

Axiata is one of the largest Asian telecommunication companies. Axiata has controlling interests in mobile operators in Malaysia, Indonesia, Sri Lanka, Bangladesh and Cambodia with significant strategic stakes in India and Singapore. The Group's mobile subsidiaries and associates operate under the brand name 'Celcom' in Malaysia, 'XL' in Indonesia, 'Dialog' in Sri Lanka, 'Robi' in Bangladesh, 'Smart' in Cambodia, 'Idea' in India and 'M1' in Singapore.

Amongst the Group's main focus, is to sponsor selected young individuals ("scholars") who have gained entry into top universities in the United Kingdom under Axiata Young Talent 'Undergraduate Degree Programme'. Under this programme, Axiata will provide their unique Ax-Factor programme which objective is to enhance and sharpen scholar's leadership development skills to transform them into future corporate leader who in time will contribute to the nation.

Josephine LUI and Denise Ng were recommended by our operating company, Celcom-Axiata when we were considering to engage an image coach as part of the internship modules within the Ax-Factor programme.

Josephine Lui, AICI FLC of Imagine Image Consultancy and Denise Ng of Imago Image, Singapore had carefully crafted a tailor-made workshop 'From Campus To Corporate' which intent is to provide a holistic image coaching for 2 (two) days for the scholars. It was a comprehensive program addressing key issues from business dressing, business to social etiquette, communicating in a professional and decorous manner including dining etiquette. The scholars found the workshop extremely informative and useful to help them to improve their image and appearance as the future corporate leaders of Axiata!

In addition, the trainers had also prepared Individual Scholars Evaluations and Assessment Forms to monitor the continuous progress of these scholars in their professional image when they return to their campus.

We had engaged Josephine and Denise to provide another session of image coaching for our new cohort of scholars in the same year.

Well done ladies.



Rohaiza Ahmad
Head of Corporate Responsibility
Axiata Group Berhad