

# **Managing New Generation of Talent**

**March 2016** 

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#### Generasi Y Mengubah Wajah Korporasi

#### Efisiensi Kerja Makin Didorong

JAKARTA, KOMPAS - Generasi Y mulai mengubah lanskap korporasi di Indonesia. Kultur korporasi, gaya kepemimpinan, hingga urusan perekratan dan metode memotivasi karyanan pan berabah. seiring makin besarnya peran generasi yang lahir setelah tahun 1980 ini dalam perasahaan,

Angkatan kerja yang bertela sekitar ito tahun-kerup diaebat providenti tahun generati y atau generati milestal-kim mendorong perubahan liesar dalam perarkolaan histola General in monible larshor botteda dengan pendalastroya. Mereka pun fash mongalepoi hasseenn Tyonan Ari Walapho tokeningt digital dalam beragani yang lahir pada 1990

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#### KULTUR KORPORASI

#### **Generasi** Y Bawa Perubahan Sosial

JARARTA, KOMPAS — Kohodiraa generaal Y adaa generaat mineral generating monopolos barris, napresentation pertubation world. Kelucitan mendes yong bernantaan steragan behavior betnologi digital telah mampu mombuat kolaborasi untuk peduli terhodap masalab di masyarakat.

Mereka yang ditemui dan dihubungi Kompay sejak pekan lalu hingga Senin (14/2) mengalad, kehadiran taknologi digital membuat mereka bisa madah berkolaborasi dan ikut menyelesaikan musalah-masalah di masyarakat.

Mohammad Alfatih Timur (24), pendiri Kitabisa.com, laman kumpul dana publik (crowd/unding) pertama di Indonesia, menyutakan, di lamannya sudah ada 900 kampanye berbagal kegiatan sosial dan dana terkumpul mencapai Rp 10 miliar. Target nilai dana yang terkumpul adalah Rp 10 miliar sampai akhir tuhun 2016.

Alfatih adalah satu di antara "30 Under 30 Asia" yang dikehaarkan majalah Forbes untuk kategori wirataaha sosial. Saat menentukan pemenang. Forbes menilai pencapaian mereka untuk manyarakat, selain catatan keberhasilan mereka sendiri.

Contoh kampanye adalah terkait keleatsertaan ilio Haryanto. di ajang lomba Formala 1. Alfatih mengaloa di Kitabisa.com wadahterdapat dana Rp 270 juta. Kampanye itu berasal dari 1.200 pengeemar.

Di tempat terpisah, Group CEO of Mayapada Healthcare Group Jonuthan Tahir (29) menilai teen digital dalam bianta sudah tidak bisa dihindari. Ia mencontohkan layanan jasa kesehatan. Mayapada Healthcare Group saat ini mengembangkan klinik berbasis aplikasi internot.

Dengan demilidan, memurut Jonathan, nantinya diharapkan lebih banyak manyarakat dapat mengakasa layanan kesehatan molalui aplikasi tersebut. Dengan aplikasi digital, klinik yung dibangan di suatu tempat diharapkan dapat dikenal dan dimamfaatkan oleh masyarakat yang lebih banyak dan has.

Dengan perkembangan teknologi digital di Indonesia, menurut Jonathan, ia tidak terfalu mengkhawatirkan persaingan dalam Marvarakat Ekonomi ASEAN ataupan di tingkat global. Dengan teknologi digital, potensi pasar di Indonesia masih besar dan pertu dijangkau.

Secara terpisalt, CEO Pasarlimit.com, usaha rintisan konocditas ilan, Parid Naufal Aslam (22), mengungkapkan, teknologi digital membaat manajemen bienis lebih transporan dan hisa membantu pelayan. Ia mencootolskan, selamia ini, stok ikan di suntu daerah atau tempat pelelangan ikan subit diketahui.

Akan tetapi, lanjat Farid, melalui kerja sama dengan koperasi nelayan dan penerapan aplikasi digital dalam distribusi atau penjudan tangkapan ikan, pihaknya dapat mengetahui pasokan

Otersambung ke hal 15 kol 1-30

#### SUMBER DAYA MANUSIA Korporasi Bersaing Memikat Generasi Y

JAKABTA, KOMPAS - Persaingan antak mendapatkan sumber daya manusia generari milenial makin ketat. Mereka lebih memilih untuk bekerja di usaha rintisan (aturi up) berbasis digital dengan kultur kerja yang menarik. Situasi ini menjadikan perushaan magan haras mencari cara untuk mendapatkan SDM urrbaik:

Kalangan eksekutif perusahaan mapan ataupun usaha rintiaan yang dihubungi Komput di Jakarta, Babu Ote'20, meropatakan mereka menggunakan berbagai cara untuk mendapatkan sumbar dow manuata (SDM) yang terbaik. Beberapa langkah yang dilakukan antara lain memantau kantong kanteng sumber talents, menuwarkan magang sebelum hilus, tawaran melanjarkan studi, dan menawatkan summin kerja yang dinamia

Presiden Direktur dan CEO PT Bank OCBC NISP The Parwate Starjandaja mengatakan, secara umum kantong-kantong umut memiliki generasi Y dengan potensi dan komumpaan yang diinginkan OCBC sudah diidentafikami

"Kami meyakini, kecocolean yang paling penting, hukan dari angka akademia atais pakat kompensasi, tetapi terutama dari kecocokan nilai," kata Parwati. Derigan mekanisme ini, hubungan autars perusahaan dan SDM bisa langgeng sebab ada beselarasan antara tindakan, pikiran, dan bati.

"Allinsil, generasi Y bisa berkembung lebih haik karena berkusya dengan seperada hati dan sesuni nilai-nilai yang pas untuk mereka," sjar Parwell.

Sokretaris Perstaahaan PT Bank Mandies (Person) This Hohan Halas menjelaskan, untuk menarik SDM terhaik, Bank Manchri membraal seleksi ketat, tetapi harus memarik mereka. Misulnya, ada tawaran seperti penyediaan apomor untuk pendidikan langutan, pelatihan dan pengembangan perfesional, kesempatan perjalaran atau penempatan di luar negeri, dan lingkungan kerja yanat kreatiif dan dinamis.

Sekretaria Peranahaan PT Wijaya Karya (Persero)) Tisk Suradi mengatakan. Wijaya Karya menawarkan sumber daya berbakat untuk magang di perusahaan global, seperti Kajima Corps di Jepung dan Korea Selatan. Untuk merekrut meneka, Witasa Karva, antara lain, melakukan pemantauan di bertupai universitas untuk luhasan haru, sedangkan temaga pengalaman direkrut melalui lembaga pemburu SDM yang bekerja sama dengan konsultan dalam dan kar regeri.

CEO Babuccam Shinta Dhanawardoyo mengatakan, untuk mendapatkan SDM yang sesuai dengan keinginan perusahaannya, dirinya memfasihtasi perkembangan mahasiswa dengan program maitung yang mengikuti standar yang diterupkan Bubucom. "Kami tidak promosi, tetapi justru mereka yang datang ke tempat kami karena telah mengenal kami di industri digital. Meski demikian, kanu tetap menjalin kerja sama dengan pusat karier beherapa universitas. Cara lainnya, saya sering menjadi juri-juri di kegiatan kampus nah dari situ kalau ada anak yurut bagas saya suka melainakan pendekatan," kata Shinta.

Public Relations Manager Bukalapak.com Evi Andarini menyebutkan pihaknya menyelenggarakan tur ke 30 kota di Jawa. Samatera, Kalimantan, Sulawasi, dan Bali, Di sana, meruka minutes primarily permanaging bergatusing its sampling pointificant sector recognition to the sector barriers and the sector b

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#### **Company Profile**

To be the leading financial services provider in Indonesia, by created value to served communities

PT Bank Maybank Indonesia Tbk ("Maybank Indonesia" or "the Bank", previously known as "PT Bank Internasional Indonesia Tbk")<sup>1</sup> was established in 1959 and today is one of the largest banks in Indonesia. Comprehensive range of products and services through Retail Banking, Business Banking and Global Banking as well as auto financing business through WOM Finance and BII Finance International network of **681** branches<sup>2</sup>, including **Sharia branches** spread across all provinces in Indonesia and two overseas branches in **Mauritius** and **Mumbai** 

± 11,430 permanent employees, more than 4,000 are distributed in branches all over Indonesia<sup>2</sup>

We have total of customer deposits of IDR 110.6T under management with total assets reaching IDR 153.9T<sup>4</sup>

 Name changes approved by Otoritas Jasa Keuangan (OJK) on 23 September 2015 2) Source: Maybank Indonesia Financial Report 1H15 3) Source: Maybank Indenesia Consolidated Financial Report 3Q15

## **Global Network Map of Maybank Group**





### Maybank Indonesia's Operational Network Map

Present to serve the communities at each branch we operates across Indonesia





2013 2013 2013 2017 2017 2017 2017 2017 2017 \*) Branches including main branches, sub-branches and cash offices Also includes Sharia branches, 27 Micro functional offices and 2 overseas branches in Mumbai and Mauritius, and Subsidiaries (188 WOM, 40 BII Finance)

\*\*) Including 95 CDMs, all connected to more than 20,000 ATMs of the ATM PRIMA, ATM BERSAMA, ALTO, CIRRUS, Plus, and to 3,500 Maybank ATMs in Singapore and Malaysia through MEPS network

Source: Maybank Indonesia Financial Result 1H15





#### Should we manage them the same way?

A group of people in society who are **BORN** and **LIVE** around the same time who generally share **Similar Historical Experience**, **BEHAVIORS & Attitude** 

#### BABY BOOMERS Born 1945-1959

- Parents were post war
- Frugal, large families
- Hard working (labor work)
- One job for life

GEN X Born 1960-1979

- Parents less traditional
- Choose work over family
- Were rewarded at work for long hours

#### GEN Y Born 1980-2000

- Watched their parents have high stress level
- Questions the rules, challenges the norms
- More than 20 jobs in a lifetime

Source: www.macmillandictionary.com

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## Concerns about Gen Y



- Gen Y are disloyal and not willing to make real commitments to their employers.
- They won't do the grunt work
- They want the top job on day one



- They don't know very much and have short attention spans
- They need work to be fun
- They don't respect their elders

IOURNAL DE QUÉBEC | MARDI 22 JANVIER 2008

#### Trend of the Future

#### Millenial will comprise the majority of the workforce by 2025



Source: U.S. Census Bureau

ASEAN's workplaces are adding more millennials and women, and reflect a more diverse mix of age groups. By 2020, **55%** ASEAN's working age population will be **20 - 39** 

years old. Indonesia and Philippines have significant millennial population.

# Millennial as

Workforce

64% say it's a priority for them to make the world a better place.

**88%** prefer a collaborative work-culture rather than a competitive one.

**88%** want "worklife integration," which isn't the same as work-life balance,

72% like to be their own boss. 79% want that boss to serve more as a coach / mentor

**74%** want flexible work schedules.

Source: Forbes 2014 10

## Gen Y and the Environment







Kasian aq ngeliatnya... Emang gg ada makanan yang lebih layak d makan ya?????



Oct 17 at 9:05pm · #

jm 8 uda dpt Alhmdhulillah



#### Generation Gap is there...



#### Manager Assumes ...

- To be respected by employee
- Recognize employee for delivering results
- Employee will stay regardless the situation

#### While Gen Y Expects...

- Management must earn respect
- Recognition is based on effort
- Management must engage me to keep me here!

#### **Basic Demands Have Not Change!**





## Strategic approach in managing Gen Y

 Understand that the generational balance of your workplace is shifting

Maybank

- Recognize the **distinct characteristics** of each generation
- Learn to communicate in different ways to reach different employees
- Take steps **to bridge the gap** in managing employees of different generations
- Keep **five themes** in mind when thinking about the millennial generations : politicaly aware, involved socially, tech-savvy, committed to learning and driven to innovate

#### How We Treat Our People Maybank Indonesia Employee Value Proposition





We have strong commitment and focus to **develop** our people's capability and quality. Each employee is given chances to grow **personally** and **professionally**.



Our people are **challenged** to think **creative**, **innovative**, and out-of-the-box to make a better and **sustainable growth** for Maybank Indonesia.



As part of Maybank Group, we are committed to provide opportunities for international career experience or exposure for our people.



Align with our mission humanizing financial services, we are not only seeking for customers but also **embracing our people** and realizing our corporate social responsibility.

# **Our Journey for Gen Y**



- Adopt Global Mind-set
- Build a reputation as being **socially responsible**
- Become uber-connected
- Personalize the employee experience
- Enable customer focused innovation
- Champion openness and transparency
- Emphasize learning agility
- Build citizen leadership
- Encourage social interactions and connections among employees

## **Rewards Right** Engagement Events - We Gave More Than Just Money





Committing to TIGER Value - Rebranding Training: Perform, Comply, Accountable



Fun and Engagement activities to support work-life balance, promoted by Gen-Y







Martabak with Maybankers: Open Opportunities for Communication, **Openness and Creativity** 





It's time to celebrate!



Awarding and **Engagement Event** 







Health Talk and free Check-Up









Events

Self-Development Session: Workshop,

Internal Training,

**Townhall Session** 



Scholarship for employees' children and Internship Program





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Is it enough ?

# Welcome to Gen Z

- → Hyperconnecting : internet access is a human right, connectivity is a necessity
- $\rightarrow$  Adopting the world as my classroom
- $\rightarrow$  Lifehacking
- $\rightarrow$  Gaming is a foundation for engagement

# Thank You.