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HIGHLIGHTS

PERKESO Wira Pekerja :
Kepimpinan Yang Prihatin dan Suci Hati

Stress Free Food

Training in the 21st Century

Career Success by Master Your Time

Handling Relation Destruction :
Complication of COVID19

Are Leadership Programmes
Indispensable?

Shapping Behaviours

Special Article :
Dato' Sri Dr. Mohammed Azman

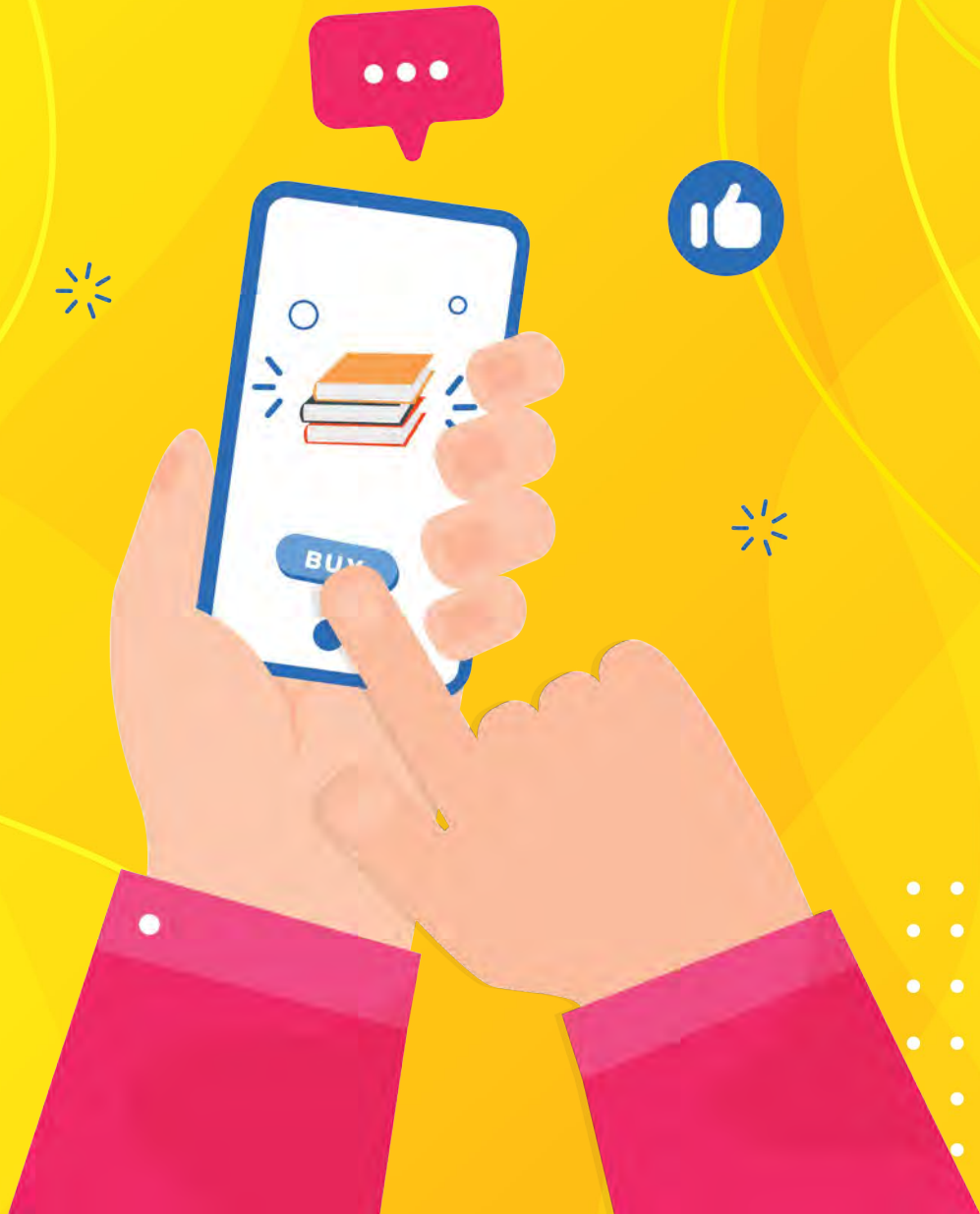




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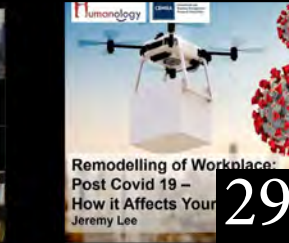
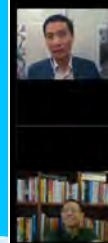
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HAPPENINGS

April

In April, Humanology held a FREE Learning During MCO webinar series (15 - 28 April 2020). Remodelling of Workplace Post Covid-19 – How it Affects Your Work by Mr Jeremy Lee on 15 April 2020. Continue on 17 April 2020 by Mr Ooi Wee Kheong with his topic Project Management for HR What to do After Covid-19. Next on the 20 April 2020, HR in Crisis Management – Post COVID-19 by Mr Danial Roy. Continue by Mr Soo Hoo on 21 April 2020 with his topic, Motivating Employee Post MCO. Artificial Intelligence Post Covid-19 HR Competency Skills by Mr Eric Tan on 23 April 2020. Managing Transitions After Covid-19 by Mr Edwin E Gara on 24 April 2020. On 27 April, Ms Winnie Leong continue with her topic, How to Stay Competitive In Workplace to Avoid Being Lay-off and lastly Looking Great After Covid-19 by Ms Michelle Son

May

In May, Humanology held a FREE Learning During MCO webinar series two (30 April - 12 May 2020). Continue with topic COVID-19 Antidote-Corporate Entrepreneurship for Employees by Mr Jeremy Lee on 30 April 2020. Next on 4 May 2020, From COVID to SuperBit - Normalised the Abnormal Habitual Action by Mr Prem. Ms Winnie Leong on 6 May 2020 Secrets of Losing 8kg During MCO. Next topic is Gearing Positivity-Your Steps to A Financial Recovery by Mr Shankar on 8 May 2020. Continue on 11 May 2020 by Pn Nik Zakiah Spread Like COVID- Income Generator in Low Touch Economy. Lastly, Conquering the Clock-New Paradigm of Post Covid-19 by Mr Ooi on 12 May 2020.

FREE Learning During MCO

Mr Jeremy Lee 15 April 2020 Remodelling of Workplace : Post Covid-19 - How it Affects Your Work	Mr Ooi Wee Kheong 17 April 2020 Project Management for HR : What to do After Covid-19	Mr Danial Roy 20 April 2020 Crisis Management: Post Covid-19 Strategy
Mr Soo Hoo 21 April 2020 Motivating Employee Post MCO	Mr Tan Seng Hin 23 April 2020 Artificial Intelligence : Post Covid-19 HR Competency Skills	Mr Edwin E Gara 24 April 2020 Managing Transitions After Covid-19
Ms Winnie Leong 27 April 2020 How to Stay Competitive In Workplace to Avoid Being Lay-off	Ms Michelle Son 28 April 2020 Looking Great After Covid-19	

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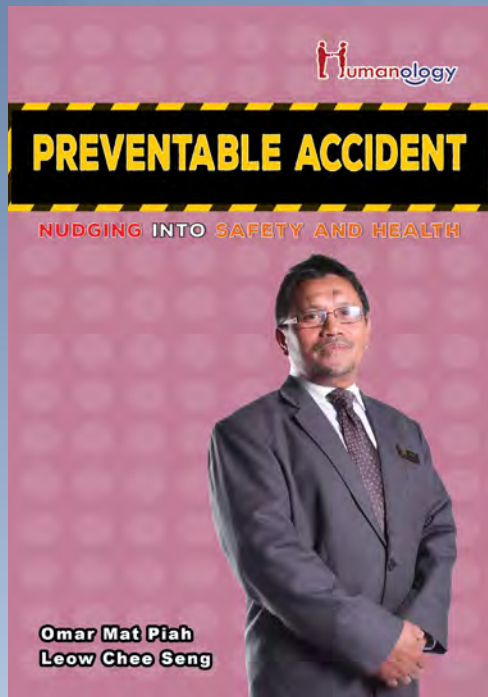
FREE Learning During MCO

Mr Jeremy Lee 30 April 2020 COVID-19 Antidote : Corporate Entrepreneurship for Employees	Mr Premanand 4 May 2020 From COVID to SuperBit : Normalised the Abnormal Habitual Action
Ms Winnie Leong 6 May 2020 The Secrets of Losing 8kg During MCO : Lesson for Leaders	Mr Shankar Kallainathan 8 May 2020 Gearing Positivity : Your Steps to A Financial Recovery
Pn Nik Zakiah 11 May 2020 Spread Like COVID : Income Generator in Low Touch Economy	Mr Ooi Wee Kheong 12 May 2020 Conquering the Clock : New Paradigm of Post Covid-19

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June

In June, Humanology held a Focus group study 24 June 2020



Occupational safety and health play an important role in sustainability strategies for an organisation. “Preventable Accident” is a book that provides the fundamental concepts of occupational safety and health (OSH) to the reader regardless of industry practitioners or students.

The book starts with the introduction of the evolution of OSH in Malaysia. The fundamentals of OSH must be appreciated by professionals who are directly or indirectly involved in OSH so that the OSH practitioners would know the impact of their work to the workplace. The development of OSH in Malaysia is far beyond many countries in the world. However, accident cases in Malaysia still occur.

The industry has implemented an excellent OSH management system (OSHMS), good regulatory practices, but the number of accident cases remains. Why? It is due to human organisation culture that plays an important role! So, in the next chapter, we

provide an exposure to the concepts of behavioural-based safety (BBS). In this chapter, readers would learn the development of BBS and the strengths and the limitations of BBS. The readers also learn how to execute BBS at the workplace. Of course, to have a successful implementation of BBS, it is a need to have a comprehensive OSHMS that is covered in chapter three – Occupational Safety and Health Management System.

In chapter three, readers would learn the prerequisite and methodology to create a good OSHMS. ISO 45001:2018 provides a good standard and guidelines to build a good OSH management system. The readers would learn the requirement and implementation of ISO 45001 in this chapter.

After understanding the technical requirements of ISO 45001, readers venture into the inner human heart. This chapter provides a deep understanding of human attitudes and behaviour, the formation human attitudes and behaviour, the method of measurement of human attitudes and behaviour, the method on how to motivate employees at the workplace for behavioural change.

Chapter five focuses on employee participation in the OSH programme. This chapter introduces the integration of human behaviour with behavioural-based safety. Various techniques and strategies are proposed to increase employee participation in the OSH program.

After understanding the strategies to boost employee participation, chapter 6 aims to integrate human science into BBS that is known as Humanology-based Safety (HBS). This chapter, readers would learn the significance of HBS and HBS can create a sustainable OSH culture at the workplace.

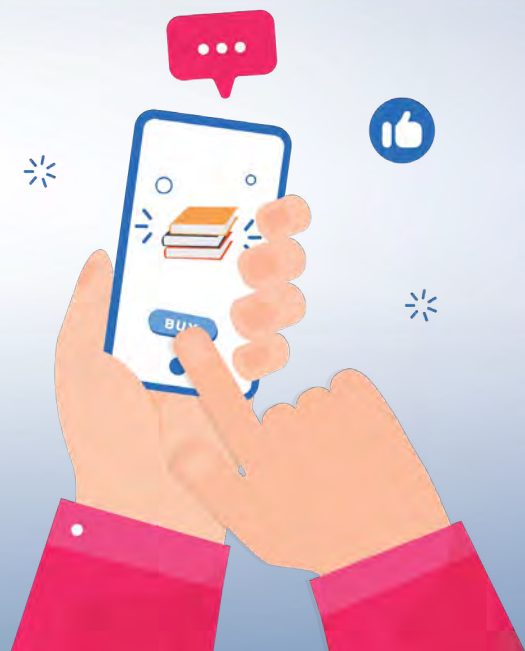
The last chapter – Nudging into Safety and Health provides fundamental knowledge of the application of ISO 45001:2018, Loss Causation Model and Behavioural Sciences – Nudging. This chapter explains to the reader the “seriousness” of the cost of an accident. Readers would look into one of the most significant models in OSH - Loss Causation Model. From understanding the fundamental of Loss Causation Model, behavioural science, we show the application of nudges into different stages in ISO 45001. The chapter ends with the future development of OSH, especially in the psychological health and safety at the workplace – managing the psychosocial risks.



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PERKESO Wira Pekerja: Kepimpinan Yang Prihati dan Suci Hati

Pengenalan

Dato' Sri Dr. Mohammed Azman bin Dato' Aziz Mohammed, merupakan seorang Doktor Perubatan yang mendapat MBBS daripada Universiti Malaya pada 1992 dan Licentiate of the Occupational Medicine dari Royal College of Physicians di Ireland pada tahun 1997. Dato' Sri Dr. Mohammed Azman bin Dato' Aziz Mohammed, bertugas sebagai seorang doktor selama beberapa tahun sehingga 2011 di mana beliau menerima tawaran dari PERKESO sebagai Pengurus Besar Bahagian Perubatan dan Rehabilitasi. Dato' Sri Dr. Mohammed Azman bin Dato' Aziz Mohammed, merupakan doktor perubatan yang pertama bekerja di PERKESO. Kemudiannya Dato' Sri Dr. Mohammed Azman bin Dato' Aziz Mohammed, dinaikkan pangkat ke Pengurus Besar Kanan (Operasi), Timbalan Ketua Eksekutif (Operasi) dan pada April 2015, beliau dilantik sebagai Ketua Eksekutif PERKESO sehingga hari ini.



PERKESO : Sekapur Sirih

Fungsi utama Pertubuhan Keselamatan Sosial (PERKESO) yang ditubuhkan pada 1971 adalah suatu agensi di bawah Kementerian Sumber Manusia yang menyediakan perlindungan keselamatan sosial kepada semua pekerja termasuk yang bekerja sendiri serta pekerja asing melalui skim-skim keselamatan sosial berasaskan konsep masyarakat penyayang, selaras dengan Dasar Pembangunan Negara dan Wawasan 2020 (kini diganti dengan Wawasan Kemakmuran Bersama 2030), menerusi punca-punca kuasa berikut, Menteri Sumber Manusia, Akta Keselamatan Sosial Pekerja 1969 (Akta 4), Kementerian Kewangan, Peraturan-Peraturan (Am) Keselamatan Sosial Pekerja 1971 dan Perintah-Perintah yang berkaitan serta Pekeliling Majikan.

Setelah mencapai prestasi yang membanggakan pada lima tahun sebelumnya, PERKESO telah melancarkan Pelan Strategik PERKESO 2016-2020 yang berpandukan hala tuju Misi Nasional Rancangan Malaysia Kesebelas 2016-2020 (RMKe-11). Pelan Strategik PERKESO 2016-2020 merupakan satu pelan taktikal yang melakar perjalanan pembangunan masa hadapan, mencerminkan komitmen perubahan dan kebertanggungjawaban bersama untuk menjadikan PERKESO sebagai organisasi yang unggul dalam menyediakan skim-skim perlindungan keselamatan sosial Negara.

Fokus Pelan Strategik PERKESO 2016-2020 lebih terarah kepada sistem penyampaian perkhidmatan atau outcome berimpak tinggi yang cepat kepada ekonomi modal (capital economy) dan ekonomi rakyat (people economy) dengan kos berpatutan. Sebagai pengamal keselamatan sosial, kesejahteraan masyarakat pekerja adalah agenda penyampaian

Antara inisiatif-inisiatif yang digariskan dalam lima teras tersebut yang menyokong Kerajaan dalam pembangunan nasional termasuk pembangunan sumber manusia yang berkompentensi dan berkemahiran, perkhidmatan menerusi medium elektronik, memantapkan pengurusan penilaian taksiran hilang upaya, rawatan perubatan dan pembekalan peralatan pemulihan, mengukuhkan dana dan melaksanakan dasar belanjawan berhemah, memperkasakan sistem pengurusan pelanggan, meningkatkan kesedaran pelanggan ke arah gaya hidup sihat dan selamat, menambahbaik faedah Skim Bencana Kerja dan Skim Keilatan, mempergiatkan publisiti PERKESO kepada golongan sasaran, merakamkan PERKESO dengan aktiviti turun padang, memperluaskan liputan keselamatan sosial dan melaksanakan polisi Kerajaan untuk meliputi sektor tidak formal.

Kini, PERKESO dalam fasa pelaksanaan terakhir untuk mencapai sasaran seperti yang digariskan dalam Pelan Strategik PERKESO 2016-2020. Contohnya, dalam Teras Strategik 1, PERKESO mempunyai sumber manusia yang kompeten melalui Program Penilaian Potensi dan Kopetensi (PROSPEK), Program Pelan Penggantian (PROPER), Program Pelan Peralihan Kerjaya (PROJEK) serta kursus-kursus kemahiran. Dalam Teras Strategik 2, Kepuasan pelanggan dapat ditingkatkan melalui pencapaian yang tinggi dalam penyelesaian kes-kes tuntutan faedah, tempoh pembayaran faedah yang pendek, lebih prihatin kepada golongan OKU dan warga tua, pengurangan kes penipuan atau fraud dan mewujudkan pengamal keselamatan sosial. Dalam Teras Strategik 4, kesedaran keselamatan sosial telah meningkat termasuk pematuhan terhadap peraturan PERKESO dan juga penguatkuasaan skim perlindungan pekerja asing dan individu bekerja sendiri.

Perluasan skim keselamatan sosial adalah antara yang membawa titik perubahan (turning point) dalam landskap keselamatan sosial negara ini. Malah banyak lagi sasaran yang telah dicapai yang

menyumbang kepada pembangunan nasional.

Pada pendapat Dato' Sri Dr. Mohammed Azman, pengurusan akhlak, sifat dan tingkah laku manusia penting di PERKESO. Pertama sekali, sumber manusia adalah aset terpenting bagi PERKESO dan di sini, mereka mementingkan pelaburan dalam pembangunan dan kesejahteraan modal insan. Hari ini, PERKESO mempunyai 3, 033 anggota di kesemua 54 pejabat di seluruh Malaysia. Dalam sektor perkhidmatan, pelanggan adalah pemegang taruh utama dan di PERKESO, ini merujuk kepada majikan, pekerja dan masyarakat pada umumnya. PERKESO menyediakan perlindungan kepada pekerja terhadap kecederaan yang berkaitan dengan pekerjaan, keilatan atau kematian dan juga kehilangan pekerjaan. Mereka tidak dapat menyediakan perkhidmatan terbaik kepada pelanggan jika kakitangan mereka tidak kompeten, berpengetahuan, mahir mahupun tidak prihatin atau mempunyai empati terhadap pelanggan. Jadi pengurusan akhlak, sifat dan tingkah laku manusia adalah penting di PERKESO kerana organisasi mereka berurusan terus dengan orang berinsurans. Justeru, mereka amat menitikberatkan kemahiran interpersonal serta nilai-nilai murni dan positif seperti amalan S4P iaitu SENYUM, SAPA, SALAM dan SANTUN (S4P) serta budaya korporat PERKESO PRIHATIN sebagai jati diri dan identiti mereka.

Budaya mesra pelanggan S4P PERKESO yang diperkenalkan pada 2015, telah diiktiraf oleh Jabatan Perkhidmatan Awam dengan anugerah di bawah kategori Inovatif, bersempena dengan Konvensyen AKRAB peringkat kebangsaan pada 13 Mei 2016. PERKESO juga melaksanakan Kursus Pemantapan Petugas Barisan Hadapan dan Garis Panduan Khidmat Pelanggan kepada petugas-petugas kaunter kerana sebagai petugas barisan hadapan, mereka merupakan touchpoint dan pintu masuk utama para pelanggan serta meningkatkan kesejahteraan pelanggan.

Behavioural Insights

Semasa National Convention on GRP 2018, Mantan

Timbalan Perdana Menteri Malaysia, Dato' Seri Wan Azizah telah menekankan kepentingan behavioural insights sebagai sebahagian daripada pembentukan strategi dan polisi yang baik.

Pihak PERKESO juga bersetuju dengan hala tuju tersebut. Malah di PERKESO, mereka menekankan behavioral insights atau pemahaman tingkah laku untuk mencapai visi dan misi mereka.

Visi PERKESO, adalah menjadi peneraju keselamatan sosial yang dinamik, unggul dan cemerlang sementara Misi PERKESO adalah memberi perlindungan keselamatan sosial kepada orang berinsurans dan tanggungan mereka menerusi skim-skim keselamatan sosial, serta memupuk kesedaran keselamatan dan kesihatan demi meningkatkan kesejahteraan sosial orang berinsurans.

PERKESO mengguna pakai konsep "Behavioural Insights" untuk berkhidmat kepada rakyat dan menguruskan pegawai-pegawai PERKESO. Yang pertama, semasa pelanggan berurusan dengan PERKESO, borang-borang dalam talian telah diisi dengan data yang telah dimasukkan dahulu supaya kerja-kerja lebih mudah semasa berurusan dengan PERKESO.

Selain itu, PERKESO memperkenalkan program-program yang menarik untuk menarik perhatian kumpulan sasar dan juga pegawai-pegawai PERKESO. Sebagai contoh, PERKESO melaksanakan program di mana pegawai mendapat ganjaran mengikut bilangan langkah berjalan setiap individual. Tujuan program ini adalah untuk mempromosikan kesihatan fizikal bagi mengelak pelbagai penyakit seperti penyakit kardiovaskular.

PERKESO mempunyai laman web dan laman media sosial yang padat dengan informasi. Maklumat mengenai semua inisiatif PERKESO akan dikemaskini secara cepat dan tepat supaya dapat membantu

kumpulan sasar untuk membuat keputusan. Dalam laman web, Bahasa yang digunakan adalah bahasa yang mudah, ringkas dan dapat difahami oleh semua lapisan masyarakat.

Selain itu, Dato' Sri Dr. Mohammed Azman menekankan tingkah laku manusia merupakan elemen yang sangat penting dalam meningkatkan kesedaran keselamatan sosial dalam kalangan rakyat Malaysia. Di PERKESO, kes-kes yang paling kerap berlaku adalah kes kemalangan semasa pekerja pergi dan balik dari tempat kerja dan juga penyakit tidak berjangkit.

Pembangunan Masa Depan

Pada pendapat Dato' Sri Dr. Mohammed Azman, tingkah laku dan mentaliti manusia memainkan peranan yang penting untuk menggalakkan dan meningkatkan kesedaran keselamatan dan kesihatan bagi kumpulan sasar. Mentaliti mementingkan diri sendiri sendiri semasa memandu, tidak mematuhi undang-undang di jalan raya dapat menjelaskan penyataan tersebut.



PERKESO menitikberatkan pencegahan yang bermula dari tingkah laku manusia. Andai kata

(BMI) mereka adalah baik, mereka bebas daripada kolesterol tinggi dan kandungan gula yang tinggi. Jika mereka adalah pesakit diabetes, mereka perlu mendapatkan rawatan, mengambil ubat dan dapat dikawal. Selain itu, PERKESO akan memberi ganjaran kepada pegawai yang dapat mengurangkan berat badan, menjalankan aktiviti riadah yang bersesuaian dan menekankan keseimbangan antara pekerjaan dan kehidupan peribadi (work-life balance). Mereka digalakkan untuk bekerja dari 8 pagi hingga 5 petang sahaja. Selepas waktu kerja, mereka digalakkan untuk melakukan aktiviti riadah. Dato' Sri berharap semua syarikat mengikut jejak PERKESO untuk meningkatkan kesihatan sosial.

Sebagai seorang pakar perubatan, Dato' Sri sangat prihatin terhadap kesihatan pekerja. Misalnya, dalam setiap mesyuarat hanya makanan sihat seperti kacang dan buah-buahan disediakan. Langkah-langkah yang dijalankan dilaksanakan oleh Dato' Sri nampaknya kecil tetapi kesannya adalah amat signifikan.

Kesimpulan

Pemupukan nilai positif di kalangan warga PERKESO adalah antara pemandu perubahan untuk memacu transformasi PERKESO sebagai peneraju keselamatan sosial yang unggul.

Inisiatif yang disarankan oleh Dato' Sri Dr. Mohammed Azman untuk mengaplikasikan kepentingan behavioural insights sebagai sebahagian daripada pembentukan strategi dan polisi yang baik adalah, dalam menyediakan perlindungan keselamatan sosial, PERKESO berurusan dengan rakyat iaitu warga pekerja dan keluarga mereka, justeru PERKESO perlu menerapkan behavioural insights atau pemahaman tingkah laku dalam strategi dan polisi organisasi.

Dengan itu, PERKESO merumuskan Pelan Induk Sumber Manusia PERKESO 2016-2020 dengan matlamat untuk memperkasa modal insan PERKESO bagi melahirkan Pakar dalam bidang keselamatan

sosial atau Subject Matter Experts, selain daripada memupuk budaya kreativiti, inovasi dan kualiti.

PERKESO juga telah membangunkan Blueprint Pembangunan Bakat & Modal Insan PERKESO 2018-2020 untuk mengurus cabaran-cabaran utama pembangunan modal insan secara berstruktur, sistematik dan seimbang. Blueprint ini dibangunkan secara strategik berdasarkan pelan-pelan induk organisasi yang telah dibangunkan sebelum ini iaitu Pelan Induk Sumber Manusia PERKESO 2016-2020 dan Pelan Strategik PERKESO 2016-2020.

Akhir kata, Dato' Sri Dr. Mohammed Azman merupakan seorang pemimpin yang berwawasan dan berpandangan jauh. Beliau sentiasa mencetuskan idea-idea baru untuk meningkatkan dan memperkembangkan perlindungan keselamatan sosial di Malaysia. Di bawah kepimpinannya, pelbagai inisiatif PERKESO menjadi Amalan Terbaik (Best Practice) dalam bidang keselamatan sosial antarabangsa. Beliau juga seorang yang rendah diri, komited dan amat prihatin terhadap perlindungan kesihatan sosial. Sumbangan beliau kepada bidang keselamatan sosial mendapat pengiktirafan bukan sahaja di Malaysia bahkan di arena antarabangsa.



Humanology Online Learning

Options for Face-to-Face Learning

There has been a change in the learning paradigm since the pandemic of COVID-19 globally. Today, the culture of low-touch economy is being nurtured everywhere. We have started to reduce face-to-face interactions. Humanology has looked into this culture and has now given our customers a choice whether to study online or face-to-face. The results of our study have been integrated into learning features including e-Learning, Blended e-Learning and Remote Online Learning. However, our face-to-face training is still running normally.



E-Learning



Remote Online Learning



Blended E-Learning

Benefits of Online Learning



Cost Reduction



Environmental Impact



Accessibility



Mobility



Immediate



Consistency



Upskilling



Effective Results



Improved Metrics



Resource Scalability



Self-paced Learning



Update Content



Privacy

Talk to us now (018 213 6755) to understand how these features help you

Stress Free Food

by

Khairul Mazlan

How would you like to release your stress through food? Why do you think food impact your mood?

Does chocolate the only stress free food? Is it a myth or a facts?



These type of question normally been ask if we are talking about stress. How will mood have any relationship with food? Do people really believe having good food can ease the tension that we have in our brain? If yes how and if no why? Actually, food does have an impact to our mood. We do see people easy to get angry when they are hungry. People tends to get lazy when they are bloated with foods in their stomach. Food does have an impact if we are in a different moods of the day. Normally, there are two types of food which impact our stress level.



The first type of food will be the foods that helps use ease the anxiety and stress. Food such as dark chocolate are the most famous food people search to ease the hormone. However, do not mistake dark chocolate with sweet milky chocolate which don't really help to

ease our mood if we eat it! Other good food to ease out stress are nuts, fish with high omega-3 nutrient and yogurt. These are the food normally will help out in having better mood for the day. High protein food does show an impact to good mood because it helps the stomach feels full. Like once an old man says, a happy stomach is a happy man.

However, there are also foods that will not help in making things better. Having a combination of good and bad food did not help a person ease the burden of stress. Example of foods that need to avoid are coffee, sweets, alcohol and processed food. These type of food will only increase the heartbeat and in turn making the stress level getting higher. Drinks such as coffee if drink consistently in high stress situation will have a risk of staying awake and pushing your body over the limit which increase the stress into the body and impacted the mental health in long run.



What's more important is to know what type of food we are taking into our body. Understanding the mental state and also recognizing type of food for the body are important to keep our mental health to be healthy. Having a strong body comes from a strong mental health. So how strong are you?

Training in the 21st Century

by

Sufinoor Suaid

Learning has always been a part of one's life journey. Be it in social life or the classroom. We are constantly learning and seeking knowledge. Hence, training has also evolved through time too.



Living in the 21st century, training has been upgraded and innovated into a blended and more engaging mechanism to make up for the learner's need, which involves Emotional Intelligence and values. By incorporating these aspects in the 21st-century training, we can grasp the whole ecosystem of the development in each of the people we train. This is why I truly support and apply the methodology. We have to find the right balance between all three elements of organizational learning that consist of finding the right content, context and applying the right practice.

Technological achievements and the globalization of labor require complex skills for every one of its employees. The demand for readiness in the workforce has made it compulsory to apply creativity, communication skills, collaboration, and critical thinking in the workplace.



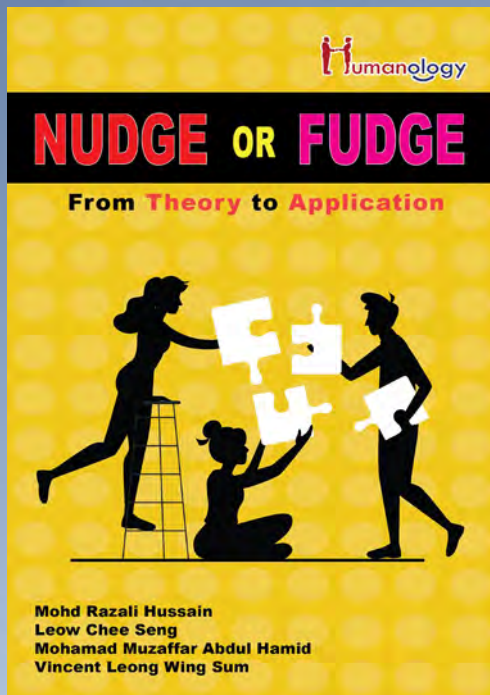
In my training session, the power of understanding the topic that I deliver lies in the capability to recognize the ability of my learners. As a trainer, we must connect and develop a rapport so that the training can be more transparent and the outcome achievable.

This blended learning allows me to create exciting, immersive, engaging and effective combinations of real-life experience. All incorporated in the training program and syllabus. When learners can experience the true emotions of the subject that they are learning, that's what makes it easier for them to adapt and be able to use and modify the techniques taught in the training to be implemented in the real world.



My focus has always been on how to create a comfortable environment by using the right elements and energy that generates curiosity for self-directed learning. This fun way of teaching method has always intrigued me as I used to find it difficult learning in the old fashion way growing up. This is one of the reasons why I chose to become a trainer. I didn't want others to feel the way I felt when I was learning back in the old days.

As a trainer, we must always find ways to reinvent our training concept by looking at educating in a wider and broader view to drive learners to grow in a progressive and sustainable scale.



The book *Nudge or Fudge* helps readers to understand the concept of behavioural economics in an easy way. The field of behavioural economics remains new in most of the universities in Asia. Behavioural economics describes economic phenomena by considering human beings are not fully rational. It does not mean that the humans are not smart. Humans have limitations that affect their behaviour in some ways.

Unlike a robot or homo economicus, most people have difficulties with assessing new information. The example when it comes to stock investments, humans are hardly ever fully rational. While most of the standard economics theory is normative; that means explaining how people should behave, behavioural economics is descriptive explaining how people actually behave.

By incorporating psychological insights into economics theory, behavioural economics helps to explain the non-rational behaviour to understand finance, labour markets, and management practices

better. A better understanding of the behavioural biases makes us different from robots, and the homo economicus can help us make better decisions for our own professional and personal lives.

No matter whether these decisions concern our finances, medical treatment or career choices, behavioural economics explains the gap between actual and rational behaviour and tells us how to close it so that actual behaviour and rational behaviour becomes one.

This fundamental book of behavioural economics alerts you on how humans are influenced by our biases. By understanding our own biases, we shall take a bold stance and an active role in understanding the hidden forces that lead us to the bias. So, we bring more control over our decision better.

This book explains the concept used in behavioural economics in a more relaxed way. In each chapter, it starts with the description of the concept. Then, a comic in the form of pictures to illustrate the concepts in an easily understandable way. This book also shares some tips on how the behavioural economics concept can be applied in various sectors that include finance, marketing, human resource.

Lastly, always remember, our greatest threat is not the sharks, our greatest threat is our biases. These are the things that prevent us from moving forward to pursue our dreams. From this book, we would like you to be aware of all of our biases, control it, face it and overcome it. Ask yourselves what bold choices you have made throughout your lives.

We hope that this book gives everyone a fundamental concept to apply behavioural economics into their strategies. Once you have understood the concept well, you can venture into the behaviour insights and nudges to enhance your strategy.

Career Success by Master Your Time

by

Tan Seng Hin

Everyone is given 24 hours per day, in general, we are spending 8 hours (or more) in workplace for our career, 8 hours to sleep and balance 8 hours to do something we want to. A lot of people going through the motion due to the do not know what to accomplish by end of day, week, month, or years. Why some people are successful in their career with these 24 hours and some do not? Why some people can go off work on time and some people cannot? The main different of these people are time management skill, what you do in the 24 hours has a direct impact to your overall productivity in life and your career. When you master your time, you will master your career and life.



How time management impacting our work performance? It is bigger than what you think, the way you allocate you time and manage it well has direct relationship of your output, performance, and personal branding in workplace. There is variety of good impact if we possess a good time management skill. First, you would be able to quantify your output and have visibility how to improve it, when you have a to-do list daily, you know how you spend your time and how many available time to do extra miles. Besides this, you also can improve your efficiency and effectiveness as you already have amount of quantitative data to validate the output. Yes, we will be able to find out what we must learn to achieve more in same duration of time. For example, we learn how to automate reporting and focus on analyzing report to do decision making. We develop chatbot to collect basic information from client and customer intention then focus on customer need. In personal life, we do auto

banking to reduce time of log in to banking system and avoid unnecessary late payment. There are many more examples that time management help in your output in same duration of time.

When we have learned more things, does not mean we will become productive, but when we combine what we learn with time management skill, this will skyrocket your productivity and performance. Through time management skill, we will learn how to plan, prioritize, build to-do list and setup time tracking tools, when we master all these, we will be able to deliver a good result in our workplace and that will bring positive impact to our image or personal branding in workplace. Just imagine, your superior or management would like to assign important task to a person who has an image that always accomplishes task/ assignment within given time or a person with an image of always delay in task? I believe all of us will choose the first one. What does that mean? This means that you will have a better exposure and better platform to demonstrate your capability to achieve your career achievement. Besides this, good time management skill also helps us to relieve a lot of stress that is caused by rushing deadlines and anxiety of not knowing what is coming next. With optimal good stress level, we can make better decisions and get along better with others. This will help us in workplace networking.



Although in this information era, there is a lot of tools and strategy available and just 1 click away, but why most people still unable to achieve good time management? Tips of success in time management.



Celebrate Small Success

Most of the time, we adopt time management skill and want to achieve ideal state overnight, we will slowly lose our motivation to follow through the plan that we compose. Why? This is because human is emotional creature, emotion can ignite our motivation and make the motivation last longer. For example, if a person do not manage time before, and he/she want to manage 24 hours, 7 days a week well immediately after one training session or a google search, the motivation is not able to sustain if the person do no continuously inject motivation into his or her mind. Thus to have a sustainable time management skill, we would need to set a review session each of the day, and celebrate what you have achieve, usually we will able to start from achieving small success and the result get exponential after a period of time, this will vary from individual, but usually this will take a month to an individual to turn anything into habit.



Start with a Smart Plan instead of Ideal Plan

Usually when we do the plan, we will compose an ideal plan, yet, most of the time, it will be varying too much from our current lifestyle. So, we can make a plan that closer to our lifestyle and yet, have 20% to 30% of changes from our lifestyle in weekly basis and we slowly change and heading to ideal state. We do not



Find your unique Time Portfolio

If we want to master and success in time management skill, we must determine our own time portfolio, if we do not determine our time portfolio, we will eventually fail in time management. WHY? The time portfolio shows us how we want to use our time. For example, Solid time, family time, working time, personal development time, wellness time etc. The time portfolio will change according to stage of life. When we are single, we might be allocating for time on work compare to when we are into relationship. If we do not manage the portfolio well, we will be end up losing motivation to follow through the plan.

Bearing this in mind Humanology offers several time managements programmes to our clients. Our industrial experts organise practical and interactive workshops tailored to focus on critically developing high performer in workplace. The programmes also cover participants' motivation subjectively through the change process by addressing fundamental skills to be effectively implemented and to manage transformation in the workplace.



E-Learning

A platform for Structured Learning

The e-learning provides a flexible and self-paced learning environment for the participants. Participants would obtain the latest knowledge. The capstone project enables participants to practise the skills in a practical hands-on environment. Humanology e-Learning is specialised in a structured learning environment to optimise the learning experience.



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C-Suite Club



Classroom e-Learning



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Handling Relation Destruction: Complication of COVID19

Since love is a learned process, we need to unlearn this habit to let our emotions become freed and only then be able to stop the pain.

by

Datuk Dr Leow Chee Seng

When interaction between family members increases during movement control order (MCO) in Malaysia, the conflict between individual increases. This happened in China during lockdown of Wu Han City. After unlocked of the city, the first things people did in Wu Han – arrange to get divorce!



In Malaysia, Ministry of Women proposed that wife needs to dress professionally at home even they do not work and they have to speak like a Doremon when interacting with the husband.

Does it work?

The divorce rate is on the rise, almost like a global pandemic. In the US, almost 49% of the marriages end up in divorces.

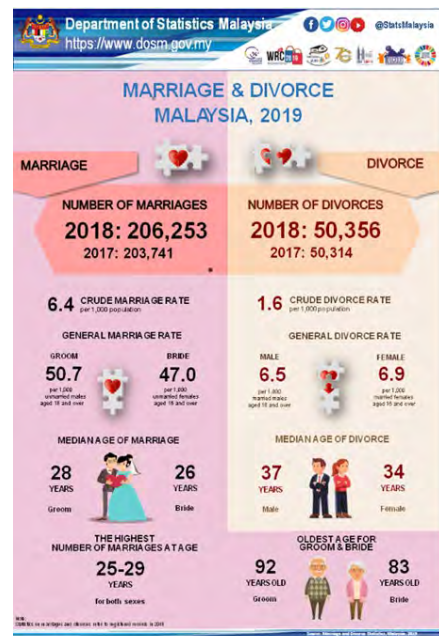
First marriages end up in divorces with an average duration of just less than eight years, 60% of all divorces are related to individuals aged 25 to 39, and there were more than 21 million divorces in the year 2017.



According to Department of Statistics, Malaysia, the number of marriages increased 1.2 per cent from 203,741 (2017) to 206,253 (2018). However, the crude marriage rate (CMR) remained at

6.4 per 1,000 population. The number of Muslim marriages recorded in 2018 was 150,098, increased 1.9 per cent as compared to 147,282 (2017). CMR increased from 7.5 (2017) to 7.6 (2018) per 1,000 Muslim population. The number of Non-Muslim marriages declined 0.5 per cent from 56,459 (2017) to 56,155 (2018). However, CMR remained at 4.5 per 1,000 Non-Muslim population.

The number of divorces increased 0.1 per cent from 50,314 (2017) to 50,356 (2018). However, the crude divorce rate (CDR) remained at 1.6 per 1,000 population. The number of Muslim divorces recorded in 2018 was 40,269, increased 1.4 per cent as compared to 39,709 (2017). CDR remained at 2.0 per 1,000 Muslim population. On the contrary, Non-Muslim divorces declined 4.9 per cent from 10,605 (2017) to 10,087 (2018). Therefore, CDR for Non-Muslim improved slightly from 0.9 (2017) to 0.8 (2018).

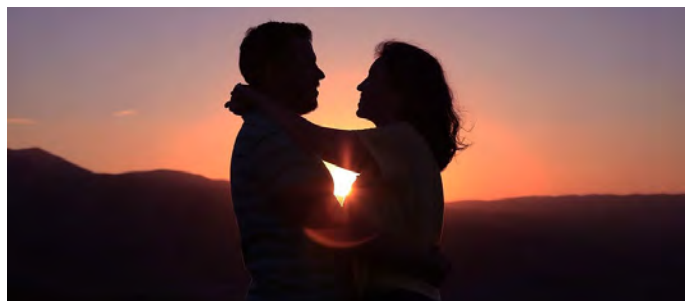


As a result, many people end up experiencing deep pain of loving someone who does not or cannot love them back. This trauma can also cause personality or emotion disorders, leading to abnormal or maladaptive behaviour when they cannot stand the stress of the rejection.

Love is Blind?

Falling in love is not a rational process. There is an uncountable number of definitions of what love is. It is an intensely emotional and intuitive experience. A lot of it is magic and chemistry.

Yet, it can also be seen to be planned or reasoned as falling in love is emotionally learned on many levels. As such, love is simply too individual and subjective to fit into any simple or objective definition.



Given this wide range of possibilities, the experience for a teenager whose sweetheart has moved away is different in many ways from the widower whose wife of forty years has just died. Since falling in love is emotionally learned, it has to be emotionally unlearned if you are going to fall out of love. That is why insights, rational thinking and exploring the reasons you fell in love are all inefficient and ineffective.

Just how many ways you love someone can be intriguing. However, it is unlikely that knowing them will help you to stop the pain of being in love with someone who does not love you.

Instead of struggling with the shadows of your past or trying to decide who's to blame or why this or that happened, or even why you feel the

way you do, try the following to get away the old relationship and develop new ones.

“There is no point just talking or looking for insights, and it is critical to deal with emotional pain in a direct, systematic way.”

Therapeutic Viewpoint

In psychotherapy sessions, the first and the most important fact the therapist would ask the client is if he or she would like to stop the pain. Therapy would remind the client the critical way to stop the pain is not by talking about it or by looking for insights or finding insights. It is by dealing with that pain in a direct, systematic way.



When you feel about someone is largely in response to the person – complex responses to the things they've done and said, to the way they look and feel, to the things you have done and said. These are learned responses.

You didn't feel them about the person before you knew what the person looked and felt like before you'd conversed and did things together.

Over a period of time, those responses become deeply ingrained among the patterns of your mind. Constantly thinking about the person, constantly repeating fixed images of him or her can reinforce those images and make them stronger and more persistent.

Since love is a learned process, we need to unlearn to let our emotions become freed and only then be able to stop the pain. With a determined mind, you won't have to rely on wishful thinking (“if only, if only, if only”), the advice of friends or outsiders, a

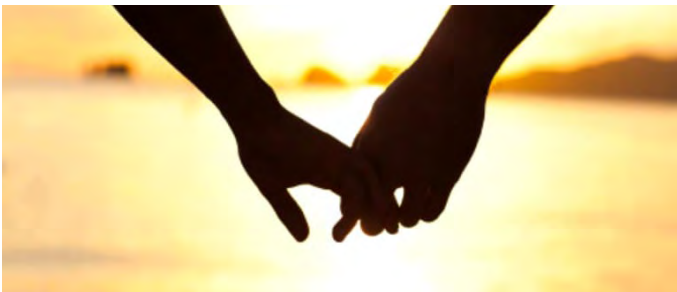
random chance of inspiration, some insight or the slow passage of time. You can do it yourself – now.

“WHY IDEALISE SOMEONE WHO CAN’T OR WON’T RETURN YOUR LOVE? SILENT RIDICULE USES HUMOUR TO ERODE THE PEDESTAL YOU HAVE SO KINDLY BUILT FOR THAT PERSON.”

What Next?

We can fall out of love by first adopting the thought-stopping method commonly used in behaviour therapy. Thought-stopping is the first step that takes you away from being in love; that is, it reduces the time you spend thinking about that person and leaves you more time for yourself and other people.

You may start by defining a specific goal. Try to observe the frequency when you think of the person. Then, control and instruct your mind to stop thinking about it immediately when you realise you’re thinking of your previous partner.



The second step is the silent ridicule. This step helps falling out of love easier. Thought-stopping helps you to reduce the frequency of thinking about the person you love while silent ridicule reduces the intensity of those thoughts.

It seems that one of our most human traits is to idealise someone who can’t or won’t return to our love. Silent ridicule uses humour to erode that pedestal you have so kindly built for the person you love.

It is also an especially useful method if you have to see that person from time to time. You can achieve these steps by designing scenes in which the person you love ends up looking, acting and/or talking absurdly. You should practice this often in your mind, evoking

the scene three to five times a day, especially whenever you see, talk to or hear of that person – or when you feel yourself unconsciously putting them on a pedestal.

The third step focuses and places firm attention on yourself. You are vulnerable now as depression and doubt make poor companions.

Your own self-review can realistically improve with a little perspective, so focus on a series of positive exercises to help develop your strength to stand alone if you need to, along with the courage to meet other people and build bridges to new relationships.

The next step continues with desensitisation to deal with jealousy and rejection. This can be achieved with organic reconditioning, positive reinforcement, and many useful skills for developing warmth and intimacy with a new person.

The article ends with a classical poem by William Shakespeare.

Shall I compare thee to a summer’s day?

*Shall I compare thee to a summer’s day?
Thou art more lovely and more temperate,
Rough winds do shake the darling buds of May,
And summer’s lease hath all too short a date,
Sometime too hot the eye of heaven shines,
And often is his gold complexion dimm’d,
And every fair from fair sometime declines,
By chance or nature’s changing course untrimm’d,
But thy eternal summer shall not fade,
Nor lose possession of that fair thou ow’st,
Nor shall death brag thou wander’st in his shade,
When in eternal lines to time thou grow’st,
So long as men can breathe or eyes can see,
So long lives this, and this gives life to thee.*





Remote Online Learning

A platform for Highly Interactive Learning

The remote online learning aims to provide a highly interactive learning environment for the participants. Participants interact through story-based learning, game-based learning and practical hands-on learning. The synchronised learning enable participants to network, interact and learn from each other. Humanology remote online learning develops your skills, knowledge in a fun and engaging way.



Features



Real-time
Training



Virtual
Classroom



Synchronous
Learning



Interactive
e-Lessons



Group
Learning



Game-Based
Learning



Story-Based
Learning



Outcome-Based
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Are Leadership Programmes Indispensable?

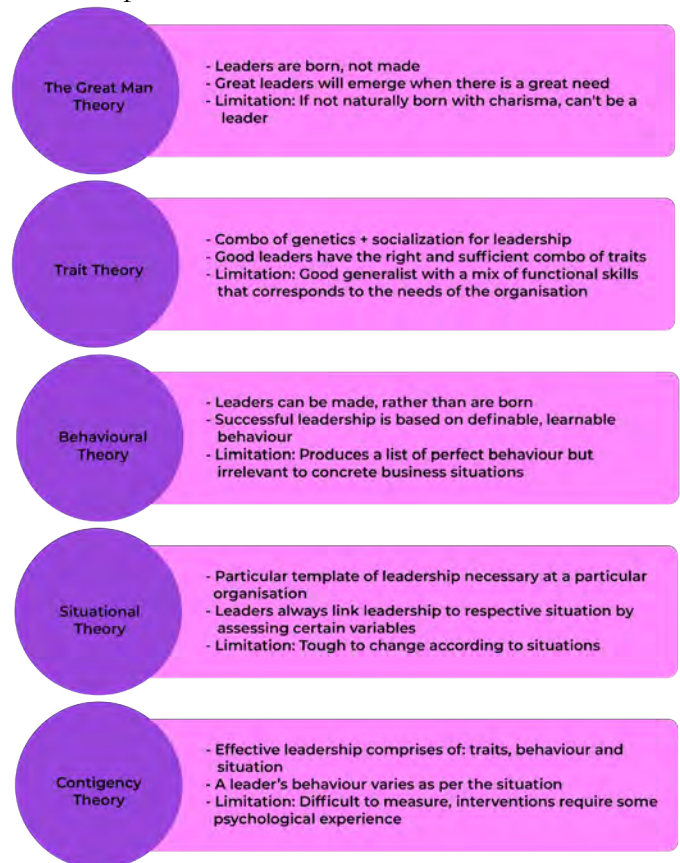
by

Dr. Dayana N. H. Chaskar

Leadership psychology suggests that leaders are born with specific skills rather than developing them. Some recent theories propose that possessing certain traits may help make people nature leaders, but that experience and situational variables also play a critical role. There are many theories about leadership. There is a historic school that looks at leadership in terms of traits/character of great individuals and therefore good leadership has to do with giving all the opportunities to these great people.

they can easily be defeated if they do not work as a great team, fail to build on an individual's strengths and help each other address their weaknesses. This is the basis of leadership development – taking great teams and making them even magnificent.

Leadership Theories



Humans to some extent are born with the capacity of leading and managing, but Learning & Development programme goals are to assist people to wake up the 'leader' within. It is an existential condition for an organisation to thrive and in particular in difficult the world context that we know today which is to be sustainable. Thus leadership development interventions can accelerate change in a massive way and very often allow for things that one might not have dreamt of at the start of an engagement.

Leadership development programmes usually address the precise mindset and behaviour level change, relevant to the individual's job so the impact is personally felt, help them perform better at work and intensifies the organisation at a higher level. This can be seen via this illustration. Visual a football team with great players but

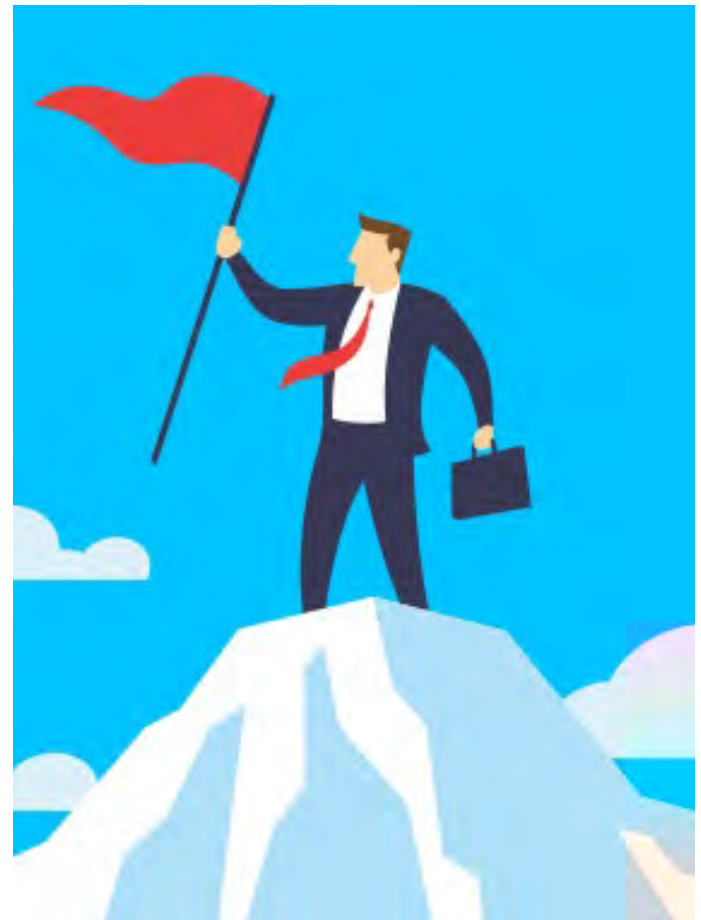
Leadership development programmes vitally need the following aspects to be significant:

- **Contextual** – Focus of leadership is to get people to act in a particular way
- **Relevant** - For adults to change their behaviour, it has to very substantial to their job scope
- **Embedded** – The programmes need to be inserted into the day-to-day work requirements
- **Measurable** – Statistics to validate programme significance - Pre Post Test, 360° Assessment
- **Exploring Mindsets** – If unsuccessful to get desired behaviour change, character building is vital



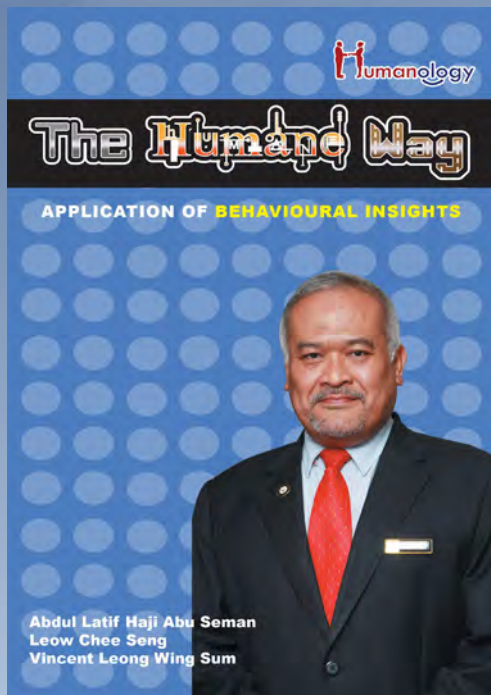
Customised leadership programmes are meant to provide the set of tools and approaches that an organization requires. Behind the scenes are a very rigorous process which starts with a detailed diagnostic to understand the current context of where the participants are and what they lack. Next, the programme is designed all around the current versus the future state, the set of interventions delivered in the 3rd phase is based on the upfront diagnostic: a balanced set of forums, fieldwork and feedback. Lastly is to determine and sustain which happens throughout the programmes.

Leadership development is probably a higher return on investment than the usual organisation's venture. However, organisations which invest in leadership development is part of any performance transformation are merely 2.5 times more likely to succeed (How to Beat the Transformation Odds, A survey conducted by McKinsey & Company in 2015). The results will be represented by the organisation's business impact, higher revenues, lower cost, more innovation plus simultaneously with sturdier leadership.



Character building is conceivable via shifting mindsets and answering Why leaders need to behave in a certain manner. As an analogy, acupuncture needles if plunged into the right nerve, actually help people develop their mindsets quicker. The first is the ability for leaders to align their professional with their purpose. The greater this is aligned, the higher the energy and determination are acquired. Next is reframing reality. Energy comes from recognizing strengths that can be amplified to seize opportunities and essentially leadership programmes help to reframe concrete situations. The third acupuncture needle is the ability to connect with mentors. As a fact, many leaders these days do not have mentors – as a role model and beacon of guidance. The fourth is assisting leaders to find the existing sources of energy in their teams. And the last is having the courage to stand for a cause as having bravery overcomes their fear. Therefore, the basic journey to becoming a leader requires:





“The Humane Way: Application of Behavioural Insights” is the first book you must read to understand human behaviour. Many psychology books explain various concepts of psychology such as personality, formation of attitudes, perception, emotions, intelligence, or psychopathology. All these concepts build a fundamental understanding of human beings.

This book enables you to look at human behaviour in a different way - the irrational behaviour. The concept of understanding of the behavioural economics captured the interest of several researchers who include Richard H. Thaler, Daniel Kahneman & Tversky, Dan Ariely, George A. Akerlof, and others. All these researchers contribute to the development of knowledge in behavioural economics.

Behavioural insights have become increasingly entrenched in governments around the world as a tool to improve the effectiveness of public policy. This book helps you to extend the application of behavioural insights not only in the public policy

but to the organisation level that includes marketing, finance and human resources. The extension of the application of behavioural insights boosts the productivity of an organisation.

The first chapter lets you understand the nature of human beings. In this chapter, the concepts of attitudes and behaviour are discussed. Most people feel that it is difficult to measure human behaviour. In this chapter, we will help you understand both direct and indirect methods to measure human behaviour. Hence, this initial chapter helps you to observe human behaviour accurately. After understanding the measurement of attitudes and behaviour, chapter one plays a vital role to help you explore the factors that influence human attitudes and behaviour that includes values, perceived norms, perceived behavioural control.

In order to understand behavioural insights, it is vital to understand the concept of human emotions and irrational behaviour. This chapter covers the fundamentals of human emotions and social emotions. This chapter helps you to understand the human emotions beyond psychology perspective - Sadness, Anger, Disgust, Fear and Happiness. The uniqueness of human emotions includes empathy, guilt, pride and embarrassment which enable you to view behavioural insights at a broader and more holistic perspective.

After understanding human attitudes, behaviour and human emotions, chapter three aims for you to learn the concepts of behavioural economics. This chapter introduces the evolution of classical economics to behavioural economics. Then, you will look at the concepts of nudges and its application.

Several concepts in behavioural economics and the applications are introduced here. These concepts include choices under certainty such as opportunity cost, sunk cost, decoy effect, endowment effect, prospect theory and others.

In chapter four, the concept of behavioural intelligence is introduced. Different behavioural economics concepts such as behaviour under risk and uncertainty are discussed. This chapter demonstrates strategies and examples of the application of various behavioural economics concepts such as anchoring, heuristics, fallacy, framing, bundling, mental accounting, bounded rationality and intertemporal choice.

With the industrial revolution, the way to do business has evolved. In chapter five, you will look at the application of behavioural insights into digital transformation. This chapter focuses on the applications of the nine pillars of industrial revolution that include advanced simulation, horizontal and vertical system integration, internet of things, cybersecurity, big data, augmented reality, additive manufacturing, cloud computing and autonomous robots.

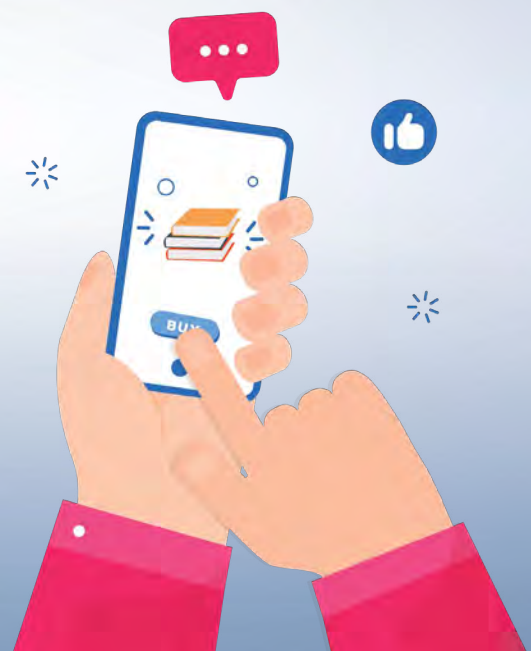
This book is written in a simple language that can be comprehended by any readers. Also, in each chapter, there are tips to give you insights on the application of behavioural insights. In addition, you would also be able to learn from real case studies about the application of behavioural insights both in policy implementation, organisational behaviour, marketing and financial perspectives.



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Blended e-Learning

A platform for Structured Yet Interactive Learning

The blended e-learning provides a self-paced learning experience and the opportunity to engage and interact with our specialists. Participants would be provided with an e-learning platform before the highly interactive sessions are conducted. The e-learning and interactive sessions enable participants to understand and apply the skills and knowledge at the workplace by having close interaction with our specialists.



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Group Learning



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Video-based Learning



Real-time Training



Game-Based Learning



Story-Based Learning



Outcome-Based Learning



Scenario-Based Learning



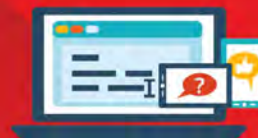
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Jeremy Lee

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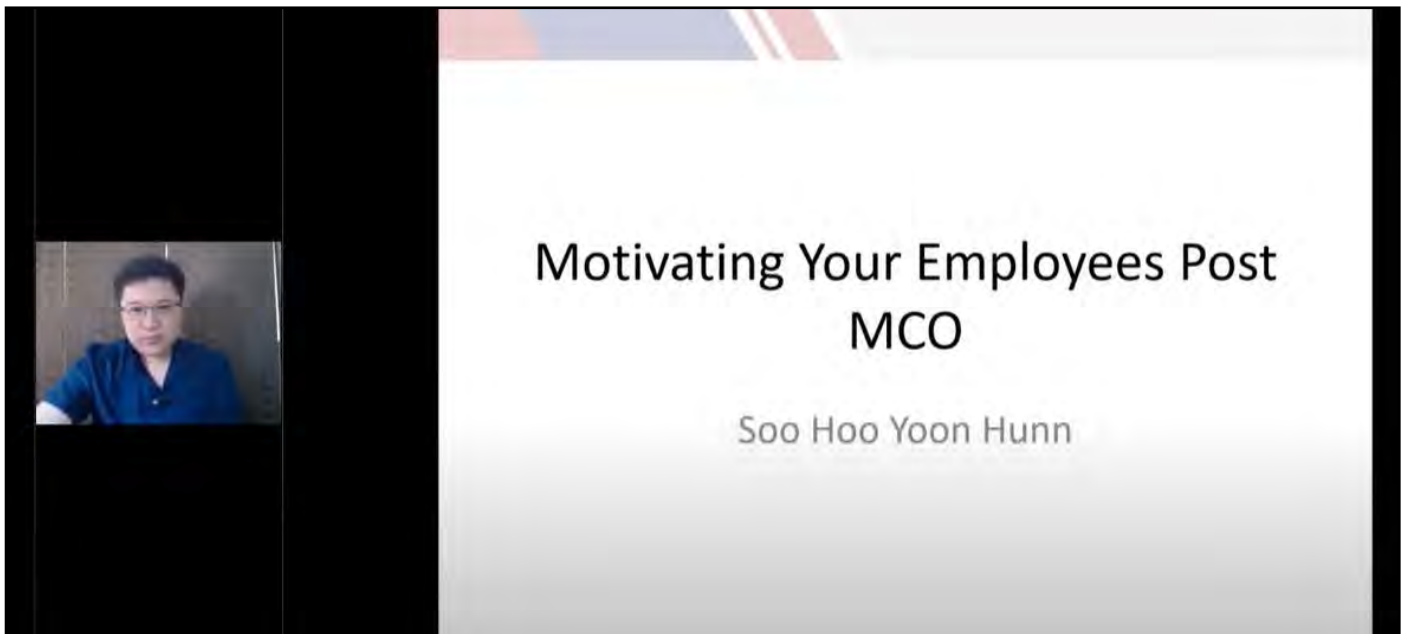
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by Mr Danial Roy



Motivating Your Employees Post MCO

Soo Hoo Yoon Hunn

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Consumer technology is evolution fast

Year	Product
2003	LinkedIn Launch
2004	Facebook Launch
2005	YouTube Launch
2006	Twitter Launch
2007	iPhone Launch
2008	Airbnb Launch
2010	Instagram Launch
2010	Uber Launch
2011	Snapchat Launch

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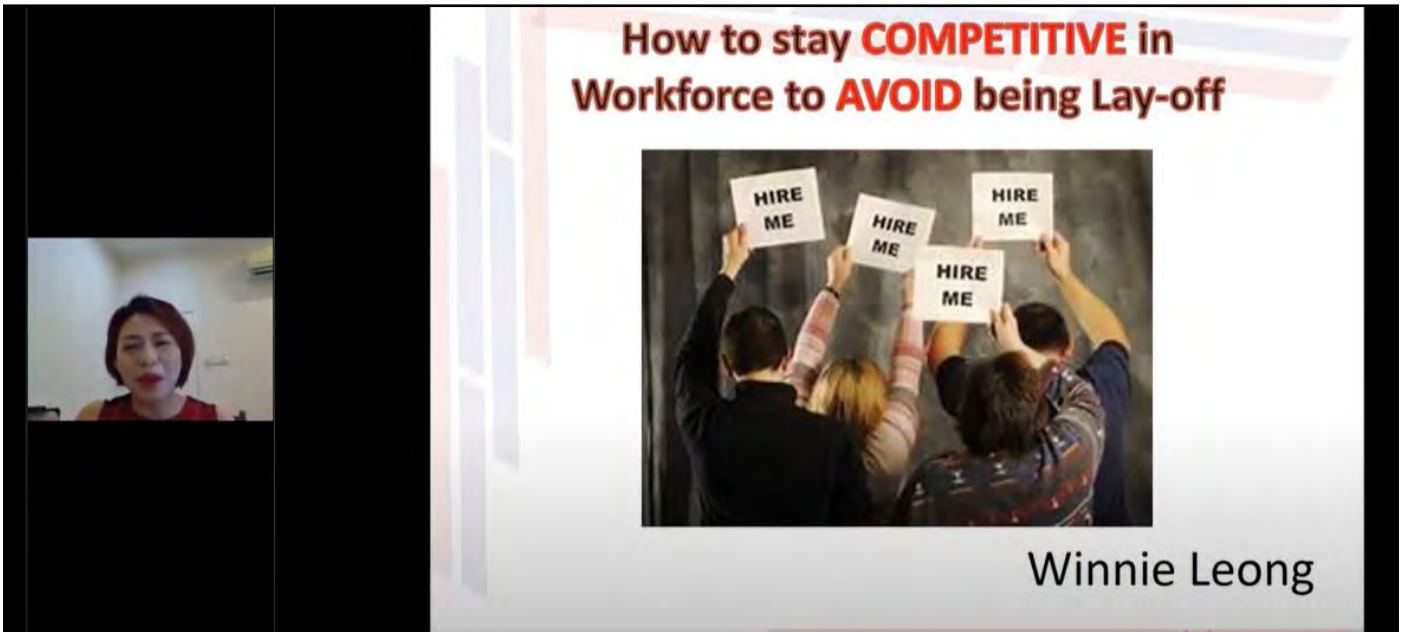
MANAGING TRANSITIONS

After Covid-19


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Edwin E Gara

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How to stay **COMPETITIVE in Workforce to **AVOID** being Lay-off**



Winnie Leong

**How to Stay Competitive In Workplace to Avoid Being Lay-off
by Ms Winnie Leong**

About Michelle Son

Qualification :

- Certified by ABNLP – NLP Practitioner & Coach
- Diploma in Professional Style Coaching, UK
- Certification in Professional Image Consultant (AICI)
- Graduate Diploma in Business Management
- Diploma in Private Secretaryship
- Certification in Beauty Therapist
- PSMB Certified Trainer



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***From COVID to SuperBit: Normalised
the Abnormal Habitual Action***




By: Premanand Maniam

**From COVID to SuperBit- Normalised the Abnormal Habitual Action
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Secret of Losing 8kg during MCO

4 stages of quarantine.



Winnie Leong

Secrets of Losing 8kg During MCO
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**Covid-19: Gearing Positivity:
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Gearing Positivity-Your Steps to A Financial Recovery
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IN LOW TOUCH ECONOMY

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Conquering the Clock-New Paradigm of Post Covid-19
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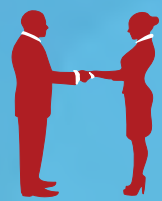


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