

For Immediate Publication

PRUDENTIAL ORGANISES WORKSHOP TO BOOST YOUNGSTERS' EQ

Employees' children spend their school holidays developing their EQ

Kuala Lumpur, 18 June 2013— In today's highly competitive environment, academic qualifications are at the top of every parent's mind. However, they may lose sight of the emotional development of their child which is also an integral aspect of their child's overall development.

To highlight the importance of emotional development among children and help nurture it from a young age, **Prudential Assurance Malaysia Berhad (PAMB)** recently organised an EQ workshop exclusively for its staff's children during the school holidays.

The two day workshop held on 27 and 28 May 2013 saw the youngsters aged between 12 to 17 years old engaging in activities to develop their emotional intelligence, help them with priority setting and introduce them to the concept of self discovery.

Research by the Carnegie Institute of Technology shows that 85 percent of our financial success is due to skills in "human engineering," our personality and ability to communicate, negotiate, and lead. Shockingly, only 15 percent is due to technical knowledge.

Philip Seah, Chief Executive Officer of PAMB commented on the objective of the workshop. "Academic qualifications are no doubt a door opener to any career but what determines our success in the long run is our emotional intelligence—the ability to be attuned to the people around us, to consider their emotions, and our own, as to make decisions and navigate through our organizations. It's about how we all fit, integrate and react."

"With this workshop, we hope to be able to nurture emotional development from a young age as children with a high emotional intelligence tend to be happier, more assured of themselves and more respectful of others which are essential traits to being successful in life be it our professional or personal lives."

Doreen Yee, a PAMB staff and parent who enrolled her daughter in the holiday workshop believes that the workshop would help her daughter to break away from her cocoon and learn to be more sociable, empathetic and most importantly, manage relationships more effectively in order to be successful in life.

For seventeen year old Chew Teng Fung who aspires to be a psychologist, the workshop proved to be immensely beneficial to him as not only was he taught the importance of trust



and co-operation, he also enjoyed the friendship from the other teenagers who attended the workshop. “In just 2 days, we learnt so much about each other through open and sincere sharing and we went from total strangers to becoming good friends. I certainly hope that there will be more of such activities in the future.”

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About Prudential Assurance Malaysia Berhad

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As a leading and innovative insurer, PAMB serves the savings, protection and investment needs of Malaysians by offering a full range of financial solutions through its 43 branches nationwide. With approximately 1,400 employees, PAMB is committed to helping people achieve their ambitions for a brighter and financially secure future.

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