

Berjaya Corporation Berhad: Flexible Work Arrangements



Established in 1984, Berjaya Corporation Berhad (“BCorp”) began as a steel company and since then has grown into one of Malaysia’s largest conglomerates. Today, BCorp and its affiliated companies have a total employee strength of 30,000 and are engaged in the core businesses of consumer marketing & direct selling, financial services, property investment & development, hotels & resorts and recreation development, gaming & lottery management, food & beverage, environmental services, motor distribution, internet-related businesses, motor distribution, internet-related businesses, water utilities, media, retail and telecommunications.

Overview

BCorp is committed to creating a compelling employee value proposition and strives to be an “Employer of Choice”. We view human capital as our greatest asset and endeavour to offer our employees a challenging and rewarding career, complemented by a competitive benefits package and work-life balance.

With 41% of our total workforce being female employees, the need to help employees find a balance between work and family commitments is a priority for the company. In turn, the staff are committed to giving their best and contribute to driving a performance culture within the organization.

Initiative

BCorp implemented the Staggered Working Hours (“SWHA”) initiative on 2 January 2016, at its Corporate Office. This initiative benefits largely working moms with school-going children and allows them the flexibility of selecting their preferred working times without compromising on their productivity at work due to other obligations.

Objectives

BCorp's objectives are:

- To increase employee engagement, motivation and commitment;
- To promote work-life balance and cater to the needs of a diverse workforce;
- To be branded as an Employer of Choice;
- To improve employees' recognition and staff retention.

Staggered Working Hours Arrangement ("SWHA")

STAGGERED WORKING HOURS ARRANGEMENT ("SWHA")		
SHIFT 1 8.00am to 5.00pm	SHIFT 2 9.00am to 6.00pm <i>*Normal working hours</i>	SHIFT 3 9.30am to 6.30pm
Eligibility Criteria: <ul style="list-style-type: none"> • Employee must have a minimum of 2 years' of service with the Company; • Open to working parents/guardians with school-going children; • Employee must have an effective performance track record; • Employee's nature of work must support the working hours of SWHA. 		

Key steps

To ensure the smooth implementation of SWHA, BCorp's Group Human Resource & Administration Division had put into place well-defined guidelines and eligibility criteria to ensure that a level of responsibility, accountability and monitoring is observed.

The key actions taken included:

CONSULTATION WITH TALENTCORP

- Consult on framework, guidelines and industry best practices.

DIALOG SESSION

- A Dialog session was conducted with Heads of Departments and HR Heads of BCorp's subsidiaries to communicate the program to them and to gather their views, feedback and suggestions.

BRIEFING TO STAFF

- Briefing sessions were held for our employees to introduce this initiative to them and to provide clarity on the guidelines and eligibility criteria.

3 MONTHS' PILOT RUN

- A pilot run was carried out from 1 October - 31 December 2015 to gauge the effectiveness of the program.

POST-PILOT SURVEY

- A survey was carried out after the pilot run to help us evaluate the employees' and their respective supervisors' reactions, any improvement in performance and the overall ease of implementation.

OFFICIAL IMPLEMENTATION

- Berjaya Corporation Berhad officially implemented the SWHA program with effect from 1 January 2016, following the success of its pilot run.

Testimonials

Rosemala bt Nasaruddin (Opted to work from 8.00am to 5.00pm):

“This program has helped make my work more manageable as I can balance my work and my family life. Most importantly, it allows me to spend extra quality time with my family after work”.

Jane Lai

(Opted for work hours from 8.00am to 5.00pm):

“The SWHA program enabled me to have a more balanced lifestyle between work and personal life. I come to work early to avoid the heavy traffic but starting work early means I have ample time to prepare and get ready for the day’s [work]. SWHA also enables me to reach home early for dinner with my family and still have spare time to do housework and rest”.

Sharifah Muhayazatul

(Opted to work from 9.30am to 6.30pm)

“This program offers flexibility for staff who have small children and live away from Klang Valley. This arrangement has benefited me in a way that I do not need to rush in the mornings after dropping off my children at the babysitter’s. I thank the Management for this initiative”.

Website

www.berjaya.com