



**Technical Talk Report of Heart-Count: Optimizing Performance for Business Sustainability in Digital Era**

by Mr. Sivarama Rajah

Mr. Sivarama Rajah is the committee member of Electronic Engineering Technical Division (eETD).

The technical talk entitled “Heart-Count: Optimizing Performance for Business Sustainability in Digital Era” was made by Ir. Dr. Rajendran Muthuveloo, an associate professor at Universiti Sains Malaysia, via Zoom Platform on 10<sup>th</sup> June 2021. The technical talk, attended by about 15 participants comprising IEM members, and Industry practitioners, was organized by the Electronic Engineering Technical Division (eETD) and was chaired by Mr. Sivarama Rajah, a committee member of IEM eETD.

The speaker started by introducing himself. Then he explained the concept behind Heart-Count, and its influences in optimizing the business performance and sustainability in Digital Era as illustrated in Figure 1.0:

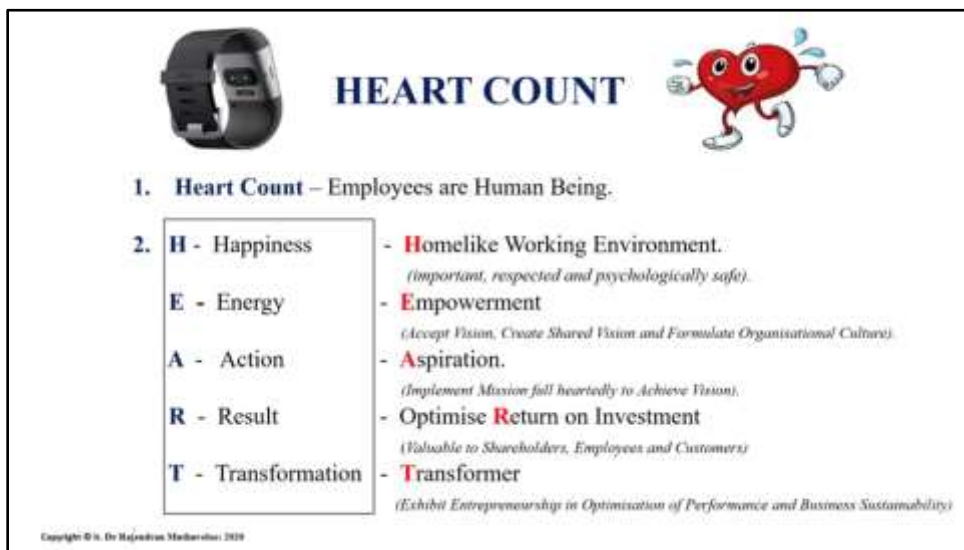


Figure 1.0: Heart Count

As seen in figure 1.0, Heart-Count treats employees as human beings despite the advancement in technology e.g., AI, Remote Collaboration, etc. The Heart is measure of Happiness, Energy, Action, Result and Transformation that is pivotal for business performance and to achieve sustainability. The emphasis on Heart for human capital ensures the employee becomes a “STAR” rising from zero to Hero. The absent Heart results in the employee ending up with “RATS” changing from Hero to Zero, this is illustrated in figure 2.0 below.



Figure 2.0: STAR vs. RAT

The emphasis and focus on human capital will promote employees to become “STAR” and contribute to the success of the organization and for personal development.

During the talk, Futuristic Human Capital Development Strategy model has been shared that will become a pillar for employee recruitment, retention, and separation. Employee characteristic and job description are the key attributes to ensure the employee empowerment, performance, and entrepreneurship. The ever-increasing demand for human capital has driven many organizations to focus on Employer-Employee Relationship to energize an employee’s experience. The employee’s experiences comprise interactions throughout employee’s life cycle that involve an employee’s role, workspace, reporting, and wellbeing.

At closing remarks, Mr. Sivarama Rajah thanked Associate Professor Ir. Dr. Rajendran Muthuveloo for delivering timely and impactful talk especially during Covid-19 period since the “Heart-Count” is critical for an organization to use. He also thanked IEM Secretariat staff (Ms. Julie, & MS Wendy), and fellow IEM eETD committee members for their outstanding support towards the event. The IEM technical talk ended with a group photo.



Group Photo of the Technical Talk

IEM Penang Branch is the administrator of the above activity