would be an ideal candidate or if you would like to share more about work-life in your company, contact comms@employeralliance.sg.

Please send any comments and/or items for inclusion in future e-bulletins to:
comms@employeralliance.sg