



Dale Carnegie ASEAN 2021
Newsletter Special Issue

Creativity is Social





Creativity is...



Linh Nguyen

Chairperson and CEO | Dale Carnegie Vietnam

Creativity sets a critical foundation for breakthroughs, enabling business innovation and disruption to materialize in the market as it builds a systematic structure for talents to have 'out-of-the-box' and insightful thinking. Value is created by connecting those new thinking in a meaningful way.



Paul Siregar

Managing Director | Dale Carnegie Indonesia

To have creativity and to make it work, we need diversity in the group of peers, a clear mission and empowerment to figure things out.



Atchareeya Bansit

Director of Transformation | Dale Carnegie Thailand

Creativity is the freedom to think openly and freely. All innovations started from a creative thought. Creativity in organizations can be enhanced when people feel safe. So, how can we create a safe environment that stimulates and fosters it? We start by finding ways to empower our people, building their self-confidence and making sure they feel valued. Employees will share their creativity with their organizations when they know their voices are heard. When such conditions do not exist, they will choose to share their ideas outside the organization or not at all.



Mahmud Hisham

Vice President | Dale Carnegie Malaysia

In cars, spark plugs are used to ignite the fuel mixture and move the pistons. Similarly with organizations, we need creative people to generate ideas and generate a chain reaction to turn the ideas into reality.



Celeste Lim

Managing Director | Dale Carnegie Singapore

Making the best use of your available resources – whether it's time, equipment, talent, ability, knowledge... to achieve the optimal outcome and provide the best possible solution to overcome existing and foreseeable challenges – that is creativity. It's like putting Steve Jobs and MacGyver in the same room. I'm sure a more-than-elegant solution would be found in the shortest possible time and with limited resources.



SEARCH



FOLLOW



LINH NGUYEN

Chairperson and CEO
Dale Carnegie Vietnam



PAUL SIREGAR

Managing Director
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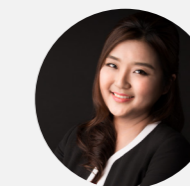
ATCHAREEYA BANSIT

Director of Transformation
Dale Carnegie Thailand



MAHMUD HISHAM

Vice President
Dale Carnegie Malaysia



CELESTE LIM

Managing Director
Dale Carnegie Singapore



The Social Hive Mind



Patama Chantaruck
Vice President for Indochina expansion and Managing Director - IBM Thailand

A leading expert in digital transformation, Patama Chantaruck received three Stevie Awards (Female Executive of the Year, Mentor or Coach of the Year and Women Helping Women) in 2018. The Stevie Awards are the world's premier business awards to recognize the achievements and contributions of professionals globally. In 2019, she received the Top Businesswomen award while also being a finalist of the Lifetime Achievement Global category of Women in Tech.



Gerald Margolis
Managing Director Philip Morris Trading (Thailand)

Having been with Philip Morris since 1994, Gerald Margolis has served in various functions with the organization across the globe. In 2012, he was director of sales and marketing for the European Union region. He was appointed director of sales in the United Kingdom and Ireland in 2013. He has been managing the Thailand market since 2016.



Patama Chantaruck



Hi Patama, I'd like to learn from you and your organization. Can I find out what are some things that IBM has done in terms of innovation?



Hi Gerald, thanks for giving me the chance to share. We incentivize great ideas. In 2018, in partnership with the Linux Foundation and the United Nations, we started an initiative to look for ideas to solve pressing issues around the world. Researchers, students, developers... whoever that has great ideas, could join. It was real code for real people. This year, for example, we used the Call for Code to address issues in India, particularly access to clean water. Artificial intelligence and the internet-of-things were used to locate areas where clean water could be found. The depth of the soil and any environment or variables were looked at to search for water. There was a lot of free rein given to tackle real world issues. Whoever has the idea and can solve any problem should be given the ability and support.



That's great! Thanks for sharing! 🙌



Thank you! I'd like to learn from you too. Could you tell me how Philip Morris fosters innovation?



We strive to eliminate non value - added work. Tasks and instructions must be focused on what really matters. If people are busy with systems and processes to get the core elements of their jobs done, they won't have the time, energy and more importantly, the motivation to innovate because they are too busy with unproductive tasks. This kills the spirit as well as sometimes drives creative people out of the organization.



I totally agree. 😊



Creativity cannot happen in an environment that doesn't support people. Leadership is about empowering others. That's a crucial leadership dimension of Philip Morris. We must provide space to deliver and more importantly, space to fail. The underlying fundamental factor here is trust. This is the same type of environment that also supports relationships which cannot happen without trust. By respecting people, giving them room to be creative, we are also creating the right environment for relationships to foster.



I'm glad we agree on such an important point. IBM Thailand promotes a culture that allows employees to fail. This is not easy for managers to accept, let alone employees. So, what we try to do is promote the "Yes, and..." approach. Often, people use the phrase "Yes, but...". The minute you start saying "but", people stop thinking. I think the combination of the "Yes, and..." approach and the culture that allows employees to fail gives us the opportunity to improve in many different areas.



Yes. Because of our commitment to innovation, Philip Morris has invested over US\$8 billion in R&D and technology to develop a portfolio of science-based products. PMI's heated tobacco product is the first electronic tobacco product that the US FDA authorized for commercialization in the United States on April 30, 2019. On July 7, 2020, the FDA authorized the marketing of the tobacco heating system as a modified risk tobacco product with a reduced exposure claim. PMI sells smoke-free products now in 70 countries to meet the needs of adult smokers seeking less harmful tobacco products. Now, almost 30% of PMI's revenue comes from smokeless products. We hope to hit 50% by 2025.



Although PMI's smoke-free products have not been available in Thailand due to regulatory restrictions, we are lucky to have time to adjust and prepare for the evolutionary transition.

Gerald, I couldn't have said it any better. If we don't evolve, don't innovate, we'd just be overtaken. Not everybody is comfortable with change. I keep telling my team that in order for you to get something you never had, you have to start doing something you never did. The thinking "I'm used to this", may not work for the future anymore. The world has changed. Covid has brought about many changes. Being a company that brings technology to life, we never stop working on our technology and making sure that innovation can be put into action. At IBM, managers need to start adopting the growth mindset, the "Yes, and..." approach and the listening skills that allow people to open up. This is the area that we are promoting with the managers and everything has to start from the top.



Yes, Patama. An organization's leaders must be the key drivers for change and exhibit the necessary behavior to seed innovation and grow it. It must be seen as an expectation and requirement to disruption the status quo. I'm grateful to have a meeting of minds on this.



Thanks, Gerald, for letting me tap on your ideas too! Social media has allowed us to connect and learn more. Creativity is social!



Can't agree more!



Type a message





The Bold Vision

Innovation drives the insurance industry. This is crucial to change the way consumers think and feel about insurance. With a focus on improving our customers' experience, we keep looking for ways to help customers have a more enjoyable time navigating their journey in insurance. It's our aim to put together products that consumers understand easily. The use of digital technology is a cornerstone to realize these aims.

Forging our Path

Built legacy-light from our founding, FWD has the advantage of quick digital adoption compared to other traditional insurance institutions. We challenge the status quo, generate new ideas and bring them to life much faster. A key success factor is the mindset and culture of the organization. Creativity can come from anywhere – whether it's our partners, customers, employees or salesforce. That's why it is important to support and encourage everybody to think outside of the box and give them time and resources to concoct innovative ideas.

Getting the Big Ideas

Our Springboard Innovation Challenge is a group-wide programme that calls on FWD innovation heroes to put forward great business ideas and aims to get them off the ground. Through this, we plugged gaps in our customer experience and made significant improvements to employee well-being and operational effectiveness.

The FWD Springboard Student Challenge was launched earlier this year. It's a new and exciting programme open to tertiary students across Asia. Student innovators could pitch their ideas on how FWD can change the way people like them feel about insurance.

I-Dare is another programme in Vietnam that encourages people to contribute ideas. Many creative ideas on operational effectiveness and business innovation have been implemented across functions. Staff from any level can access the senior management team to allow the organization to understand challenges faced by staff and employee expectations to provide the necessary support.



By Huynh Huu Khang
CEO, FWD Vietnam

FWD Vietnam is a leading digital insurance company in Vietnam. Khang began his career as an actuary in Australia and has more than 20 years of experience in the insurance industry in Asia.

Projects

- Project Clarity: Making insurance information easier for our customers to read, understand and act by understanding how people digest information.
- Project Exclusion: Reducing the number of exclusions in a policy, meaningfully, to foster trust and eliminate doubt.
- 24-hour e-claim: Making the claim process easier and faster (within 24 hours, via a digital platform).
- Nextgen: Offering a web platform that heightens flexibility, simplicity and usability with a modern feel.
- AI Voicebot: Offering interactive voice response for customers to exchange and update insurance policies and premiums.



Shenton Sng

Vice President, Human Resources
SPH Media Ltd

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Message

More

ABOUT

Shenton started his career as an engineer in the oil and gas industry. He went on to pursue a career in human resource with a specialization in learning and performance. His unique career experience in the military, private sector, public service and volunteer organizations has given him a broad perspective of leading, learning and legacies. He enjoys coaching others using a brain-friendly neuroscience method.

Shenton's activity



LEADERS AND INNOVATION

I believe we are all creative. There's no distinction between who can or cannot be creative. Creativity is innate to us since we were children. You can say that creativity is needed for survival.

In organizations, leaders have a great influence over the process of creation and innovation.

Leaders must be very mindful to encourage and not dampen the creativity of the organization's talent through their actions and words.

Sometimes, leaders may inadvertently stamp out creativity. For example, a staff member may suggest something innovative only to be shut down with phrases like "do not to rock the boat" or "do not fix what ain't broke". Natural inquisitiveness and initiative will be lost as a result. Ideally, everyone should be able to try out ideas and have a system that allows for failure. We must be allowed to fail fast, fail cheap and fail safely to encourage more creativity and innovation at the workplace.



EMPATHY AND THE SPIRIT OF INNOVATION

There is a lot of talk about diversity and inclusion. These are not mere numerical targets to be met, like stating we have "X per cent of staff from a certain group" in the team. Diversity and inclusion are in our attitudes and mindsets.

For example, I was once in an organization which had to relocate. The team in charge of organizing and executing the big move was an all-male team. This was not stellar in terms of gender diversity and inclusiveness by any means. Yet, in planning the layout of the nursing room for mothers, the men were intentional in ensuring that there was a separate refrigerator, sink and other amenities for nursing mothers. This was despite the room being near the pantry for all staff. The men were able to empathize and to include in their considerations the diverse needs and wants of others. If we can picture ourselves in the shoes of others, our solutions will be creative and innovative. This is a mindset, an attitude. This lies at the core of having an innovative, creative spirit.

Shenton's shout-outs



OUT-OF-THE-BOX THINKING AT SPH

SPH, in the past, did not just derive its revenue from advertisements and the print media. Ever evolving with the changing corporate landscape and business environment, the organization had to diversify to survive. SPH ventured into:

Real Estate

- Commercial shopping malls – Seletar Mall, Clementi Mall, Paragon and two malls in Australia.
- Elderly care: Orange Valley.
- Purpose-built student accommodation in Europe and Germany.



STAYING RELEVANT

To boost readership for our Tamil-language newspaper Tamil Murasu, we had to keep up with the times and offer more value. The products team came up with a digital translation tool to provide Tamil to English translation. We leveraged our strength in the language and created value for our customers. Creative and meaningful solutions are results of catering to the needs of others and the marketplace. You may be good at what you do, but if what you produce is not what consumers need, your business may not thrive as successfully as you would expect.



The Necessity OF INNOVATION

By Manh Hoang Vu

Deputy General Director
Financial Institution Bank MSB



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Businesses that do not change with the times or circumstances might become irrelevant if they do not embrace innovation.”

WAVES OF DISRUPTION

Natural selection is an integral part of Charles Darwin's theory of evolution. Species that adapt better to the environment and changes, among other things, will proliferate and thrive. We see a strong parallel in our world of businesses and organizations. Innovation empowers corporate entities to transform and thrive. In the natural world, organisms that do not find better ways to cope with changing environments might be driven to extinction. Similarly, businesses that do not change with the times or circumstances might become irrelevant if they do not embrace innovation.

In the volatile environment of global business, creativity plays an important role in organizations. Besides traditional competitors, we have to deal with new entrants that disrupt the industry. For example, in the automotive industry, it is not just Ford, Mercedes and Toyota competing against one another. Now, these automobile industry veterans must deal with the pioneers of the electric car revolution. In banking and finance, it is not a game solely between banks anymore. Other equivalent financial institutions, payment service providers, fintech companies, and DeFi (decentralized finance) platforms have joined the game too. This compels businesses to be creative in order to survive. Making superficial changes merely to stay afloat would only be barely enough; such ad hoc, reactive solutions would not generate success in the long run. Companies that do not systemically embrace innovation will lose market share. Slowly but surely, they would be forced out of existence. To thrive, we must transform with practical and genuine innovations.

TYPES OF CREATIVITY

From my perspective, there are two types of creativity: inventive creativity and application creativity. Inventive creativity is the process in which we create something totally new. Every single change comes from this, leading to waves of changes. We can think of inventive creativity as the first piece of domino in the series. Inventions like nanotechnology, cloud computing and the blockchain are such examples of inventive creativity as each of them have sparked a series of massive changes down the line in their respective areas.

Application creativity is about coming up with practical uses for inventions. For instance, blockchain technology is applied in digital currency, smart contracts and decentralized finance.

There are huge overlaps between inventive and application creativity. If an organization applies cloud-based technology (inventive creativity) to its business, the series of cloud-based innovations that are adopted will be application creations in the organization. Combining these two forms of creativity will allow an organization to transform and compete successfully.

PRACTICAL STEPS

To produce creativity, organizations need to actively build competencies and construct an environment that fosters creativity. MSB actively promotes creativity through creating a workplace that supports innovation. We have made our Digital Factory an invention to raise creative ideas for MSB. At the Digital Factory, we apply and execute new working methods, new product models and new technology platforms. Trials that have successful performance at the Digital Factory are promptly implemented. MSB ensures that such new methods will be implemented throughout the organization.

Companies stand a chance to outperform their competitors and become exceptional by having out-of-the-box solutions. An ocean of possibilities and opportunities await them as a result. Size is not a determinant here. Any organization big or small can make their mark once they figure it out. Evolution requires innovation and creativity is the key.



- Pioneer in adult learning industry since 1912.
- Consistently rated by TrainingIndustry.com to be among the top 20 global training organization in Leadership, Sales and Workforce Development since 2012.
- The only company in the industry globally to be awarded ISO 9001:2015 for trainer development and certification.
- 2,800 certified trainers/coaches.
- Our clients include 80% of Fortune 500 companies.
- Global network of 91 countries in 270 offices – biggest footprint in the industry globally.
- Best selling books of the century: How to Win Friends and Influence People; How to Stop Worrying and Start Living.
- 99% of our graduates said they are satisfied with the training they have received.