

FIRST MEDIA EMPLOYEE NURTURING PROGRAMME (ENP)

Welcome onboard to the FM family.

FM is a employee and customer centric organisation. As part of our teaching, learning and sharing culture, FM has instituted an in-house training and leadership skills development programme for all level of staff including its senior managers and prospective partners. The FM Employee Nurturing Programme (ENP) is FM's proprietary talent development model which focuses on promoting FM's vision, growth strategies and design management thought processes, and creative leadership abilities. Depending on your role and responsibility, This FM ENP covers a 3-stage process over a period of between 6 to 12 months duration.

FM is a firm believer in employee empowerment, and the ENP aims to broaden employees' perspectives by guiding them to think far and harness their competency in the integrated marketing communications and design education business. Through the ENP, FM seeks to meet the employees' self-development needs, their aspirations and with the aim to align their personal goals with FM's corporate aims.

Through this ENP, FM is prepared to empower all its employees with expanded roles and responsibilities and possibly to reward them with a partnership opportunity.

Once again, welcome aboard and wishing you a rewarding journey with FM.

Yours sincerely,

Jasmine Phooi
Manager (Admin & HR)

FM 3-STAGE ENP

Stage One
Foundation Stage - FM Core Business Concept

Stage Two
Developmental Stage - FM Design Management Studies

Stage Three
Empowerment Stage - FM Leadership and Business Skills

STAGE ONE

FOUNDATION - FM CORE BUSINESS CONCEPT

Goal: FM's business successes trace its origins to its core belief in "People First, Communication Business Second". New employees will be introduced to FM's business growth concept, core competencies of individual studios, and FM's modus operandi as an Integrated Marketing Communications (IMC) consulting and Design Education Group in the local and regional market.

This foundation stage aims to heighten employees' awareness of their job significance and help them to understand how they can contribute to the operating success of the studios. It also aims to bring about a greater sense of belonging with the FM group.

Programme Leaders: Senior Heads & Head of Department

Target Group: New employees /Those under probation during the first 3 months

MODULE 1 - FM CORE BUSINESS CONCEPT

Overview: Introduction to the tenets of FM including its business origin, culture, operating philosophies, brand strengths and brand attributes.

Topics:

- FM Core Business Concept
- FM/FMDS Vision and Mission Statement
- FM Business Origin and Development
- FM Business Goals and Objectives
- FM Business Philosophies, Corporate Culture, Value and Commitment
- FM Corporate Identity and Brand Strengths

Duration: 1-day programme followed by 1 week of supervised On-Job-Training (OJT) and exposure. With built-in exercises/evaluation for staff to demonstrate their understanding of issues.

Good read: 'Reflection' by Founder and Group CEO

MODULE 2 - FM CORE BUSINESS CONCEPT

Overview: Introduction to the FM Group modus operandi, communication lines and its business operating system. Outline of each employee's role, responsibilities and commitments.

Topics:

- FM Group Modus Operandi
- Introduction to FM Group business networks
- FM Integrated Marketing Communications
- FMDS Design Education
- Working in FM (attitudes, aptitude, commitment, etc)
- Introduction of various departments (competencies and operating system)
- Hierarchy chart, key designation and individual responsibilities

Duration: 2 lessons with approx. 1 hour per lesson.

Good read: FM Design and Brand Manifesto and Design Studio Standard Operating Procedures (SOP) Manual or FMDS Standard Operating Procedures (SOP)

MODULE 3 - FM CORE BUSINESS CONCEPT

Overview: An introduction to FM human resource policies, FM “Oneness” Programme and First Media Design School design programmes. Employees will be briefed on their career prospects, job recognition and various reward schemes.

To heighten employees’ awareness of the significance of their roles at both the studio and FM level, and to induce stronger work commitments and interests.

Topics:

- FM Human Resource Policies
- Job Expectations and Appraisals
- Human Resources Policies (staff handbook)
- FM Staff Commitment
- Reward System (overseas travel, incentives, bonus, partnership, etc)
- FM “Oneness” Social Programme
- FMDS Design Programmes

Duration: 4 lessons with approx 1 hour per lesson

Good read: FM Staff Handbook, FM Policies on Employee and Employer Relationship and Partners’ Charter.

STAGE TWO

DEVELOPMENTAL - FM DESIGN MANAGEMENT STUDIES

Goal: Design Management (DM) is the cornerstone of FM's business success. The science of management combined with the application of art in the commercial form has enhanced FM's business sustainability and fuelled future growth in the local and regional markets.

The DM theories and methodologies will have an impact on employees' intellectual capabilities and raise their performing standards at both the strategic and tactical levels. Employees will be motivated to learn and apply the principles of DM through structural thinking so as to enable better decision-making abilities.

Programme Leaders: Senior Management

Target Group: All confirmed staff and executives

MODULE ONE - FM DESIGN MANAGEMENT STUDIES

Overview: To enhance employees' understanding of management development processes at FM levels through the application of Design Management (DM) thinking processes and methodologies.

Topics:

- Principles and Strategies
- Design as Strategic Branding Tools
- The Essence of Management in Design
- Management Ethics and Responsibility
- Organisation Behaviours and Culture

MODULE TWO - FM DESIGN MANAGEMENT STUDIES

Overview: Employees learn to develop a strategic framework of Design Management (DM) which focuses on management conceptual and development skills, work processes and methodologies, customer management, etc. It aims to develop each employee into a well-rounded, competent and independent staff capable of undertaking different challenges - from daily work task management to strategic planning for the various department.

Topics:

- DM in Practice - Management Processes and Development
- Individual Roles and Functions
- Multi-Dimensional Thinking (MDT)
- Building Strategic Client Relationship

STAGE THREE

EMPOWERMENT - FM LEADERSHIP AND BUSINESS SKILLS

Goal: The FM manager's capacity to influence and motivate the line staff is essential for delivering results. The development of FM managerial thought through the understanding of human behaviour is crucial in managing creative talent. It will enable all FM managers to align the creative talent with the constant changing needs of the organisation.

The module also aims to foster the FM style of leadership skills and reinforce FM's core values in nurturing future business partners. It aims to build, mould and sharpen business acumen and harness employees' leadership qualities in preparation for their leadership roles in future.

Programme Leaders: Management Level Staff /Director

Target group: Managerial Executives and Department Heads

MODULE ONE - LEADERSHIP DEVELOPMENT PROGRAMME

Overview: To understand the impact of management practice and control system in the both design consulting and education business with the aim of attaining its Vision 10:100. It aims to convey the nature of design management as a set of activities designed to deliver FM's objectives and sustain its pole position as the leader in the creative business industry through FMDS.

Topics:

- Motivating People (Eg. Managing Creative Talent)
- Managing Business Performance - Business Growth Concept
- Financial Management Concept
- Understanding Management Control System (Profitability, Key Performance Indicators (KPI), Appraisal, Studio Performance Audit Checklist etc)

Good Read: FM Manifesto on Business Leadership

MODULE TWO - LEADERSHIP DEVELOPMENT PROGRAMME

Overview: To develop FM managers with critical business analytical skills through a variety of in-depth studies and applications of design management on the business and the competitive environment in which FM operates. This module also aims to help FM managers understand common characteristics of business management activities and its functions.

Topics:

- Design Entrepreneurship
- Leadership Principles
- FM Partnership Expectations and Opportunities
- FM Business Mentorship Programme

Stage 2 and 3 - 3 months duration (to follow FMDS DM Module)

Good Read: FM Manifesto on Business Management and FM Partners' Charter