



EMPLOYEE – CENTRIC CULTURE: AN ESSENTIAL IN THE DIGITAL AGE

While a customer-centric brings out the best products and services to critical stakeholders of any business, employee-centric culture enables sustainable growth for internal customers, making a greater blend for business success from inside out.

The primacy of people in the digital age

It is clear that Industry 4.0 is not just about artificial intelligence, automation, or blockchain. The more technology advances, the more we talk about how we will be able to work, now and in the future, as human beings, and how companies will help empower people in midst of the emergence of smarter machines. Winning in the digital age hinges not just on using the latest technologies, but also on developing an organizational and corporate culture that can fully take advantage of what these technologies have to offer.

Google has been long known as one of the most sought-after companies to work for, whose organizational culture is now legendary throughout the world. Forbes reported that Google has been named the tech company with the best corporate culture. Entrepreneur reports that Google is consistently top-ranked in Fortune's list of Best Companies to Work, and is also always on Glassdoor's annual list of Best Places to Work. So what is Google's company culture doing right?

Ms. Melissa Nguyen – Country Head of Customer Solutions, Google Vietnam & Thailand shared her in-depth insights and perspectives on what Google gets right about company culture during the Talentnet Business Innovation Showcase 2019 hosted by Talentnet last June. According to her, what really sets Google apart is its huge focus on company culture and commitment to improving its employees' experience. At Google, "people operations" is seen as the core of the company, the one area that connects and facilitates all other departments. Creating an environment that brings out the best in the employees and enables them to reach their full potential has become Google's philosophy. More to the point, the way you treat and lead your internal workforce will be reflected in your customers' experience with your services, products, and solutions.



Ms. Melissa Nguyen – Country Head of Customer Solutions, Google Vietnam & Thailand shared her insights at the Talentnet Business Innovation Showcase 2019

Sharing the same sentiment with Melissa, **Ms. Tieu Yen Trinh, CEO of Talentnet** also brought to the fore: “As many organizations harness the benefits of digital transformation and automation, one area that has become a point of focus is the pursuit of an employee-centric culture. Placing a high value on employees creates a culture where employees feel valued, empowered, and energized to contribute their best. This translates into higher productivity, better customer service, and stronger financial results. Build from the inside out, and thriving employees equal a thriving company.”

Building Employee-Centric Culture: Where To Start?

Where to begin the change is also a lingering question for businesses. Taking the case of excellence from Heraeus Asia Pacific Holding Pte Ltd, the Asian branch of a globally leading technology group headquartered in Germany, it all boils down to how leadership transforms the company’s vision into action.



Mr. Raymund Chua, Former Managing Director, Heraeus Asia Pacific

Raymund Chua is the man who formulates this change for the better. An MSc in human resource management and a certified solution-focused coach, Raymund has more than 30 years of experience working across industries. He simultaneously was the managing director of Heraeus Materials Singapore; head of the regional center; and head of HR, Asia Pacific, Heraeus Asia Pacific Holdings.

To Raymund, organizations in the digital age should be both consumer-centric and employee-centric. “It is not a situation of choosing one over the other - the digital age provides us the platform to do things in parallel. Like the local Vietnamese “Bánh Đa Lợn” cake, the digital age allows us to work on several strategies simultaneously, one layer on top of the other,” he shared.

Fostering the employee-centric culture can feel daunting to HR leaders, especially in a volatile, uncertain, complex, and ambiguous (VUCA) world. But, there are several straightforward steps you can take to start transforming your workplace. “We should not fear the changes but rather embrace them,” he went on. “Change is never natural, and employees should be brought to the forefront, supported, and trained along the change journey.”

“Every organization must have a strategic focus on excellence,” said Raymund. “If you always think and live with excellence, then it is likely that you are much more adaptable to whatever the future brings.” These policies helped Heraeus retain the best staff while reinforcing the company’s values, goals, and objectives.

Vietnam HR Awards Forum 2019



This November, Mr. Melissa Nguyen and Mr. Raymund Chua will talk about the future of work and business as well as workforce management in the digital age at the Vietnam HR Awards Forum 2019. Geared towards both major players and potential entrepreneurs, the forum offers the most insightful, interesting, and crucial information not only for HR experts but also for CEOs and business leaders alike.



Ground information and insights on thriving business and HR landscapes will be unveiled at Vietnam HR Awards Forum 2019

Returning to Ho Chi Minh City this year under the theme *Entering Tomorrow Today*, the Vietnam HR Awards Forum 2019 aims to highlight the *new playground, new rulebook and new players'* insights and skillsets needed to be future-ready and stay ahead of the changing game.

The exclusive event also brings together 2018 recognized Vietnam HR Awards winners spearheading case studies and success stories in their business development and transformation journeys. Companies such as Mobile World Investment, Fushan Technology, and Unilever Vietnam will be part of a panel discussion on how they are reinventing their business models and processes to take advantage of new possibilities and create an agile, thriving workforce for the future.



Information Box:

Vietnam HR Awards Forum is a biennial executive seminar of Vietnam HR Awards hosted by Talentnet Corporation in association with the Newspaper of Labour and Social Affairs since 2015. Accompanying with the event are sponsors such as SeABank, FWD, SonKim Land, TrueMoney and Singapore Human Resource Institute (SHRI).

Vietnam HR Awards Forum 2019 is taking place on November 21, 2019 at GEM Center (08 Nguyen Binh Khiem, Da Kao Ward, District 1, HCMC)

For more information, please visit [Vietnam HR Awards Forum](#) website