

# Mentoring - Key To Employee Retention and Business Excellence, Says WDS

By  
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**N**TUC's Women's Development Secretariat (WDS) held its first major event, a Networking Session with Employers at the Grassroots Club on 11 February 2011. Hosted by NTUC Deputy Secretary-General and WDS Director Halimah Yacob, the event provided 100 employers who attended the session with a platform to share their experiences as well as understand some of WDS' initiatives that would help them recruit and retain back-to-work women.

Addressing the attendees, DSG Halimah said: "It is important for us that we organise this event right at the beginning of the year to recognise the support, the collaboration, the partnership that we have with all of you which is very critical."

She added that while WDS has been successful at placing women in jobs, it is not just the figures that is important but also "the opportunity that NTUC WDS has in partnering" with the employers "to give the women the opportunity to go back to work which is very critical."

"The reason we have this networking session is to say that NTUC WDS should

**"It is about managing the transition. Human beings are creatures of pattern. After a while, employees will get used to the rhythm and the pattern and it becomes a lot easier. So you will not have issues with retention."**

**Halimah Yacob, NTUC Deputy Secretary-General & NTUC WDS Director**



Berrylite Operations Manager Rey Ng sharing his experience with the talkshow parents and attendees.

not just be worker-centric but also business-centric. How is it important to businesses? It is important and very crucial to businesses because you know that there is a terrible shortage of workers particularly in certain sectors."

Speaking about the shortage of workers in Singapore and the Government's efforts to address the problem, she further explained that WDS is able to "help businesses" think of more ways "to attract women to come back to work" and to retain these women. One of the initiatives by WDS is the "Mentoring for Business Excellence" programme launched in January 2010.

According to DSG Halimah, 63 employers from 43 companies participated in the "Mentoring for Business Excellence". Stressing that coaching is a key strategy to retaining new employees, she said that the "crucial period" for women who are re-entering the workforce is the "first three weeks."

She highlighted that the "challenge" is making the employees feel comfortable. "This is where the 'Mentoring for Business Excellence' workshop plays a critical role. This is where you help them manage the transition better," she said.

To help the employers understand the benefits of the workshop, WDS had three course participants: Berrylite Operations Manager Rey Ng, Professional Admin

**"I took the course in November 2010 and it has been beneficial. I am in the recruitment sector, looking after 30 over staff in schools, so I have to mentor them to make sure they stay on and not resign due to workload. I schedule a time to go down to the respective schools to speak with them. In fact, I managed to retain a few who wanted to resign."**

**Jeffrey Dean, Service and Recruitment Consultant, Professional Admin and Support Services (PASS)**

**"... I would like to learn more about this mentoring course so I can impart more knowledge and mentor my staff, helping them sustain a longer employment. With this, I will be able to understand what they need by listening to them. I have a better understanding of the course now, and I would definitely encourage my associates to attend this course."**

**Baskaran Kaneson, Sales and Marketing Manager, Crescent Logistics Solutions Pte Ltd**

and Support Services (PASS) Service and Recruitment Consultant Jeffrey Dean and NBS Consulting Pte Ltd Managing Director Daphne Liew, share how the workshop has helped them and their mentees in a talkshow chaired by Softskills Net Pte Ltd Principal Consultant Cecilia Sim at the networking lunch.

The two and a half day workshop, targeted at employers under the Flexi Works! Funding scheme focuses on developing effective mentors who act as coaches to provide support to the mentees. Through mentoring, employers will be able to develop better performing employees and in turn, increase the level of business performance.