

Citibank: CitiKids Care Centre

Citibank, the leading global bank, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citibank provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management

“Women today have the unparalleled ability, limitless opportunity and strongest support to pursue fulfilling careers and excel in the many roles for which they alone are uniquely shaped for.”

- Nikki Grant-Cook, Country Human Resources Director, Citibank Malaysia

Overview

Citibank was the first bank in Malaysia to provide childcare facilities for their employees as part of their commitment to create a family-friendly work environment and support employees in achieving a healthy work-life balance. The CitiKids Care centre was officially launched on 23 November 2010 by the Minister of Women, Family and Community Development in line with the Ministry’s hope to inspire other organisations to also develop comprehensive programmes for the care, protection and development of children.

Objectives

Citibank sees diversity as a source of competitive advantage and have made it a priority to build an environment where the best people want to work and where people are recognised on their merit. Their strategy focuses on four commitments:

- Employer of choice for its employees
- Service provider of choice for its clients
- Business partner of choice for its suppliers
- Neighbour of choice for communities in which it operates

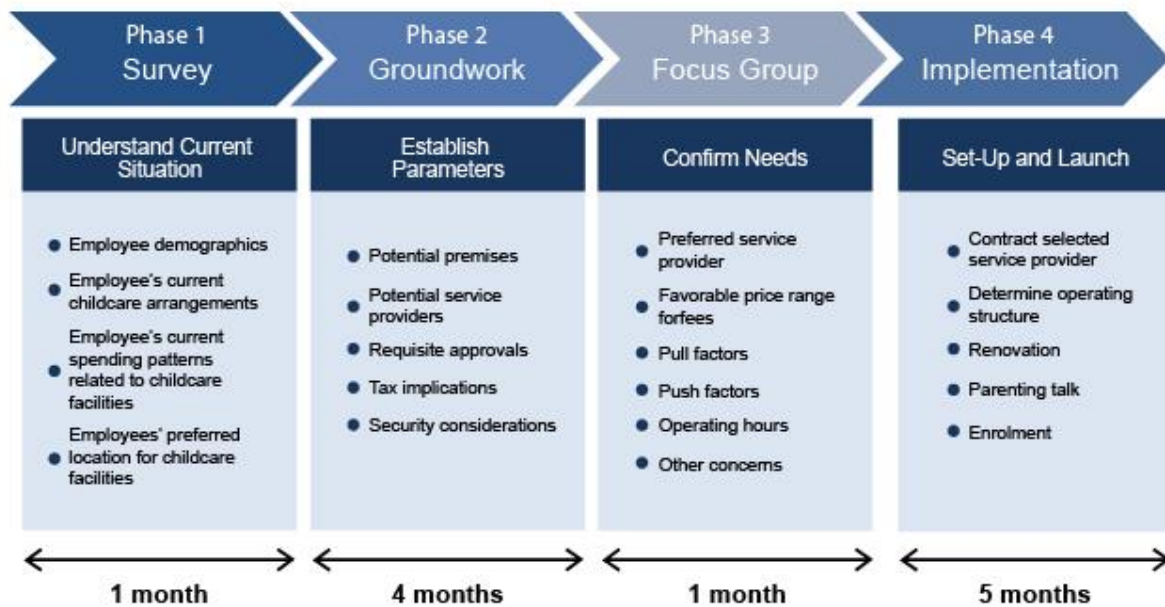
Across the world, women make up more than half of the Citibank workforce, while in Malaysia the female population constitutes more than 60%. Citibank’s decision to establish a childcare facility is rooted in the organisation’s long term strategy to become an employer of choice, encourage employee retention and engagement as well as improve efficiency and effectiveness of its workforce.

Initiatives

CitiKids Care Centre was developed progressively in phases, based on research and feedback from employees. Through the implementation of surveys and focus groups, the initiative resulted in greater involvement and visibility amongst Senior Executive and employees. Citibank also formed a Parent’s Committee to play an important role in providing feedback on the quality and consistency of service and care provided for the children.

The project duration spanned over 11 months, from the initial planning stage to execution.

Citibank Malaysia's Journey



CitiKids Care Facilities

CitiKids Care is located on the ground floor of Wisma MCA in Jalan Ampang, Kuala Lumpur. Recognising parents' need for flexible timing, the centre opens at 8:00 am and closes at 6:30 pm, Monday to Friday. With a facility size of 5,200 square feet, the centre can cater for up to 60 children between the ages of 2.5 to 6 years old. Children are supervised by 12 Montessori qualified teachers and child-minders.

CitiKids Care Operation & Learning Delivery

Currently, daily operations and management of the childcare facility is outsourced to the Peter & Jane Group, who run various kindergartens across Kuala Lumpur. Peter & Jane aims to create an environment for interaction and fun and provide children with quality early childhood care and education. The programme delivers structured learning, using a Montessori nursery system that offers:

- Moral values learning and activities
- Personal safety
- Musical activities
- Language and literacy activities
- Cognitive activities
- Creative activities
- Health and nutrition
- Field trips, sports carnival & concerts

Once children complete the curriculum for a year, Peter & Jane organises graduation ceremonies for the children to celebrate their achievement with their parents. Other activities also include Parents' Day, concerts and educational trips.

CitiKids Care Fees

As part of Citibank's commitment to its employees, CitiKids Care is heavily subsidised by the company.

Outcome

Since CitiKids Care centre opened in 2010, more than 20 children have utilised the centre and an additional 49 children registered for enrolment in early 2011. Citibank has been successful in fostering a family-friendly environment through the establishment of the centre. Employees with young children are able to spend additional time with their children during their commute to and from work. Moving forward, Citibank will continue to explore other opportunities to support their employees in achieving a healthy work-life balance.

Success Factors

- Leadership
 - Senior Management Influence
 - Organisation Alignment
 - HR Policies & Procedures
 - Parent's Committee
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Awards

Citibank has been recognised as Working Mother's "100 Best Companies" for 23 years.

- 2013: Working Mother 2013 Best Companies for Multicultural Women (US)
 - 2012: National Association for Female Executives (NAFE), Top 50 Companies
 - 2011: Working Mother 100 Best Companies (US)
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Website

www.citibank.com.my

Other Practices

Global

Flexible Work Arrangements

Flexible Work Strategies (FWS)

Citibank's Flexible Work Strategies (FWS) programme was implemented in 2005 to enable employees and managers to consider different ways on how, where and when work can be accomplished. In light of the programme's success, the FWS guidelines and tools have been translated into 16 languages and practiced in over 40 countries. Specific arrangements include:

- Flextime
- Remote work
- Compressed work week
- Job sharing
- Part-time work
- Leave of absence

Alternative Workplace Strategies (AWS)

The programme which builds on the success of Citibank's FWS initiative helps maximise the use of Citibank's workspace and reduce GHG emissions. The company assesses its current work style and environment and offers a range of alternative workplace solutions that include but are not limited to conventional office, shared or hybrid workspace, hoteling, satellite office and telecommute or virtual office. The programme offers increased flexibility, reduced commuting times, better work-life balance and opportunities for greater collaboration with colleagues who share workspaces.

Mentoring Programmes

Women Leading Citibank

Launched in 2009, this 18 month sponsorship programme is designed to foster high performing senior women. Managing Director- and Director-level female executives who express an interest in advancing their careers through mobility are nominated by their respective business leaders. Participants gain opportunities to network and develop their leadership skills with a four-person support team: their line manager, human resources partner, a talent professional and a senior advocate who serves as their sponsor. Participants receive in-depth assessments, personal coaching and attend leadership workshops and webinars led by global industry experts. 59 women took part in the initial programme, of which 70% experienced career advancement over 18 months. The programme was re-launched in April 2012 with 54 women, of whom 36% had experienced career mobility through year-end 2012.

Women's Leadership Development

Citibank's suite of leadership programmes that support advancement to senior management include a global leadership programme for high performing female Directors. The programme, offered in conjunction with the UCLA Anderson School of Management, combines lectures, discussions, small-group work and personal assignments to help talented female employees better manage their career development and mobility. Participants learn how to demonstrate executive readiness, become champions and role models for the organisation and grow their professional networks. The programme was launched in April 2008 and as of April 2013 it has been delivered 13 times to a total of 445 women.

Australia

Family Friendly Facilities

Trumpets Childcare Centre

A brand new purpose built centre designed to meet the needs of children and families at Citibank and in the surrounding community within Sydney.

Malaysia

Work-Life Benefits

Extended Maternity Leave

Extended maternity leave of 90 days which is an additional 30 days on top of the statutory requirement.

United States of America

Family Friendly Facilities

Childcare

Citigroup offers a number of innovative childcare resources to help working parents choose the right options for their children. Employee discounts are available at leading childcare organisations across the US.

Just in Time Care Programme

Subsidised back-up childcare to employees at more than 300 locations in 12 states.