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| Headline | Diversity at work creates more ideas | | |
| MediaTitle | Daily Express (KK) | | |
| Date | 11 Feb 2012 | Color | Black/white |
| Section | Nation | Circulation | 30,557 |
| Page No | 12 | Readership | 97,836 |
| Language | English | ArticleSize | 51 cm ² |
| Journalist | N/A | AdValue | RM 105 |
| Frequency | Daily (EM) | PR Value | RM 315 |



Diversity at work creates more ideas

KUALA LUMPUR: Diversity in the workplace creates greater sharing of ideas, problem solving through different viewpoints and better company performance through alternate leadership styles for the betterment of the organisation, says Chartis Malaysia Insurance Bhd.

In a statement Friday, its chief executive officer, Matt Harris, said the company believed that diversity provided a distinct advantage in an era when flexibility and creativity were keys to competitiveness.

"One of the many benefits we get from a diverse work culture is creativity, something we strive for in today's ever

changing market," he said.

The statement said Harris will represent Chartis Malaysia at the Women in Leadership Forum, which will be held from Feb 16-17, 2012 at the Royale Chulan here.

The forum will be under the patronage of Prime Minister Datuk Seri Najib Razak's wife, Datin Seri Rosmah Mansor.

He will be on a panel of five speakers discussing "Champions of Change-Walking the Talk", a conversation about the growing value of women in senior management.

At Chartis Inc, female workforce comprises 69 per cent of its total employees and 50 per cent of its senior management.

VALUATOR

| Company(Brand) | Mention | Tone | ROI |
|---|---------|------|-------|
| Chartis Malaysia Insurance (Chartis Malaysia Insurance) | 2 | 1 | RM 12 |
| Prime Ministers Department (Prime Ministers Department) | 1 | 0 | RM 0 |

GIST(ENGLISH)

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