



Family-friendly
Employment Practices:
Tripartite Winning Formula for
Employee, Family and Company
三贏人管方案：家庭友善措施
員工、家庭、公司齊得益

The Dynamics of Employee Engagement and Staff Retention

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Training Manager, Swire Resources Ltd.

Our Company

Swire Resources, a wholly owned subsidiary under the Trading & Industrial Division of Swire Pacific Limited, is a leading brand management, retail and distribution company in Greater China.



Our Company

AEROSOLES.

arena

Cath Kidston®

CATALOG

CHEVIGNON

Columbia

d2r

GigaSports

JOCKEY

MARATHON
SPORTS 馬拉松

REBECCAMINKOFF

lepetto
PARIS

ROCKPORT

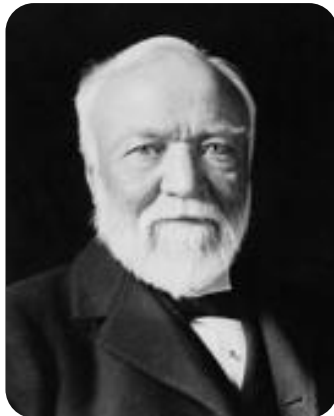
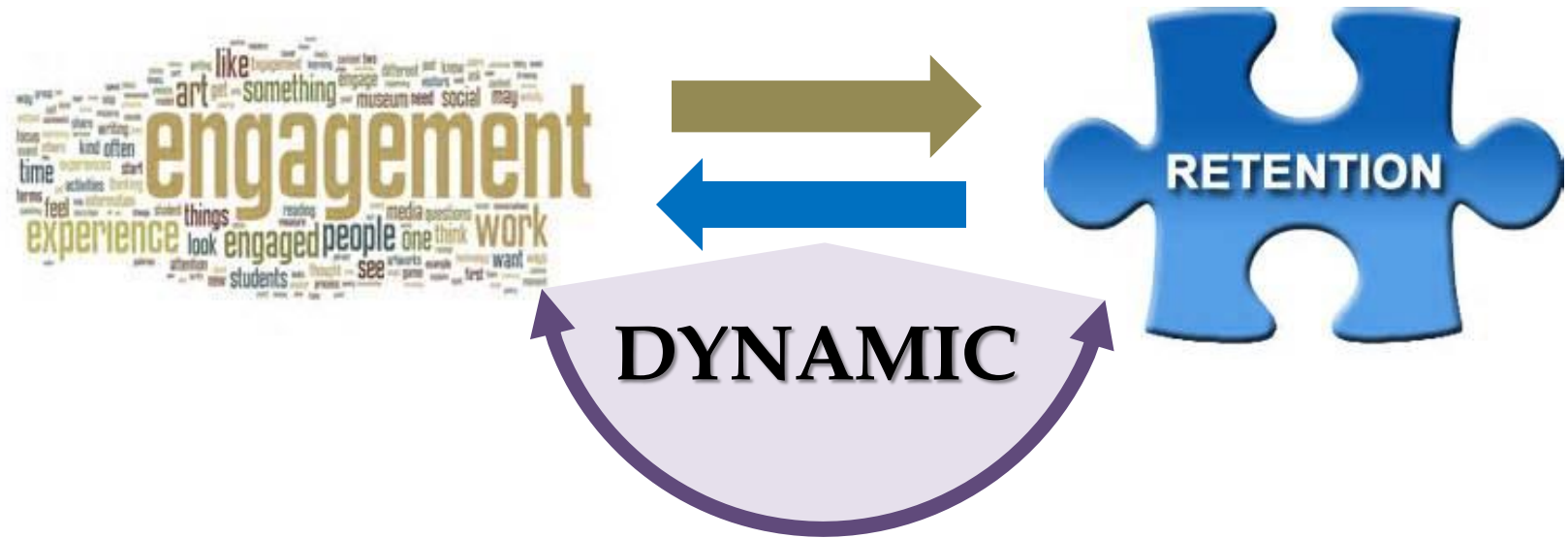
speedo



- We operate over 250 retail outlets in Hong Kong, Macau and Mainland China.
- Our 1,800 employees are professional and dynamic, helping us to deliver outstanding levels of service to each of our customers everyday.

www.swire-resources.com

What is our **FOCUS** point?



Andrew Carnegie 安德魯·卡內基

"You cannot push anyone up the ladder unless he is willing to climb himself."

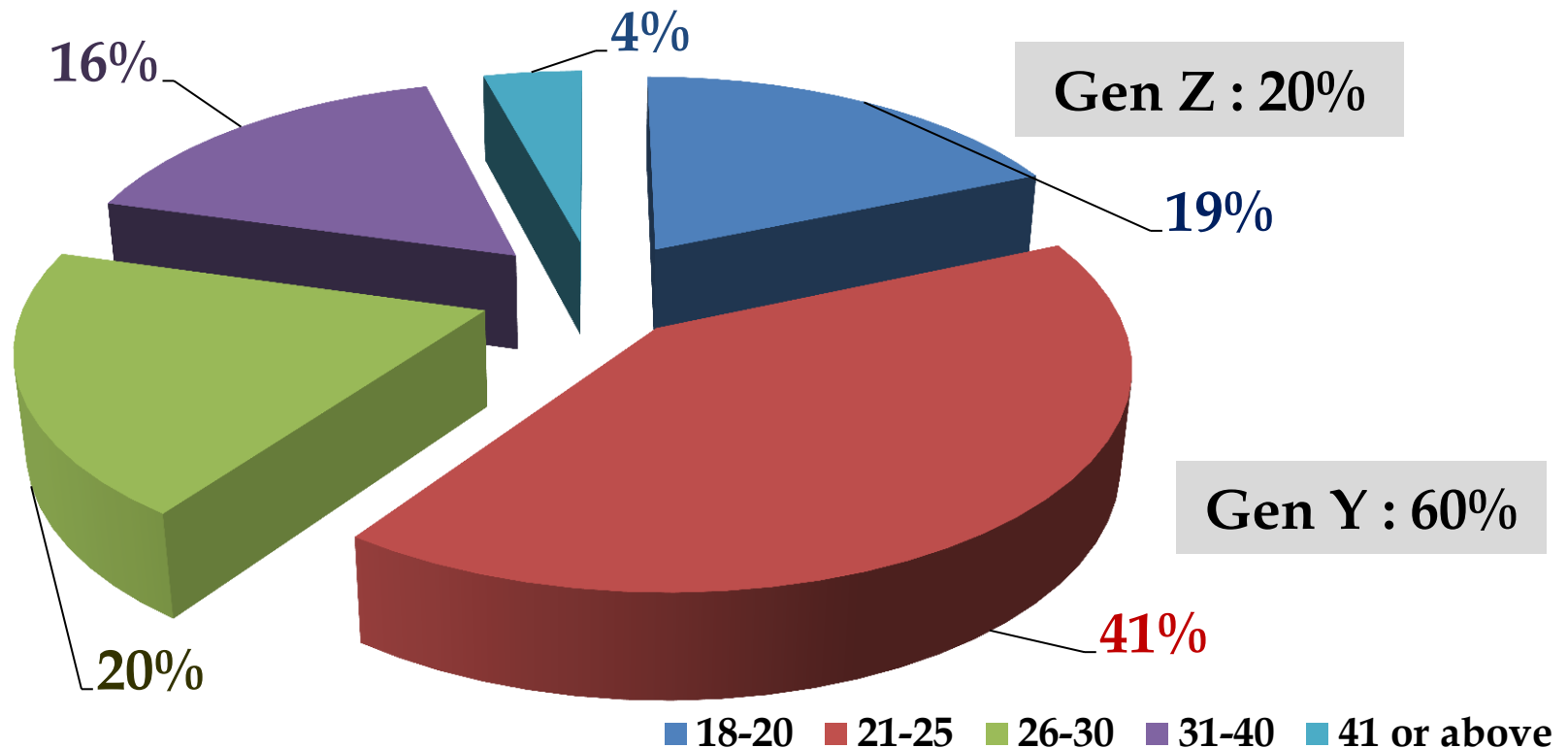


Engagement and retention is the process of decision making

How to **FACILITATE** their decision making?

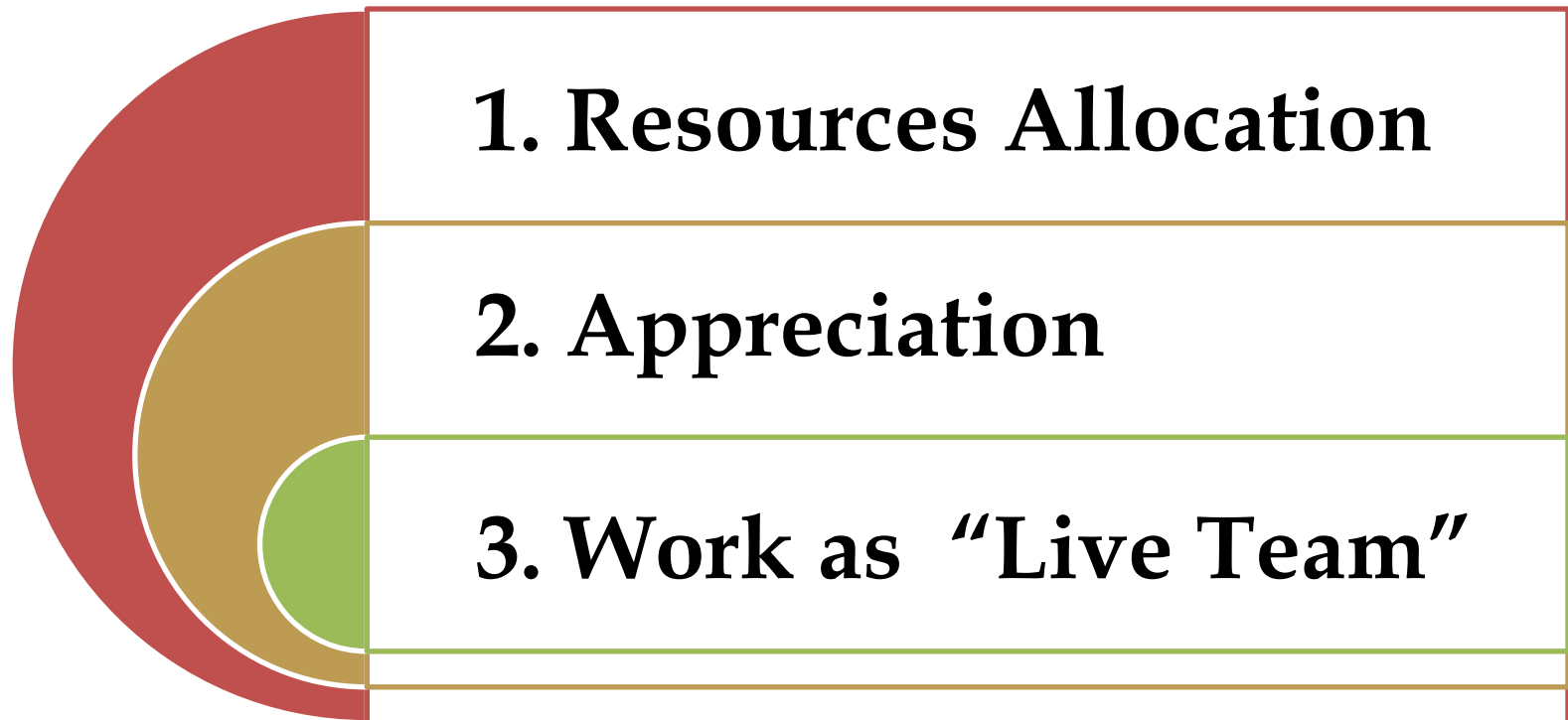
Age Range Distribution – Frontline (as at Aug 2015)

Gen X & baby boomers : 20%



How to **FACILITATE** their decision making?

Common needs between these 3 generations:



1. Resources Allocation

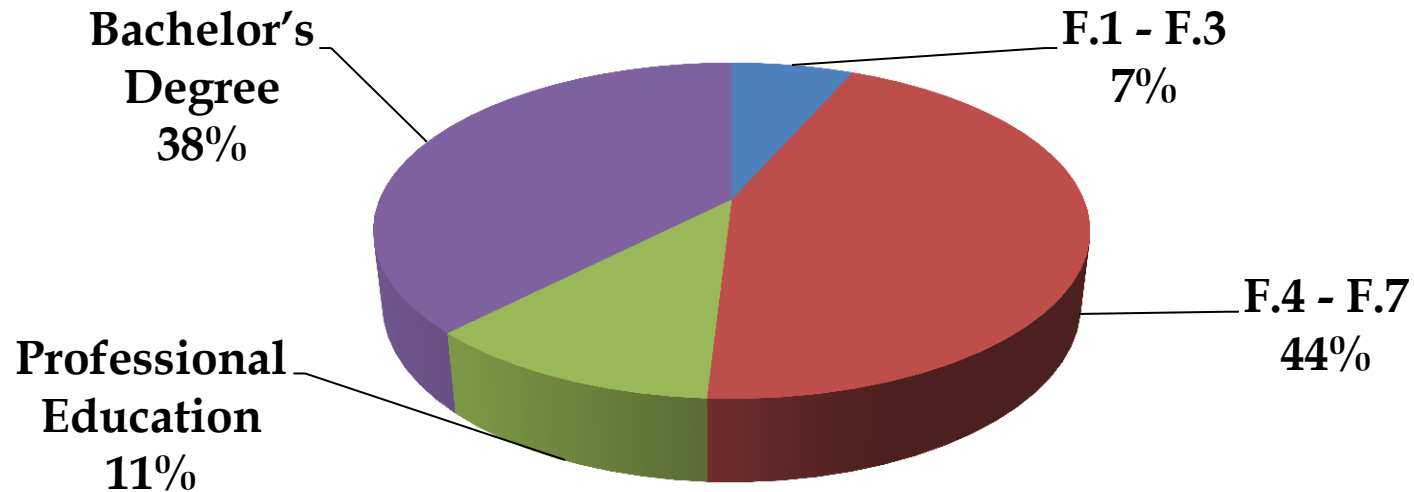
Sharing - "My Study of Work engagement"

Objective

To investigate the association of proactive personality and belongingness with work engagement

Target Group

203 working employees, mainly from retail industry



Education level

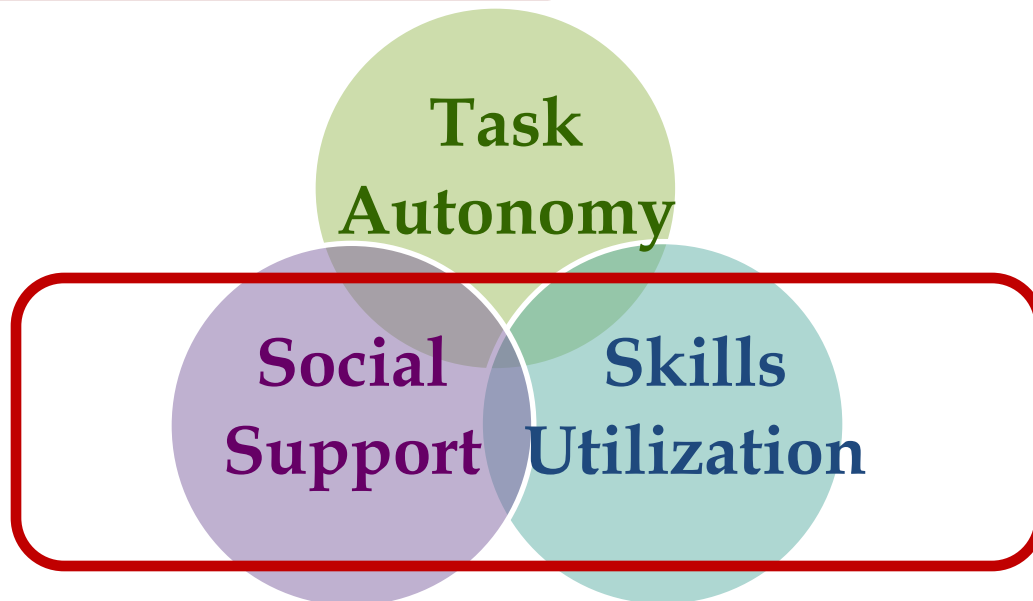
1. Resources Allocation



Findings

- Education level is one of the significant factor when considering work engagement policy.
- It is found that belongingness has stronger impact on work engagement than personality trait in group of employees (F.4 – F.7).
- Every occupation may have its own specific working characteristics and needs. To engage their work, employees look for different resources.

1. Resources Allocation



Deci and Ryan (1985) Self-determination theory

At Swire Resources, we celebrate accomplishments, share opportunities and inspire one another to succeed and develop as individuals and as a team. We offer comprehensive training programs to help our staff grow with us and to get where they want to be in the future.

Skills Utilization

Comprehensive training programs

Swire Resources Retail Academy

Assistant Shop Manager or above



變革新思維	管理新世代	領導技巧 (帶領團隊)
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Shop Supervisor (SHS)



高能量激勵法	解構突發事件	對上對下 溝通力	督導技巧 (進階)
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Senior Sales Associate (SSA)



「星」級裝備 ABC	逆境和 情緒管理	創意解難	TTT 貨場導師
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Sales Associate (SA)



「星」級態度	進階服務及 銷售技巧	溝通全方位	應付異議法
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New Joiners

迎新課程	基礎服務及 銷售技巧	迎新自由講
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Tailor-made development programs

2014【尖子薈】畢業禮

恭喜各位尖子畢業啦!!
經過五個月合共20小時的「尖子薈」
大家由唔熟悉、到慢慢打開心窗、分享自己的經驗!
過程中加深認識自己的性格、懂得欣賞不同性格的優點、
亦見證各位隊友的蛻變!
希望大家繼續緊扣一起、互相支持分享、締造最強的 DREAM TEAM!

我最欣賞的尖子 Yoyo

飛躍尖子 Yung

2014【新星培育計劃】畢業禮

恭喜各位新星畢業啦!! 經過兩個月、合共16小時的「新星培育計劃」!
日後無論做生意或人事管理、大家記緊要有良好的「自我管理」! 一齊重溫課程重點:

1. 做生意要多分析、勤步署
2. 遇到突發事件時、要保持冷靜、積極嘗試
3. 安排工作時、要分清「輕重緩急」、切忌拖
4. 與同事相處、要靈活多變、按需要運用不同溝通風格、推動團隊進步

希望大家繼續積極主動、將所得學以致用!

Class A Class B

恭喜晒得獎組別!!!

表現卓越組別:
(由左至右: Alon, Leo, Eki, Yonika)

表現卓越組別:
(由左至右: Fun, Tin, Jenny, Lok, Dong)

Training Team 2014

Leadership Development



2. Appreciation

Social Support

“Thank you forum”

- To build up culture of appreciation
- To express gratitude to each other



Thank you card

Secret Angels



2. Appreciation

Celebration moment



Excellent service team

RMA Service Awards



Outstanding trainees



3. Work as a “Live Team”

A team that **PLAY** together and **STAY** together!

Annual Dinner



Service
Commitment Day



Team Building



3. Work as a “Live Team”

We go beyond the typical benefits programs to include wellness, sport and recreation as well as entertainment perks and amenities available to every member of our family.



Recreation



Yearly company outing

3. Work as a “Live Team”



Volunteer team



Team gathering



Team gatherings



CONCLUSION



1. Resources Allocation
2. Appreciation
3. Work as “Live Team”

~ THANK YOU ~