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# Moving Forward

Newsletter August 2007  
Volume 4

Comfori Sdn Bhd Monthly Newsletter

## PSMB 2007 Conference & Exhibition

Comfori is participating in the **PSMB 2007 Conference & Exhibition**, which will be held from 4th to 5th September 2007 at the Sunway Pyramid Convention Centre, Petaling Jaya.

The PSMB 2007 Conference will provide a learning and sharing experience among business leaders and HR professionals on issues relating to human resources development. It will be addressed by renowned corporate leaders with vast experiences in the field of HR who will share their insights, best practices and experiences.

PSMB Conferences have been a platform for networking for HR professionals on current organizational issues and challenges including best practices and tomorrow's HR on competencies and capabilities. This year's conference aims to bring together more than 1000 human resources practitioners nationwide.

See our Invitation at the back of this newsletter.

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# Don't Count On Your Luck

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There was a story about an entrepreneur who was describing his elaborate campaign to win a major account. Landing the account would not make or break his business, but it would be a nice feather in his cap and it would give his company a big revenue jolt.

A friend was particularly impressed by the man's complete confidence that his pitch would be successful. In fact, he was so confident that he confesses that he had already signed a lease for a new office just to service the account.

The friend asked whether it is a little premature and risky. What happened if you lose the bid?

**"I don't intend to lose,"** he said.

"We did our homework on this campaign. We covered every contingency and prepared as well as we know how. If you do that, you don't need to wait until the end to find out who won. If you set yourself to win, you can pretty much predict the winners and losers when the contest begins. It's going to take a miracle to beat us on this one, and I haven't seen anything that our competition has done to deserve a miracle."

In all the games that people play (business included), people would always think that it was that moment of luck that determine the outcome of the game.

What people fail to realize is that the more they rely on luck to win or succeed, the

less likely that they are going to get it.

Conversely, luck tends to happen to people who need it the least. They're not counting on a miracle to win. They are counting on their hard work and talent.

The lucky call that went their way (the so called miracle) is simply the slightly extraordinary event that stands out of everyone's mind. And these winners have earned it. As the saying goes, "The harder I work, the luckier I get."

It is the same in business. Some people set themselves to win. Some set up to fail. Guess which one gets lucky.

Next month: End your day on time



(Excerpt from **Never Wrestle with a Pig** by Mark H. McCormack)

For Comfori's latest updates and news, visit us at

<http://comfori.wordpress.com>

# Speaker in the Spotlight

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**IR Chua Keng Seng**

B.E. (Hons), MIEM, P. Eng. MASHRAE. MMIM. CPP.

Graduated from the University of Malaya in 1974. Qualified as a Professional Engineer, he worked with Carrier Malaysia Sdn. Bhd., first as the Service Manager and then as the Engineering Manager for about 10 years. He has wide experience in the design, installation, and trouble shooting on various types of air conditioning systems. He was also involved with project design and management of large capacity District Cooling Plant in Putrajaya consisting of gas turbine co-generation, absorption chillers and direct gas fired chillers.

Mr. Chua has also been involved in many training programs. He lectured air conditioning design in the Mechanical Faculty, University of Malaya from 1978 to 1985. Besides that, he has been invited to deliver lectures and presentations in the University Technology Malaysia, University Technology Petronas, Public Seminars, Institute of Engineers Malaysia, and conducted in-house trainings for some Corporate Companies.

Ir. Chua Keng Seng is available for public and in-house speaking engagements on:

- ✓ Air Conditioning Systems Operation & Troubleshooting
- ✓ A Practical Course in Air Conditioning Systems Design
- ✓ A Practical Approach to Energy Management and Cost Saving Strategies for Buildings and Factories

Other topics are available upon request. For more information, please contact Comfori Sdn Bhd (Key Account Department) @ [inhouse@comfori.com](mailto:inhouse@comfori.com).

Get in contact with our in-house specialist today.

E-mail to [inhouse@comfori.com](mailto:inhouse@comfori.com)

and we will get back to you within 24 hours!

# Corporate Social Responsibility

Most multinational companies operating in Malaysia are now quite familiar with CSR (corporate social responsibility) concepts and have been implementing some CSR activities or guidelines into their organization. CSR is a concept that frequently overlaps with similar approaches such as corporate sustainability or corporate citizenship. In the Triple Bottomline accounting concept, the traditional company reporting framework has been expanded to take into account “People, Planet, and Profit” factors as part of their reporting requirements.

CSR Tools and Management Systems have been developed for improving corporate performance with regards to economic, social, and environmental objectives. Management systems can be employed to demonstrate compliance with legislative obligations, reduce risks and potential liabilities or show due diligence to interested stakeholders. Many industries or other stakeholders have put forth management or benchmarking guidelines at a global or domestic level. The following represent some of the benchmarking tools available:

- 1. Global Reporting Initiative** The GRI is an international network that aims to encourage companies around the world to incorporate economic, environmental and social performance as part of the routine reporting done by companies. They have issued a Sustainability Reporting Guidelines to achieve this end.
- 2. The SA8000** standard and verification system is a credible, comprehensive and efficient tool for assuring humane workplaces. The SA8000 Standard is an auditable certification standard based on international workplace norms of International Labour Organisation (ILO) conventions, the Universal Declaration of Human Rights and the UN Convention on the Rights of the Child. The SA8000 system includes factory-level management system requirements for ongoing compliance and continual improvement.
- 3. The AA1000** standard aims to become the first international standard for the corporate responsibility management with its focus on accountability, auditing, and social and ethical reporting. The ISEA - Institute of Social and Ethical Accountability, UK, has a mission is to promote and support organizations to promote the AA1000 standard of assessment.
- 4. ISO 26000** was developed by ISO, the International Organization for Standardization. ISO has chosen the Swedish Standards Institute and the Brazilian Association of Technical Standards to provide the joint leadership of the ISO Working Group on Social Responsibility. The Working Group has been given the task of drafting an International Standard for social responsibility that will be published in 2008 as ISO 26000.
- 5. The Worldwide Responsible Apparel Production (WRAP)** The WRAP Principles – developed by the American Apparel and Footwear Association (AAFA) – have been endorsed by groups representing apparel manufacturers from 18 countries around the world, most recently Guatemala, Hong Kong and Sri Lanka. The WRAP Certification program has certified over 400 factories.

Comfori is organizing a workshop program for Corporate Social Responsibility. For more information, please contact Comfori Sdn Bhd at 03 – 5621 3630

*(Source: Various)*

# Overcoming the Nasty Pirate

My friend took his son Tommy to Disney-land, hoping for a photograph with Captain Hook. But just as it reached Tommy's turn in line, the photo session ended and Captain Hook stalked off making gruff noises suitable for a pirate.

Little Tommy broke into tears.

Another Disney cast member came along to soothe the boy, gave his parents vouchers for a free dinner in the park and took some additional information.

When they returned to their hotel room that night, a colorful card was waiting on the pillow with a picture of Peter Pan on the front. Inside was a handwritten note:

Dear Tommy, Captain Hook can be quite nasty sometimes. After all, he is a pirate! I hope you enjoy the rest of your stay with all of us at Disneyland.

The card was signed 'Peter Pan', and is cherished today by Tommy (and his parents) more than any old photograph with that nasty Captain Hook!



## Key Learning Point

Put positive emotion and a personal touch in your service recovery efforts. Customers will remember and cherish you forever.

## Action Steps

The next time something goes wrong for your customer, colleague, friend or family member, make a very special effort to set things right. Be a generous and magical Peter Pan, not a stingy pirate! Take the extra time to do something special, different, memorable and rewarding. You, too, can be someone's new favorite character in the park.

Source: Up Your Service! GREAT IDEAS by Ron Kaufman

**Subscribe to "Moving Forward"**  
**E-mail to: [subscribe@comfori.com](mailto:subscribe@comfori.com)**

## Editor's Note

Merdeka! Merdeka!  
Merdeka!

Independence Day is just around the corner. What do you have planned?

In this month's Moving Forward, we have some new columns. One of it is about how you can improve your service and the other is about how to build your career.

Don't forget to visit us at the PSMB 2007 Conference and Exhibition next month. Free gifts, vouchers and lucky draw awaits you!

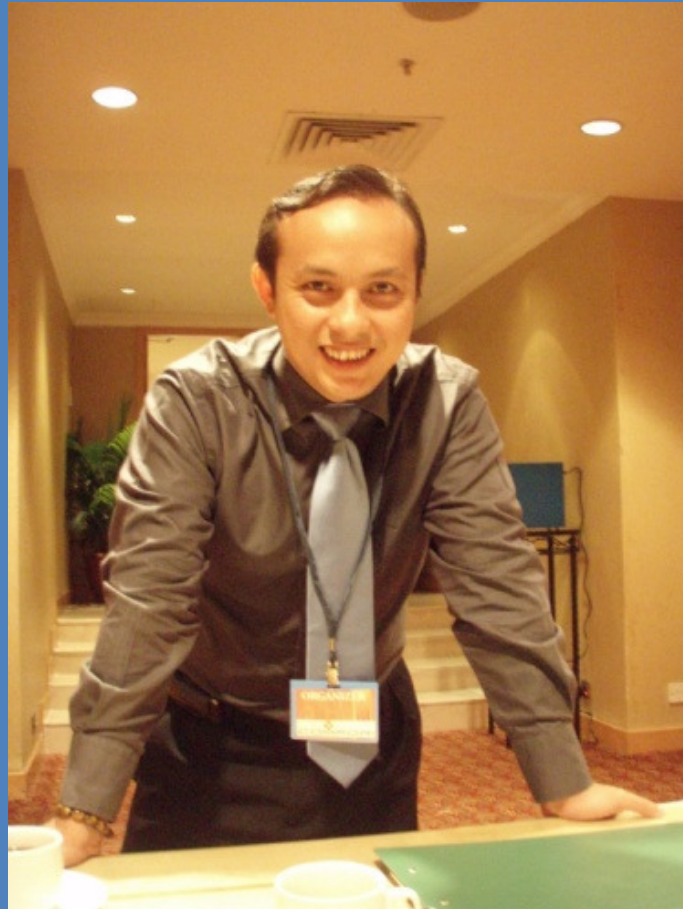
See you soon.

**Alex Lim**  
**Editor**

P.S.: If you like this e-newsletter, and want to subscribe to "Moving Forward", please send an e-mail to [subscribe@comfori.com](mailto:subscribe@comfori.com) and "Moving Forward" will be sent to you every month.

Feel free to print this newsletter out for better viewing. The file is small enough for you to forward this e-newsletter to your colleagues and friends.

## Comforian of the Month - Zulhaizal



Zulhaizal is an inspiration to many upcoming Comforians. Zul is the best motivator in sharing his thoughts to this team mates for their successes. At 30, he has made it being SUPERB COMFORIAN Team Leader leading a fantastic team. A guy with dynamic determination which set's an example to his family, friends and work mates that is nothing is IMPOSSIBLE FOR HIM! His passionate is being a GO-GETTER in Standing HIGH on HIS GOALS.

Zul's motto is "Champion are made with something they have inside them - a desire, a dream, a vision – Muhammad Ali" WOW – CHEERS TO ZUL. He said being at Comfori gives him the zest of opportunity in leading and meeting his dreams, WELL DONE!

# Upcoming Programs

Yes, I am interested in the following program(s).

## August 2007

6 – 7	MG046	Negotiation & Conflict Resolution for Business	
8 – 9	EG037	Earthing	
8 – 9	MG070	Tax Planning for SME Companies <b>NEW!</b>	
13 – 14	MG072	Basic Skills on Microsoft Office	
13 – 14	EG060	Electrical Installation	
15 – 16	MG039	Leadership for Strategic Knowledge Management	
15 – 16	EG047	Pump & Cooling Towers – Application & Maintenance	
16 – 17	EG066	Pressure Vessels & Piping Systems	
20 – 21	MG066	Developing HR Practitioners as Leaders of Leaders & Succession Planning	
20 – 21	EG020	Electrical Power Distribution System (Kuantan)	
20 – 21	MG067	Professional Office Management Skills <b>NEW!</b>	
22 – 23	MG053	Developing Effective Managerial Skills for Assistant Manager & Newly Appoint Manager <b>NEW!</b>	
22 – 23	MG020	Managing Effective Performance Appraisal	
27 – 28	C20075	Regional E-Waste Management Conference 2007 – Enhancing Business Strategies for a Green Future	
27 – 28	EG063	Lean Manufacturing	

## September

3 – 4	MG014	Effective Human Resource Management	
3 – 4	MG051	Clerical Development for Admin Staff <b>NEW!</b>	
3 – 4	MG069	Cash Flow Management	
4 - 6	MG071	Effective Construction Contract Management & Negotiation <b>NEW!</b>	
5 – 6	EG062	Power Transformers	
17 – 18	MG010	Professional Selling Skills	
19 – 20	MG073	Store Security & Loss Prevention	
24 – 25	EG020	Electrical Power Distribution System (Sabah)	

## October 2007

31Oct – 1 Nov	EG015	Air-Conditioning System Operation and Trouble Shooting	
3 – 4	MG074	Retail Store Manager Program – Leadership & Management	
29 – 30	EG019	Critical Factors in Substation Design	
29 – 30	MG024ii	Effective Sales & Marketing Presentation Skills	
29 – 30	MG068	Management Skills That Matter: “Competencies you need to take your career to next level”	

(Kuala Lumpur unless stated otherwise)

(Please tick (v) where applicable)

Please:

- Get a business development personnel to contact me [ ]
- Send the brochure to me via e-mail / fax [ ]
- Not interested right now, but add me to your mailing list [ ] Comfori’s Contact Person: \_\_\_\_\_

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Tel: 03 – 5621 3630 Fax: 03 – 5638 8248 or e-mail to [alex.lim@comfori.com](mailto:alex.lim@comfori.com)

**Effective Construction Contract Management  
& Negotiation**  
**4<sup>th</sup> to 6<sup>th</sup> September 2007 @ PJ Hilton, Petaling Jaya**  
**Speakers:**  
**Colin A Marshall & Wayne S Clark**

# Upcoming Event

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*Your are invited to visit Comfori at  
PSMB Conference and Exhibition 2007  
on 4th and 5th September 2007  
@  
Sunway Pyramid Convention Centre*

*Vouchers*      *Goodies Bags*      *Lucky Draw*

*See you there!!!*      *Comfori Sdn Bhd.*