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## Niranjan Dissanayake- Turning good employees into great employees

**N**iranjan Dissanayake has twenty three years of experience in the field of sales, marketing & business Development and has been employed at several reputed local and multinational companies. He is currently the Business Development Manager of Operations for Ferrero Lanka Pvt. Ltd. in Sri Lanka and Maldives.

### What is your view on the development of Human Resource practices in Sri Lanka?

In every economy everyone plays a role in contributing to the GDP of a country. It is the people who make it possible and it is they who make a difference. What people need to ask themselves is whether they want to work for a good company or a great company and if they want to be a good employer or a great employer. Good is the enemy of great. This is because if we seek good things we shall never attain the great things. If you have a good CEO then you will have a good company but if you have a great one then you shall

be a part of a great company. A great leader of a company will encourage and motivate its employees to become great. Then their output too will not be average or good but will most certainly exceed that level.

At Ferrero Pvt. Ltd. There are four essential components to the company's success which are cre-

ativity, quality, research and communication. To execute this we need people. What people require is energy and the ability to energize others, have the experience & exposure and the ability to execute a task correctly & precisely. The execution ability I find is what is most lacking in most of the people. The passion to work is essential. If it is not there then the execution itself will not be properly carried out.

### How can employees become motivated in the work place?

Employers should be motivated by giving them the necessary experience, exposure, career advancement opportunities. It should not be solely based on monetary rewards. In Brain Sher's book, "What Rich People Know and Desperately Want to Keep Secret" he mentions that passion is the secret weapon of the rich, which is very accurate. If a person is passionate then they are committed to what they do. This means being prepared to do whatever is necessary to get something done while also having the ability to enjoy the journey.

The question that people should ask themselves is whether they want a job or a profession. A job is a daily routine where one will follow orders and carry out a certain amount of work based on those orders because it is expected of him. A professional on the other



**Niranjan Dissanayake- Business Development Manager of Operations for Ferrero Lanka Pvt. Ltd. in Sri Lanka and Maldives**

hand updates his knowledge and does new things regularly. By using your knowledge and know-how you can add value to your work and enjoy yourself while you do it because it is what you want to do and not what someone else want you to do. That is what being a professional is all about in my opinion. Companies should recognize the talent of employees and give them the recognition that they deserve as this will add value to the output of the company.

### How can the employer create a better working environment for the employee in the work place?

In a company the right people should be selected for the right

assignment and give them the responsibility of getting it done. It is of utmost importance to have disciplined people working in a company. Discipline employees will lead to better results. If there is such a system there is no need for a hierarchical system. Extreme controls are not necessary if people are disciplined. Discipline promotes a better work ethic and gives better results.

I find that having disciplined people will lead to disciplined thoughts and will result in disciplined actions. These principles are very lacking in society. In the book GOOD TO GREAT written by Jim Collins who is the co-author of BUILT TO LAST explains the impotence of a culture of discipline in an organization as an impotent element in the brake through stage. This applies to most of the developing economies & countries.

If a person is not updated on new information that person will never develop new skills. Today there is so much global competition which requires people to upgrade their knowledge and to improve their

### Do school curriculums facilitate what young people want to do in future?

Today people are extremely examination oriented but tend to lack common sense which is the most essential factor. Our country is producing so many intelligent young people who are getting great grades at the O Levels, A Levels. But the level of tertiary education is questionable, as we need people who are competent in certain new skills to face the challenges of future. My personal experience is that we need to understand the present global & Country's emerging trends and adapt to suit to the dynamic environment. This understanding can also be acquired through reading not necessarily by following courses. Reading I believe is one of the most essential thing. In Sri Lanka there's a literacy rate of over 93%. I don't understand why people don't read enough. Common sense can be acquired and sharpened through reading which no one can teach you. You have to develop it on your own.

-Olindi Jayasundara



### Regional Sales Manager - Africa (based in Sri Lanka)

Our client is a Multinational company engaged in manufacturing, sales and distribution of plant propagation substrates, substrate systems and related horticultural products throughout the globe. The company has manufacturing plants and sales offices covering all continents and the Sri Lankan operation consists of 4 'state of the art' manufacturing plants.

Currently they are seeking a competent, committed, energetic and exceptional professional with a proven track record of achievements in sales to take over the above position. The selected candidate will be based in the Sri Lanka office and be reporting to the Director of Sales who is based in the Netherlands. The position holds the responsibility of maintaining the sales functions with the existing customers and developing new customers within the African continent.

#### Responsibilities

- Creating superior customer service delivery and well-organized sales operational mechanisms whilst working according to the objectives and turnover targets laid down in the sales plan;
- Closely tracking market trends and developments among competitors demonstrating a high degree of lateral thinking, and adaptability.
- Collaborative decision making with the Director of Sales on the basis of reliable price calculations in line with the market conditions;
- Sustaining valuable relationships with clients with strong people management skills and provision of timely information concerning payment & delivery terms;
- Playing an active role in strategically acquiring and approaching prospective clients with a high level of diplomacy and business acumen;
- Attending sales meetings, managing and motivating office sales staff with superior leadership.

#### Prerequisites

- Full or part qualification in SLIM/CIM preferred, a Degree in sales or Business administration or relevant discipline is an added advantage;
- 5 - 7 years experience in sales management, preferably with international exposure.
- The selected candidate should be prepared to travel overseas frequently, as may be required.
- Strong understanding of customer & market dynamics and requirements;
- Possess the ability to motivate & lead a team whilst being an excellent communicator (both written & oral) and be able to express his/her point of view in a balanced, clear, objective manner.
- Possess good planning & organizational skills with functional knowledge of sales methods.
- Possess knowledge and experience with MS office (Word, Excel, Power point, Outlook) preferably with experience in working with an ERP system.
- Functional knowledge about characteristics of the horticulture industry will be a distinct advantage.
- Preferably be between 30 - 40 years of age;

Applications with detailed Curriculum Vitae and telephone contact details of two non-related referees, quoting the relevant Reference No. ES12/10310 on both cover letter and envelope, or subject of the e-mail, should be forwarded to reach the following address within 10 days.

**KPMG Executive Search (Private) Limited,**  
32A, Sir Mohamed Macan Markar Mawatha, Colombo 03.  
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## 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 customized 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 21 branches including recent branches in Jaffna, Chunnakam, Vavuniya, Mannar, Wennappuwa, Atchuvy and Wattala. We are in the process of implementing an aggressive branch opening program in order to expand our network and provide more banking and financial services to more people across varied geographical locations.

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

#### BRANCH MANAGERS

##### Requirements

We require Managers for Colombo and outstation branches including the Eastern and Northern Sector, Upcountry, Sabaragamuwa, Southern, North Western and North Central areas.

The ideal candidates will be those who have had experience as Branch Managers in banking with a flair for dynamic leadership, strong ability to market clients together with knowledge in credit management and banking operations. 3-4 years experience as Managers with excellent track records in the field of banking, a high level of communication skills with good people management ability and innovative skills is essential.

#### ASSISTANT BRANCH MANAGERS

##### Requirements

We need Assistant Managers for Branches within our network including a wide range of branches to be opened shortly. Candidates must have hands on experience in banking operations together with a flair for marketing, credit, good staff management and a high level of communication skills.

#### CREDIT OFFICERS

##### Requirements

The Bank requires the services of experienced Credit Officers with at least 3-4 years hands on experience in overall credit management. Ability to independently assess and prepare credit proposals, good report writing skills, ability to analyze and interpret financial statements are prerequisites.

#### OFFICERS

##### Requirements

The Bank requires the services of experienced Officers with at least 3-4 years hands on experience in overall customer service. Ability to handle total cash and cheque clearing operations of a branch is necessary.

- 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 areas.

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)