

PRESS RELEASE

The Culture Factor

Empowering SMEs to Achieve Malaysia's 2020 Aim of Becoming a High-Income Nation

Kuala Lumpur, 1 November 2017 – The Budget 2018 announcement was made on the 27th of October and the Malaysian government expects that SMEs will contribute 41% of GDP by 2020. While going digital is the new frontier for SMEs as it opens up new markets, increases efficiency and allows innovation, it is critical that businesses look at leveraging on the power of culture to raise the performance of their teams.

“In the 2017 Deloitte Human Capital Trends report, senior executives and human resources professionals from across the globe rated the areas of culture, engagement and retention as “urgent”. It is even more crucial than ever to harness the power of culture to attract, retain and grow the current pool of talents in order to minimise disruption to the business and grow to the next level. As the saying goes, “You either manage your culture or it will manage you.”,” said Janet Lee, Founder and CEO of 95%, The Culture Consultancy.

97% of business establishments in Malaysia are SMEs and usually comprises of a small team of staff members with every person wearing different hats at a time. When nothing is done about culture, Gallup reports that 13% of employees are engaged, 63% end up being disengaged and 27% are actively disengaged. Vibrant cultures create internal cohesion, attract talented people, and inspire employees to go the extra mile. In order for SMEs to achieve the 2020 goal, business leaders need to design and install a culture that is healthy, engaging and high performing.

Known for designing experiential programmes that bring out leadership qualities while imparting skills, 95% shifted from focusing only on talents in the advertising industry to creating high performing teams in organisations. 95% has been a great partner to visionary business leaders looking at designing and installing a culture unique to their business model and staff demographics, leveraging on each person's strengths to drive the business forward.

About Ninety Five Percent Sdn. Bhd.

Turning workplaces into joyplaces; that is 95%'s powerful vision for companies. As a coaching and consultancy company in the area of culture transformation, 95%'s key strength is our ability to solve management's biggest challenges in building a high-performance culture. We are experts at understanding why people don't perform and have consistently achieved breakthroughs in changing people's mindsets and attitudes as well as helping companies enhance their working environment. In our 15 years of experience in experiential training and coaching, we have worked with more than 130 companies including Multinational Corporations, Government Owned Companies and Small & Medium Enterprises.

For any enquiries, please contact:

Priscilla Chew, Culture Catalyst

[95%, The Culture Consultancy](#)

priscilla@95percent.com.my