

PNB SETS OUT TO NURTURE YOUNG TALENT

Fund manager says agile, adaptable workforce will give it competitive advantage

KUALA LUMPUR

PERMODALAN Nasional Bhd (PNB) is embarking on an organisational transformation as part of efforts to be a distinctive world-class investment house.

The transformation is focused on building an energised and high-performance workforce operating in an organisational culture that is knowledge-based and collaborative in execution, and with a professional kinship.

"When we invest in the transformation of our people, we ben-

efit from a strong culture that positively impacts business results," PNB chief people and culture officer Norlida Abdul Azmi told the *New Straits Times*.

"In a multi-generational workforce such as ours, the key to drive effectiveness is to capitalise on the strengths of each generation and ensure harmonious and effective ways of working."

Norlida said with the composition of the younger generation increasing, they would play an increasingly significant role in preparing PNB for a strong and sustainable future.

She said creating a talent pool that was agile, adaptable and nimble in the face of the fast-evolving market landscape with new challenges would give PNB a competitive advantage.

Norlida said PNB's overall strategy in developing talent was multi-fold.

She said PNB was building a

work culture that reflected its values and which, in turn, would drive its behaviours of accountability, agility, openness and creativity.

"(This is done by) delivering on our Employer Value Proposition that encompasses the full suite of talent management from attracting, inspiring and retaining, developing and succession of our workforce."

PNB is ensuring a workplace and practices that support the to-

tal wellbeing of its employees.

"We strive to empower our talent not only with continuous learning opportunities to develop their competencies and skills, but also with experiential opportunities that extend their engagement skills and critical thinking apart from building wider perspectives of the industry and communities," said Norlida.

One talent who has benefited is 30-year-old Nur Salihah Sarah Shamsuddin.

The senior analyst was involved in the disposal of PNB's assets worth more than RM3 billion.

She was also part of the team that won the PNB Group Innovation Challenge in 2017 where the grant received was used to develop the PNB Events App.

"PNB has always placed a strong emphasis on nurturing young talent, which is an important part of the organisation's workforce," said Nur Salihah.



Permodalan Nasional Bhd chief people and culture officer Norlida Abdul Azmi (inset) says PNB is building a work culture that reflects its values. FILE PIC