

# EMPLOYMENT TIMES

Sunday October 24, 2010

MAKING OPPORTUNITIES KNOCK ON YOUR DOOR

## Fluency: Leading in the Midst of Change

Some of you may remember the 1985 hit song, "We are the World," produced by Quincy Jones and an inspiring cast of musicians who sang about working together, past our differences. Or perhaps you remember the tremendously successful United Colors of Benetton ad campaign back in the 1980s, celebrating young faces of every color, signaling the look and feel of a world without borders. Media images like these showed us the world and nation, as we wanted ourselves to be -- pictures and soundbites of many races cooperating, communicating, and sharing opportunity and fortune.

If only it were that simple. Almost 25 years later, we are still struggling to make that vision real -- in our business practices, in the running of our cities, and, now, in the context of great cultural, demographic, and economic



changes brought on by globalization.

As 21st century leaders, you know that building, guiding, and sustaining truly diverse communities is tremendously difficult work. Over the last decade, city populations and workforces have changed faster than at any point in history -- job relocation, mobile commerce and ease of travel have changed our cities' demographics quickly and often. Immigrant and new communities continue to influence and change the culture of our cities. Young families and children supplant the aging baby boomer generation, again, changing the character and priorities of a community.

At the same time as we become a more diverse, more prosperous nation, our cities have also become more segregated. In fact, studies from SUNY Albany, UCLA, and the Harvard Graduate School of Education have reported that segregation of our children has worsened over the last decade, even as we live in more integrated areas. As newcomer groups grow in critical mass, so does the tendency to organize along racial, ethnic, or other group-affiliated lines. Changing demographics and the growth of ethnic enclaves have made race awareness and identity politics an effective means of voicing the needs of some of our cities' otherwise

marginalized groups.

Amid all of this, civic and corporate leaders are confronted with difficult choices every day. Worthy projects from different community sectors must compete for limited resources. Appointments and commissions must be assigned in ways that satisfy all the interests represented in our constituency groups, assuring each of them adequate representation. From time to time, leaders also face crisis-fueled change, forcing them to guide their communities quickly through controversies.

Does this sound stressful? Indeed, scenes of a diverse community can be those of chaos, fiefdoms, even balkanizing, as some futurists and scholars predict. Alternatively, some see these times as momentous, opening the door to the grandest and most inspiring of challenges.

How does one lead a community, whether local or global team, in the midst of huge demographic and economic shifts? How do leaders create communities where all constituents feel included, counted and equally receiving of the opportunities offered by a community? And how do we have difficult conversations that turn

our best intentions into action and accountability, not only from our leaders, but from ourselves?

The answers to these questions are certainly many and varied, depending on a com-

munity's specific composition and the issues it faces. Nevertheless, one of the most important skills of a leader through changing times will be a skill set of cultural fluency.

## Vacancies



We require a highly motivated young individual to join our team as a:

**A) CUSTOMER SUPPORT ASSISTANT**  
Ability to handle customer inquiries and administration related work.

Age : between 20 and 30 years  
Qualifications : GCE A' Level (Commerce subjects), Fluent in English & Sinhala, Computer Literate  
minimum 1 year experience in an ICT environment & ability to converse in Tamil would be an advantage.

**Selection :** Through interviews. The Bureau reserves the right to call only the short listed applicants for interviews.  
**Applications should reach the following address with contact details of two non-related referees on or before 4th November 2010.**

**The General Manager**  
**CREDIT INFORMATION BUREAU OF SRI LANKA**  
**# 148, Vouxhall Street, Colombo 02.**

IBMC ADS

## Telesales Executives Systems/Network Administrator

**JORDON ENTERPRISES** is an Australian Company providing superior Business Process Outsourcing. **Jordon** is setting up an Inbound and Outbound Contact Centre in Sri Lanka specialising in Pest Control Services, Roof Restoration, Solar Power Systems and other Ethical Products targeted towards its extensive client network in Australia.

**Jordon** is recruiting the following categories.

- Telesales Executives** between ages 20 – 60 years with excellent English communications skills preferably from **Negombo** and suburbs.
- Systems/Network Administrator** with at least 2 years experience.

- On the job training will be provided.
- Flexible Working Hours.

Please mail your resume to [toslanka@sltnet.lk](mailto:toslanka@sltnet.lk) with **Jordon** in the subject line.

Phone 0777-751851

## Impressive titles are more than cheap rewards

More and more organizations are doling out impressive-sounding job titles, many including superlatives such as 'chief'. One reason is to stop key executives from leaving, according to Michael Jalbert, president of MRINetwork, a major search and recruitment organization. But titles such as chief marketing officer, chief innovation officer, and chief risk officer also mark the extra responsibilities that CEOs are delegating to senior staff.



Michael Jalbert said: "CEOs and presidents of companies realize that running a successful business requires an effective leadership team. Many top executives have more autonomy in the running of their departments than ever before. This results in a greater sense of ownership and fosters loyalty."

Jalbert considers that 'chief' titles are best used to signal strategically important issues in the organization. For example, banks often have a chief risk officer now to make sure that they are in compliance with laws governing accountability. And many businesses have a chief marketing officer to show the importance of customer acquisition. But organizations expect results in return for these titles.

"If the CMO can't deliver results fast enough -- such as increase market share and improve brand awareness -- they don't last long," said Jalbert.

Retaining top talent is a particular problem in organizations with flat structures. Inventing posts with prestige titles is one of the few options to keep employees happy in their careers. "Some of the more creative 'chief' titles cater to the desire of up-and-coming managers to possess titles that reflect what they do. This generation of workers is unimpressed with traditional titles and impatient to get ahead. They're also willing to change jobs to get what they want," he said.

But 'title creep' can be counter-productive. Jobs that do not deliver on impressive titles repel rather than retain talent.

## WANTED

### Marketing Executive

- \* Male / Female
- \* Age Limit 18 - 35
- \* Salary with Commission

### Marketing/Management Lecturers

- \* Excellent Command of English
- \* The Ideal Candidate Should be preferably a Degree holder in related fields with professional Qualifications in NIBM/CHARTED/ CIMA Studies.

Apply with in 7 Days

**SKY LINE INSTITUTE**  
# 498 Galle Road, Colombo 06.  
E-mail : [skyclineibt@gmail.com](mailto:skyclineibt@gmail.com)

## WORLD AVENUES

### Junior Secretary

Candidates should be able to handle secretarial work and telephone calls.

A pleasing and friendly approach would be essential to adapt to the above post.

Please e-mail your Curriculum Vitae to [admin@worldavenues.lk](mailto:admin@worldavenues.lk)

## WORLD AVENUES (PVT) LTD

100, Norris Canal Road, Colombo 10, Sri Lanka.  
Tel : +94-11-2690503 / 2690504 / 2690505

**Head Office :** Geneva - Switzerland  
**Branches :** United Kingdom - Hungary - Sri Lanka - Malaysia - Egypt - USA  
**Associate Offices :** Kingdom of Saudi Arabia - United Arab Emirates - Qatar - Australia

## WORLD AVENUES

### Inbound Tour Executive

Vacancies exists for energetic and dynamic individuals to handle inbound tour operations.

Candidates must have working experience in similar field and should possess good communication skills.

Please e-mail your Curriculum Vitae to [admin@worldavenues.lk](mailto:admin@worldavenues.lk)

## WORLD AVENUES (PVT) LTD

100, Norris Canal Road, Colombo 10, Sri Lanka.  
Tel : +94-11-2690503 / 2690504 / 2690505

**Head Office :** Geneva - Switzerland  
**Branches :** United Kingdom - Hungary - Sri Lanka - Malaysia - Egypt - USA  
**Associate Offices :** Kingdom of Saudi Arabia - United Arab Emirates - Qatar - Australia

## Team up with Union Bank

[www.unionb.com](http://www.unionb.com)



### VACANCIES

**Union Bank of Colombo Ltd** is in its 15th year of Banking Operations in Sri Lanka. The Bank has embarked on a new strategic plan which focuses on a rapid process of development activities which will create greater opportunities for customers to enjoy innovative and customised banking and financial solutions. The Bank with fresh capital infusion is also in the process of growing its branch network across the Country. We have already a network of 20 branches including recent branches in Jaffna, Chunnakam, Vavuniya, Mannar, Wennappuwa and Atchuvuly. We are in the process of opening branches in the eastern belt as well as in different geographical locations.

With these plans afoot the Bank wishes to recruit highly result oriented dynamic individuals for the following positions :-

#### CHIEF FINANCIAL OFFICER

A fully qualified Accountant preferably a Chartered Accountant. A degree or a MBA specialising in finance will be an added advantage.

The ideal candidate should be mature dynamic with initiative and an excellent track record with experience in a similar position in a recognised organisation.

Knowledge of Treasury Operations and Investment Banking with an exposure in Risk Management, knowledge of Taxation Laws as well as current Sri Lankan and International Accounting Standards, Management Information Systems with excellent skills in financial planning are necessary.

#### Essential Duties & Responsibilities

The Chief Financial Officer (CFO) will provide operational and programmatic support to the organisation, and supervises the finance unit. The Job Holder will be the chief financial spokesperson for the organisation. The CFO will report directly to the Chief Executive Officer (CEO) and will assist the Chief Operating Officer (COO) on all strategic and tactical matters as they relate to budget management, cost benefit analysis, forecasting needs and the securing of new funding. He will also :-

- Train the Finance Unit and other staff on raising awareness and knowledge of financial management matters.
- Assist the CEO and COO in identifying new funding opportunities, drafting of programmatic budgets, and determining cost effectiveness of service delivery.
- Ensure adequate controls are installed and that documentation procedures are in order.
- Develop and maintain systems of internal controls to safeguard financial assets of the organisation.
- Oversee the coordination and activities of independent auditors ensuring all audit issues are resolved, and all compliance issues are met, and the preparation of the annual financial statements are in order.
- Ensure adequate cash flow to meet the organisation's needs.
- Oversee the production of monthly reports including reconciliations as well as financial statements and cash flow projections for use by management, as well as the Audit/Finance Committee and Board of Directors.
- Oversee Accounts Payable and Accounts Receivable and ensure a disaster recovery plan is in place.
- Oversee the maintenance of the inventory of all fixed assets.

#### SENIOR MANAGER -LEGAL

Candidates should be Attorneys-at-Law with extensive experience in legal matters pertaining preferably to a Bank / Financial Institution. Knowledge in conveyancing and litigation in civil matters is essential. Knowledge of compliance matters will be an added advantage.

Candidates must possess at least 10 years of overall experience with a proven track record.

#### Essential Duties & Responsibilities

The Job Holder must plan and execute overall legal work of the Bank, co-ordinate with branch network for expeditious disposal of loan documentation etc., responsibilities will also entail work pertaining lease agreements, advisory services on specific legal issues and overall supervision of the Legal Department.

#### Age limit for all positions should be below 50 years

#### Rewards

An attractive remuneration package with perquisites as well as staff loans at concessionary interest rates are available for these positions depending on qualifications, experience & overall knowledge and skills in the respective area.

Applications must be forwarded with names of two non-related referees within 7 days of this advertisement to reach the following address. The post applied for must be marked at the top left hand corner of the envelope.

Vice President,  
Human Resources, Admin & Business Support,  
Union Bank of Colombo Ltd, 15A, Alfred Place, Colombo 03.  
Email : [jobs@unionb.com](mailto:jobs@unionb.com)