

Huréca

Consulting
Your Partner For Personal Transformation



LEAD WITH EMPATHY

CERTIFICATION IN
TALENT RETENTION
THROUGH **CSR**

IN PARTNERSHIP WITH

*Social
Collider*
.CO

WHY CSR?

To succeed in today's world, attract the best talent available, and gain a competitive advantage, you'll need to understand the link between your corporate social responsibility policy and retention rates.

Improving your business's corporate social responsibility and retention won't be an easy task, but it doesn't have to be a daunting one either.

Giving back to your company's community can help you get involved, show you care, and help create a better world for your employees and consumers. This cycle of engagement helps each employee develop their soft skills, empathy, bond together and helps the company as a whole.





WHY NEED THE CHANGE?

A study several years ago discovered that 35 percent of employees would take a pay cut to work for an employer who prioritises CSR (Forbes 2012).

Attracting the best millennial talent is critical to the future of your business. Their career aspirations, attitudes about work, and knowledge of new technologies will define the culture of the 21st century workplace.

Now's the time to enhance your company's social responsibility in order to improve brand reputation and demonstrate to existing talent that you're dedicated to doing the right thing and aligning to their personal values.



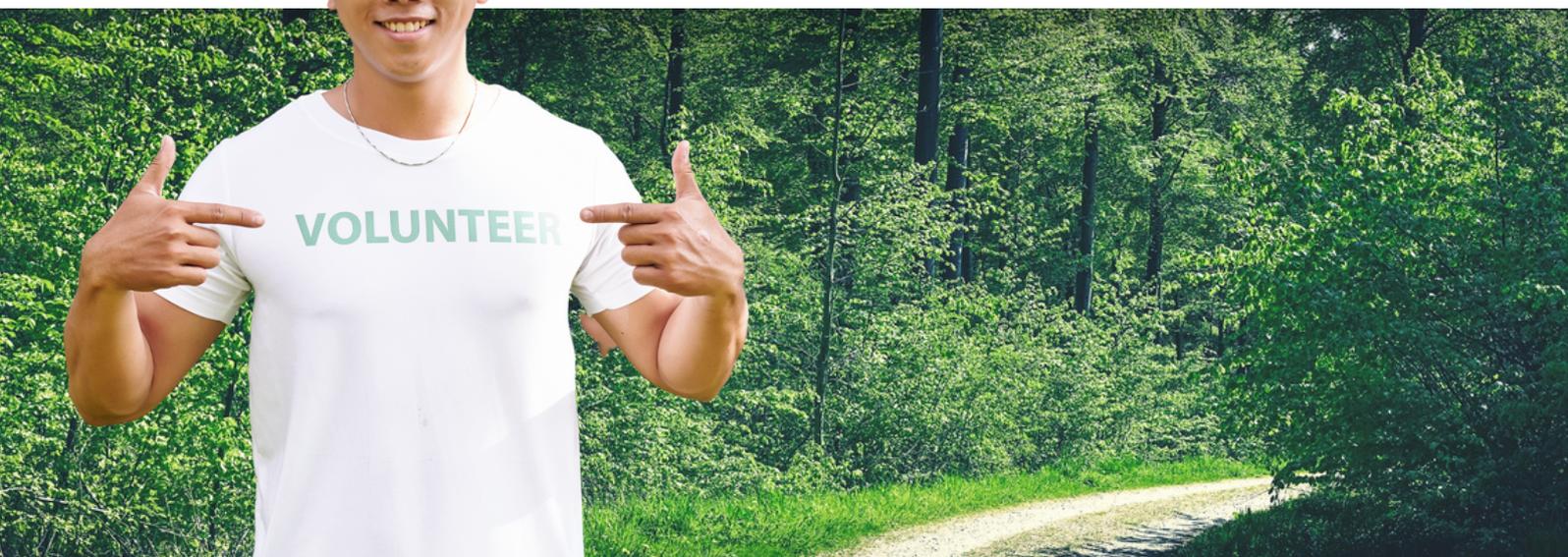
All Other Things Being Equal, I Would Take a 15% Paycut...

35% ...to work for a company committed to CSR

45% ...for a job that makes a social or environmental impact

58% ...to work for an organization with values like my own

Source: Forbes 2012



HOW CAN CSR BENEFIT YOUR BUSINESS?

CSR initiatives have a positive impact on employee well-being and motivation.

This in turn contributes to the ease of hiring quality staff, facilitate employee retention, commitment and motivation, all of which lead to increased innovation and productivity.



HOW CAN STEVENSON HURÉCA HELP?

Stevenson Huréca is a Corporate Training Provider and an Accredited Training Organisation under SkillsFuture Singapore (SSG).

SKILLS *future* SG

We've put together excellent courseware that will teach you how to implement employee engagement, organizational relationships, and team bonding through CSR activities.

Through our Certification Programme, participants will learn to apply the right knowledge to solve their toughest workplace challenges, as well as create an employee engagement plan with CSR activities that best fits their organisations and achieve realistic outcomes.

In addition, participants may also select a CSR activity that will provide immersion and enhance their understanding of the chosen activity.



MEET OUR TRAINERS

MEL GOH

As a seasoned trainer, Mel Goh has spent the last 18 years in training design, delivery, as well as instructional technology. She has good experience in OD Solutioning, which includes Employee Engagement Management and Retention, Organisation Relations Building, and Mental Wellness.

In recognition of her passion and dedication as a trainer, Mel received the Best Trainer of the Year 2018 award for the Changi Refresher Programme from the Changi Airport Group (CAG). She was also awarded first prize by the Ministry of Information, Communications, and the Arts in 2008 for her innovative teaching methodology. One of her most notable engagements for a major HealthCare Group is the development of the Sustainable Service Excellence Engagement module in a healthcare management curriculum.

Prior to her training stints, Mel held various corporate roles from Senior Consultant, to Head of Operations and Administration, for an SSG-Accredited Training Organisation. In her spare time, Mel does community services and overseas charity efforts as part of her contribution back to society.

MARCUS HENG

Marcus Heng is a Speaker, Trainer and a certified Career Coach.

Backed with more than 20 years of corporate experience as an Enterprise Solutions Sales Professional, Product Manager and HR Practitioner, Marcus has been involved in training delivery in domain areas such as Leadership and People Management, Talent Retention, Business Growth and Coaching.

As a sought-after Corporate Trainer, Marcus has successfully delivered trainings to leading organisations including EPSON, Ingram Micro, Singtel and FedEx, among others.

As a well-respected Career Coach, Marcus has imparted valuable leadership skills to aspiring leaders and coached hundreds of mid-career PMETS to gain skills and knowledge to tackle their most daunting mid-career and life challenges.

As a strong believer of life-long learning, Marcus commits to creating and amplifying positive values for both himself and others. Featured regularly on TV and radio, Marcus and his wife have contributed inspiring life stories and personal experiences on overcoming the challenges of parenting a child with special needs.

In his spare time, Marcus dedicates his energy as a strong advocate for Rare Disorders Society (Singapore) and as an active volunteer counsellor with the Singapore Prison Service.

SAROJAINI NAIR

Sarojaini is recognised as a professional trainer/facilitator with more than 30 years of experience in learning and development, retail, customer service, talent retention and employee engagement.

Passionate about innovation, customer service and human capital development, Sarojaini has developed and delivered programmes for Service Excellence and Call Centre Training for leading organisations such as Singtel and NTUC Learning Hub, where she led and facilitated the selection and review of key organisation training programmes with respective stakeholders. This was achieved under the WSQ Leadership and People Management and HRM Framework to a diverse audience.

Above all, Sarojaini is a highly-driven, personable professional with a strong work ethic and a high level of integrity who is eager to demonstrate learning insights and industry best practices between stakeholders in an inspiring and confident demeanor.

WHAT DOES THIS CERTIFICATION PROGRAMME ENTAIL?

Choose 1 WSQ course and 1 immersion CSR activity to complete the certification programme.

WSQ COURSES (CHOOSE 1)

COURSE 1

Course Code: TGS-2022011223



WSQ Employee Engagement Masterclass (EEM)

Many new work issues and pressures emerge during this current pandemic. Employees who feel passionate about their jobs, are committed to their organisations, and put personal passion into their work. Employee engagement is critical and goes beyond activities, games, and events! You'll learn how to generate ideas, conduct surveys, evaluate gaps, and develop plans to inspire your team bring out their best, improve team well-being while also boosting company performance.

COURSE 2

Course Code: TGS-2020503074



WSQ Organisation Relations Building (ORB)

This workshop gives you the right skills and knowledge to establish pleasant and productive relationships in the workplace while also promoting diversity and managing conflict. Employees' engagement and retention are likely to be higher when organisations invest in developing appropriate CSR activities for social causes and team bonding. Learn how to empower yourself and your team today!

COURSE 3

Course Code: TGS-2021010539



WSQ Manage Health and Wellness at Work

Are you looking for a way to improve the health and well-being of your employees? This 2-day course will teach you everything you need to know about recognising the importance of a health and wellness programme at the workplace - from identifying and evaluating resources available, to designing and implementing effective health and wellness programmes aligned with your organisation's policies. This course is perfect for HR practitioners and people managers from companies of all sizes!

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IMMERSION CSR ACTIVITIES (CHOOSE 1)

OPTION 1



Resiliency Talks by Visually Impaired Speakers + Pitch Dark Dining Experience

Sharing their journey on bouncing back and resiliency after their world turned into darkness, 2 visually impaired speakers discuss how they navigate through life's daily challenges. Our Pitch Dark Dining experience will provide participants with a good appreciation of how to deal with darkness around them, and to have better empathy for those who are visually impaired.

OPTION 2



Championing Environmental Conservation

Conservation of Chek Jawa and reducing carbon footprints are some of Singapore's Green sustainability efforts. There are 2 sessions for this event: the first session is a 3-hour sharing session via Zoom on Singapore's Conservation efforts, and the second session is a half-day tour of Chek Jawa Conservation Park.

OPTION 3



Resiliency and Mindfulness Workshop (2 x 4-hours)

This 2-session by 4-hour workshop is perfect for working professionals who want to learn how to be more resilient at the workplace. You'll learn how to control your thoughts and emotions, so you can stay calm and collected no matter what's happening around you. Our industry experts will also share strategies for maintaining a healthy work-life harmony, deep breathing techniques, so you can avoid burnout, stay healthy and productive.

COURSE FEES

1. The Pricing Table and Nett Fee payable for respective categories are indicated below
2. For SMEs and Non-SMEs, the minimum pax size to start this programme is **12 pax**
3. In addition, there is a **SkillsFuture Enterprise Credit (SFEC)** which most SMEs are entitled to. It has \$10,000 credit with effect from 1st April 2022. This can be used to offset 90% of the Nett fee below:

- For example, if an SME wishes to send 20 pax (Singaporean or PR employees) to a WSQ Employees Engagement Management Programme, with 70% SSG funding means the Nett Fee is \$4800 (this is derived by \$240 x 20 pax)
- With the SFEC, SMEs can enjoy a further 90% subsidy on the Nett fee, this will reduce the cost to only \$480

Programme	Duration (Hours)	Full Fee (With GST)	SME/MCES* (70% subsidy)	NON-SME (50% subsidy)	NORMAL# (50% subsidy)
WSQ Employees Engagement Management (2-Day) Course Code: TGS-2022011223	16	800	240	400	400
WSQ Organisation Relation Building (2-Day) Course Code: TGS-2020503074	16	680	204	340	340
WSQ Managing Health and Wellness at Work (2-Day) Course Code: TGS-2021010539	16	856	296	456	456

CHOOSE ONLY 1 OPTION FOR IMMERSION CSR IMMERSION ACTIVITY

OPTION 1 | Diversity Talks by VI Speakers / Pitch Dark Dining Experience: \$100 per pax (add-on)

OPTION 2 | Championing Environmental Conservation: \$100 per pax (add-on)

OPTION 3 | 2 x 4-Hour Resiliency and Mindfulness Workshop: \$100 per pax (add-on)

- * **Mid-Career Enhanced Scheme (MCES)** includes Singaporean aged 40 years old and above
- # **Normal** refers to Singaporean aged 21-39 years old and Singapore Permanent Residents
- Add-on fee for immersion CSR activity is \$100 per pax
- SSG compliance requires all add-on programmes to have a cost component and cannot be complimentary
- For SMEs and Non-SMEs, the minimum pax size to start this programme is 12 pax
- WSQ Employees Engagement Management & WSQ Organisation Relation Building programmes are provided and delivered by ATO Stevenson Huréca Pte Ltd (UEN: 200507404M)
- WSQ Managing Health and Wellness at Work programme is delivered by our ATO Partner Wong Fong Academy Pte Ltd (UEN: 201110331W)
- WSQ Employees Engagement Management is available from 10 May 2022 onwards

CONTACT US

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