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Sent: Monday, 18 May, 2020 12:06 PM
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Subject: FW: CUIC Virtually Connected Series: Datuk Nora Abdul Manaf Discussed The New Normal In Human Capital

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To: UUM - All Staff <uumnet@uum.edu.my>; UUM - All Students <studentnet@uum.edu.my>

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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
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News and pictures by CUIC

CUIC VIRTUALLY CONNECTED SERIES: DATUK NORA ABDUL MANAF DISCUSSED THE NEW NORMAL IN HUMAN CAPITAL



UUM ONLINE: Embracing the new normal requires organizations to understand that businesses will not be operating as they did previously. The new normal demands that organizations adapt to continuous learning practices and exercise immediate agility in order to seize the opportunities and remain relevant.

It is also important to always have a positive outlook of things and find the silver lining in every hardship. These were among the key points highlighted by Datuk Nora Abdul Manaf, the Group Chief Human Capital

Officer of Maybank during the Up Close and Personal webinar as part of the Centre for University Industry Collaboration (CUIC) Virtually Connected series. The one hour webinar was moderated by the Director of CUIC, Assoc. Prof. Dr. Marlin Marissa Malek.

Among the other issues discussed were the trends following the new normal in terms of human capital. Datuk Nora highlighted the importance of staying connected with the workforce during these uncertain times as the entire organization had shifted towards the new normal business practices.

According to her, although businesses were already gearing up to embrace the IR4.0, the pandemic propelled the industry to fully rely on technology in ensuring minimal disruption of the business activities. Moreover, Datuk Nora reminded viewers that in the midst of embracing technology, human connectedness must not be forgotten.

To fit into the new work order, Datuk Nora encouraged graduates to be nimble and take the opportunity to be pertinent to the new business model. In the era of downsizing, the featured speaker emphasized on the importance of graduates taking up new skills that are highly in demand at the moment, namely gig acumen, portfolio building, data analytics skills and coding.

She further underlined that the new workforce should be competent by possessing the relevant industrial skillset, harnessing the right experience and knowledge, as well as having the right mind set and attributes for success.

The live webinar garnered over 1k views on CUIC Facebook page. Not only did Datuk Nora share her experiences, she also graciously addressed questions from the viewers on matters pertaining to how human capital practices had so far reacted to the situation involving the pandemic.

Upon closure of the session she once again reiterated that organizations must be ready to roll out their post-pandemic strategies as what set organizations and people apart would be the speed, agility and ability to react positively and put things in place.

The knowledge sharing session by the Adjunct Professor of the School of Business Management was indeed insightful as it enhanced viewers' understanding of the need for upskilling and preparing the future graduates. Graduates need to have the right mind set and universities too need to be able to work alongside the industry to help produce talents of the future.

Stay tuned for more of such sessions brought to you by CUIC, the Centre responsible for bringing the industry closer to UUM community.

Socially distanced, virtually connected!



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