

"thebrandlaureate"TM
THE AWARD FOR BRANDS AND BRANDING

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THE FIRST EVER
THE BRANDLAUREATE
HR-PDL
BRANDING AWARDS 2022

***Championing the Country's Future
For Growth, Sustainability & Prosperity!***





DR KKJOHAN

WORLD PRESIDENT OF THE BRANDLAUREATE

A country's most precious asset and wealth is its people, driving its growth and development and forming the bedrock of the country's success. People, or in particular human resources (HR), are the country's capital.

It is the capacity and capability of these human capital to perform that determines the future of a country. Every successful country has a strong pool of these people, and every successful business and brand within the country is driven by the same.

In fact, the measurement of a country's economic growth in this context can be traced back to the quality of its HR, especially when we look at countries that progress well – those that do, have an educated, skilled, innovative and industrious workforce, often accompanied by high international rankings in country brand positioning and perception.

So what drives quality HR?

The answer, I believe, lies in the right people development leadership (PDL) programs; if we view HR as an engine of a vehicle, PDL programs are the fuel that drive them. The right programs not only inspire, motivate and bring out the best, but are able to provide insights and guidance to the individual in his or service to their organization – and therein country.

That is what **The BrandLaureate HR & PDL Brand Awards 2022** is about.

It recognizes HR & PDL brands that have played a pivotal role in building the country's human resource and personal development leadership industry; the initiatives they have taken to build a sustainable future for our country and business community. These HR & PDL programs have also contributed to an ecosystem that synergizes and facilitates growth for the country's most precious asset, HR.

Nominations are now open for **The BrandLaureate HR & PDL Brand Awards** and the winners will be announced at the Award's Gala Dinner on November 30th, at the Majestic Hotel, Kuala Lumpur. We look forward to your presence then as we come together to celebrate the best of HR & PDL Brands.


DR KKJOHAN
PRESIDENT



SOO HOO YOON HUNN

ORGANIZING CHAIRMAN HR & PDL BESTBRANDS AWARDS

There are 2 main drivers of growth for a company and a nation – technology and human resources.

While not every country can expand and develop powerful new technologies, every country has the capacity to build and harness their HR.

It is worthwhile to note that the countries doing so are the ones that can withstand challenges and maintain their positions in the economy; a good example is the experience we've had with the COVID-19 pandemic in recent years.

With the workforce of most countries having been faced with a whole new world, expectations have been varied, and the unknown has caused various challenges for organizations. HR Leaders have had to re-strategize anew to retain and attract their most talented workforce, and in this process, there has been a strong, powerful partner in the People Development Leadership (PDL) industry.

The successful organizations have been the ones whose leaders have taken HR & PDL programs seriously; working closely with their partners and vendors, they've had to work harder in the past few years to rebuild and maintain employer branding and strength.

These have come out to the fore as stories of resilience and hope. Stories that have inspired the attraction and retainment of quality talent, and stories that have motivated their stakeholders.

The BrandLaureate HR & PDL Brand Awards 2022 will celebrate this relationship. It will recognize the hard work and dedication of these champions of leadership, these brands, and the ecosystem that synergizes and facilitates growth for the country's most precious asset.

I am proud to lead the team that is organizing the **The BrandLaureate HR & PDL Brand Awards 2022** in recognition of the hardwork and dedication of these champions in strengthening their HR & PDL teams as well as the many vendors that work hard in helping the HR & PDL teams to shine.


SOO HOO YOON HUNN
ORGANIZING CHAIRMAN



HR & PDL BRANDS Championing the Country's Future For Growth, Sustainability & Prosperity!

The center piece of The BrandLaureate HR & PDL Brand Awards 2022 is its trophy. Upholding the country's human capital, this unique trophy is crafted in 2 sections. HR, the country's prized asset is represented by the black solid square base. From the square base, it moves up to form a triangle and at the tip of the triangle is joined by the second piece, a 24k gold plated master piece.

The interlocking of the first and second piece demonstrates the synergy of HR and PDL and their importance in building quality human resource. This importance is further accentuated by the 2 faceted sides of the trophy with the letters HR finely and beautifully engraved on each side.

The BrandLaureate's emblem sits on top of the trophy as a beacon of brand excellence inspiring brands to be the best and to take pole position in the industry. Hence, this trophy is only reserved for the best of HR & PDL brands that have impacted the industry and community with their excellent brand attributes.

The trophy is crafted from the finest of metal, full pewter alloy for the body and plated in 24k gold. The base consists of black Ruthenium, a rare precious metal which is in the same family as Platinum and Rhodium. These precious metals symbolize the intrinsic value of HR as a prized asset of a country.

The BrandLaureate HR & PDL Awards 2022 Only for the Strong, Successful & Sustainable Brand!

