

MANY of today's leading organisations have set up management trainee programmes to attract and groom talent. Companies are finding that structured learning is playing an increasingly integral role in helping fresh graduates assimilate and understand the demands of the organisation and industry. With the vast options available to fresh graduates, what happens if they are unsure of what they want to do or they wish to experience different opportunities before settling on a choice?



"Gen-Ys are impatient and hungry to learn. They crave different experiences – some even take a gap year to travel or do voluntary work. It's becoming clear that traditional career paths may not work for some," says Hamidah Naziadin, head of corporate resources, CIMB Group.

The recently launched CIMB Fusion lets graduates sign up with two employers: CIMB Group and one of its programme partners. All partners are leaders in their respective industries, and comprise PwC, Accenture, HP, DraftFCB, ZICOLaw and Teach for Malaysia.

As Malaysia's second largest financial services provider and a leading Asean universal bank, CIMB Group offers CIMB Fusion participants broad exposure to the banking and finance industry, while programme partners provide exposure in other fields such as accounting, consulting, IT communications, law and teaching/ leadership.



THE BEST OF TWO WORLDS WITH CIMB FUSION



PAULINE HO,
Assurance leader, PwC

"Graduates want more than just monetary rewards. Among others, they want to work for a reputable brand that will open doors to other opportunities and a variety of experiences. The Fusion programme provides them with inter-industry experience and insights into two highly popular fields."

"Our CIMB Fusion is tag-lined 'One Opportunity, Two Experiences' because this innovative programme provides the participants work exposure in two world-class organisations.



GOH AIK MENG,
Country managing director, Accenture

"The CIMB Fusion programme is a winning formula for CIMB, Accenture and its participants. It is an innovative approach for CIMB and Accenture to source for new talent in the tough and competitive market. For participants, this is an unprecedented opportunity to first experience working and learning from two world-class companies, before deciding on which company to work with to build a long-term, successful career."

"Not only that, they choose which one to work with at the end of the programme. This is a fantastic opportunity for graduates to get a head start in their careers," says Hamidah.

CIMB Fusion is designed to enable participants to accumulate a wealth of experience, knowledge, skills and contacts from two industries, making them valuable to the market at large.

"Malaysia's best and brightest should seriously consider applying for CIMB Fusion. Not only does this programme allow participants to work with top-notch Malaysian employers, it also develops their talent; and as a differentiating factor, offer them two experiences for the price of one," says Johan Merican, chief executive officer, TalentCorp Malaysia, at the CIMB Fusion signing ceremony between CIMB Group and the six partners on June 12, 2013.

"It is really through partnerships like these that the national talent agenda advances."

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MALAYSIA

WHAT CIMB FUSION PARTICIPANTS SAY:



Celine Bow, 22, who graduated with a bachelor of arts (Accounting and Finance), University of Manchester, UK, joined PwC in September 2012 as an associate.

"At the UKEC Fair in

London in 2012, I was delighted to be invited for the CIMB Fusion programme interview as it offered me the opportunity to experience both accounting and finance without having to choose one field immediately to build my career foundation.

It has been a roller coaster ride at PwC. The 10 months that have passed in the blink of an eye have taught me so much about the accounting industry, more than I could ever imagine and this is just the start of my journey.

Next year, I will join CIMB where I will step foot on an adventure in the finance industry. This is the beauty of the Fusion programme. But you must be prepared for challenging situations and adapt to constantly changing environments to enjoy the journey and to be able to look back with a smile.

My advice for those who are keen to become a Fusioner is to have confidence during the interview process and most importantly, the passion and drive to succeed and learn."



Julian Cheong, 23, holds a bachelor of arts in Communications and Media Management from the University of South Australia (completed at Taylor's University).

He joined the CIMB-Draft FCB track in June 2013 and is now an account executive.

"Even before I started university, the question of 'what do you want to do?' haunted me. I wanted to do many things. I suppose I embodied the typical traits of a Gen-Y, a yearning to get my hands dirty in more than just one career path.

I eventually settled for communications, and even moonlighted as a freelance PR consultant, contributed to a local magazine, and helped in concerts. Yet, while those jobs were fun, I was still unsure of what to do after graduation. Then one day, I picked up a book on asset-liabilities management. Though it may seem ridiculous, I then decided to give banking a try, and applied to CIMB.

When Puan Hamidah sold me the idea of CIMB Fusion at the interview, I thought it was ingenious! I love the dual-pathway proposition. Not many people get to explore two different yet inter-dependent fields in a few short years. It's probably one of the best propositions for fresh graduates who are unsure of what to do.

It has been great learning at DraftFCB. Perhaps it's premature to say what hardships I'll face, but so far, it's about managing client expectations. People are fun, and with the amount of creative juices flowing, sometimes it gets a little crazy!"

How CIMB Fusion works

Track	CIMB-PwC	CIMB-Accenture	CIMB-HP	CIMB-DraftFCB	CIMB-ZICOLaw	CIMB-Teach for Malaysia
Track	<ul style="list-style-type: none"> Year 1 & 2 (PwC), Year 3 (CIMB Group), Year 4 (PwC) Qualify in ACCA or ICAEW Fees part-sponsored by PwC and CIMB Group Open to degree-holders in Accounting & Finance Apply (specifying CIMB-PwC Fusion) to http://www.pwc.com/my/ Next intake: September 2013 	<ul style="list-style-type: none"> Year 1 (Accenture), Year 2 (CIMB Group) Open to all degree backgrounds Apply (specifying CIMB-Accenture Fusion) to graduate.careers@cimb.com Next intake: September 2013 	<ul style="list-style-type: none"> Year 1 (HP), Year 2 (CIMB Group) Open to degree holders in an IT-related field For enquiries or to register your interest, email: graduate.careers@cimb.com 	<ul style="list-style-type: none"> Year 1 & 2 (DraftFCB), Year 2 (CIMB) Open to all degree holders For enquiries or to register your interest, email: graduate.careers@cimb.com 	<ul style="list-style-type: none"> Year 1 & 2 (ZICOLaw), Year 2 (CIMB) Do your chambering Open to law degree holders For enquiries or to register your interest, email: graduate.careers@cimb.com 	<ul style="list-style-type: none"> Year 1 & 2 (Teach for Malaysia), Year 2 (CIMB) Open to fresh graduates & young professionals below 26, any degree background Log on to www.teachformalaysia.org/apply/; indicate interest in CIMB Fusion programme
Detail	<p>PwC is one of the Big Four accountancy firms in the world.</p>	<p>Accenture is a global management consulting, technology services and outsourcing company.</p>	<p>HP is one of the world's largest technology companies.</p>	<p>DraftFCB is one of the largest global advertising agency networks.</p>	<p>ZICOLaw is an integrated legal and related services provider in the ASEAN region.</p>	<p>Teach For Malaysia is an independent, not-for-profit organisation that enlists some of Malaysia's most promising future leaders to end education inequity.</p>