

CIPM donates Rupees One Million to the “COVID - 19 Social Security and Healthcare Fund”



On 15 April 2020, CIPM donated Rupees One Million to the “COVID - 19 Social Security and Healthcare Fund” at the Presidential Secretariat. The Donation was handed over by the President, CIPM Mr. Dhammika Fernando accompanied by Treasurer Mr. Ken Vijekumar and on behalf of H.E. the President, the Cheque was accepted by the Special Advisor to H.E. -Mr. Lalith Weerathunge accompanied by Major General K B Egodawela- Director General Administration of Presidential Secretariat. This was made as a gesture of goodwill and as a National responsibility of the Nation’s Leader of People Management.

Webinar on New Normal for People Professionals on Post-COVID 19


CIPM, takes one more step ahead in its e-era by conducting a Webinar on the theme, “New Normal for People Professionals on Post-COVID 19” from 1630hrs to 1800hrs on 17 April 2020, to support our members and HRM fraternity on how to face the HRM challenges during post Covid – 19 pandemic. This session was moderated by the immediate past president and Director and chairman of the Board of Management PIM, Professor Ajantha Dharmasiri and the panelists were, the President CIPM, Executive General Manager Tropical Findings (Pvt) Ltd Mr. Dhammika Fernando, Treasurer CIPM, Director Human Resources – Watersedge Ltd, Mr. Ken Vijekumar, HR Practitioner and Strategist, Council Member CIPM, Mr. C Hewapattini. 175 participants witnessed the event and the comments by the online participants were really encouraging.



Online Training – CIPM

CIPM, continuing into the new era of training with the situation arisen due to global pandemic of Covid – 19 virus, continues its digital training sessions. After the initial two sessions which were very successful, CIPM conducted three more free online trainings on 9, 12 and 16 April.

Resource Person



Shyaman Udayanga (Phd)
Mgt Consultant /Senior Lecturer
Head
Department of Entrepreneurship
Faculty of Management Studies and Commerce
University of Sri Jayewardenepura

Programme Content

- What factors determine job performance?
- What is meant by "KSA vs ASK"?
- What is an attitude?
- What is a Mindset?
- What is the role of attitudes in the determination of human behaviour?
- How is an attitude formed?
- How to extract attitudes by analysing behaviour of your employees?
- Why is it difficult to change attitudes?
- How to change the attitudes of your employees?
- What kind of attitudes will lead you to success?

The third session of virtual training was conducted from 1000hrs to 1200hrs on 9 Apr 2020, on Attitudes – What we talk most, but know least. Professor Shyaman Udayanga conducted this session. There were 1291 participants joined the programme.

Fourth session of virtual training was conducted from 1000hrs to 1200hrs on 12 Apr 2020, on Branding in a Crisis. This session was conducted by Mr. Mahesh Weeratunge. 467 participants joined the programme.

Programme Content

- Brand and Branding in Business
- Major Dimensions in Branding
- Corporate & Product Branding
- Direction of Crisis and Impact
- Corporate Reputation in a Crisis
- Identity and Image in a Crisis
- VCP approach in a Crisis
- Brand Communication in a Crisis

3 CPD points

Resource Person

Mahesh Weeratunge

MBA (UK), CPM (APMF), PG Dip M, MSLIM, MAPMF
Snr. Lecturer and Examiner, Corporate Trainer
Mindfulness Facilitator,
CMO in a leading ELV Engineering & Consultancy Company in SL

The Fifth free online session was held from 1600hrs to 1700hrs on 16 April 2020 on “How to keep teams Motivated during this time.” The resource person for the event was Ritu G

3 CPD points

Resource Person



Ritu G. Mehrish
Executive Coach, Keynote Speaker and Author with 20 years of global corporate experience with P&G and GE Capital

Mehrish, who is an Executive coach, keynote speaker and an author with 20 years of global corporate experience. She conducted the session from Singapore. There were 920 viewers for the programme. CIPM Members would earn three CPD points from the participation at this session.

People professionals and post-COVID-19: Problems and prospects

This is an extract from Prof. Ajantha Dharmasiri's Daily FT Column, "My view, Humane Results" published on 20 April 2020.

Prime tips for People Professionals: We can meaningfully adapt what Seijts and Crim, two researchers of organisational behaviour, termed as '10 Cs for Employee Engagement,' in the context of the present pandemic disruption. The key focus in each C can further be expanded into possible initiatives in the post-COVID-19 era. Let's discuss the details with local realities in mind.

1. Connect: Leaders must show that they value employees. Recent letters addressed to the employees by several corporate leaders in Sri Lanka are a case in point. This can be further enhanced by maintaining open channels so that employees can approach their superiors to discuss matters in a mutually beneficial manner. People professionals should be conscious of the fact that disconnect leads to disengagement, with dire consequences.

2. Career: Leaders should provide challenging and meaningful work with opportunities for career advancement. It may involve re-skilling, up-skilling or multi-skilling as my panellist colleagues in the webinar highlighted. It will be very challenging in the post-COVID-19 where employee aspirations and employer reality might mismatch. New modes of learning with more technology involvement will be the order of the day. The current wisdom suggests us to show employees the way forward in terms of career advancements and options, in motivating them to perform in exceeding expectations. As one leading multinational claims, "We do not offer jobs, but careers, the careers that brand them for life." In transitioning to a post-COVID-19 economy, this might be more of a project-based or contract-based path with results-based remuneration.

3. Clarity: There could be a great deal of confusion created among an insecure workforce. People professionals must communicate, communicate and communicate, as our webinar emphasised. A clear vision, inclusive of employee wellbeing should be shared and supported. This includes building an awareness on strategic priorities among the employees, in ensuring that they are clear about why they are doing what they do. People professionals should ensure that employees are aware of the challenging side of the business that they are in, and also to avoid unrealistic expectations.

4. Convey: Leaders should clarify their expectations about employees and provide feedback on their functioning in the organisation. Perform or perish should be the slogan in the post-COVID-19 era. People professionals should develop productivity enhancement schemes which are transparent and equitable. This also involves ensuring proper conduct of the performance appraisals by training the managers as to how to give constructive feedback objectively. It will be very challenging to tolerate under-performers and as such being proactive in setting high expectation at the outset is what is required.

5. Congratulate: Leaders give recognition to others. Exceptional leaders do so a lot. Appreciating of good performance of employees by reward and recognition, in a timely fashion is something essential. Gone are the days of 'Employee of the Year' or 'Employee of the Quarter' or even 'Employee of the Month'. What matters is giving due recognition to the 'Employee of the Moment'. People professionals should develop cost-effective recognition schemes so that employees see they are being valued despite the economic challenges their organisation is going through.

6. Contribute: Leaders should make sure that employees know how their contribution matters. This can be done by introducing a transparent mechanism of objective setting and then connecting individual objectives to broad organisational objectives. Tested and proven mechanisms such as Balanced Scorecard can be handy in this respect. People professionals need to reinvent the conventional systems so that irrespective of whether work at office or work from home, the contribution of an employee is traced, tracked and taken care of.

7. Control: Leaders need to set the boundaries with the buy-in of the employees. This involves setting the boundaries of activities with proper systems in place with the involvement of employees, so that they are a part of the decision-making process. Modern day control is more viewed as a way of ensuring consistency through conformance, as opposed to coercive courses of action. Stringent controls on wastage is essential in cash-strapped conditions, where people professionals have to design and deliver learning initiatives to ensure proper controls are consciously being adhered to.

8. Collaborate: As it was the case often, great leaders are team builders. They create an environment that fosters trust and collaboration. By doing so, they ensure that teamwork is given due prominence with associated mechanisms such as team-based rewards to strengthen it. Such teams can either physical or virtual in the post-COVID-

19 era. People professionals should promote collaboration with the message that economic challenges should not hamper team spirit.

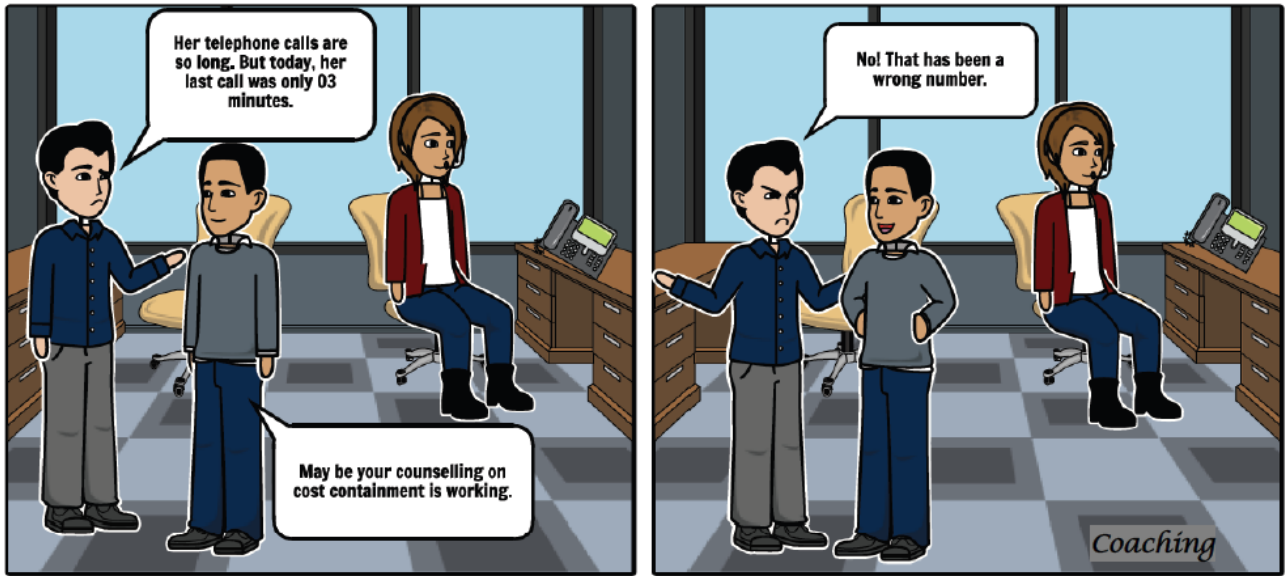
9. Credibility: Leaders should strive to maintain organisational reputation and demonstrate high ethical standards. They should demonstrate being ethical in decision making, so that employees will strengthen their admiration of the organisation. Credibility can be compared to a glass tumbler. Once it is cracked, it is irreparable. This will be truly tested in a post-COVID-19 era where people professionals have to tread carefully. Even in the case of layoffs as a last resort, doing it in the most humane manner might become a huge challenge.

10. Confidence: Good leaders help create confidence in a company by being exemplars of high-performance standards. It involves practicing “walking the talk” at all levels so that employees have better trust and confidence on their superiors. That has far reaching consequences, including better relationships and higher results. This is a key aspect in the post-COVID-19 era where employees have to be given the assurance of survival through performance. Possible increment suppressions for senior executives already seen in some large conglomerated is a case in point. Yet, it will be more challenging in the SMEs that contributes to 52% to the Sri Lankan economy.

Way forward: The 10 Cs discussed above should be appropriately blended with organisational priorities, with sound HR practices in place, especially in the post-COVID-19 era. People professionals have an increasing strategic role to play in dealing with problems and prospects. The best way of summing up the above 10 Cs is to link all of them to one ‘big C’: CARE. Employee-care is the surest way to ensure customer-care, in the past, present and future as well.

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"EVERYONE KNOWS HR"



By Janaka Kumarasinghe