

Salute Singapore United's '12th Player'

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By

Ang Hin Kee

Chief Executive Officer, e2i

Everyday, each of us have been doing our part to ride through this economic downturn, whether it is by delaying that holiday trip, or doing that extra bit at work to keep the company going. Instead of eating out, many have also started to eat more often at home. Examples abound on how we find ways to stretch our dollar.

In addition, many are also helping a friend, a colleague or a jobseeker during this tough time. As the Chinese idiom “默默耕耘” goes, they go about these roles quietly, not expecting to be recognised and not seeking attention. Whether it is offering a listening ear, encouraging workers to take on new challenges or working on projects to help companies embark on the Skills Programme for Upgrading and Resilience (SPUR), they have done a tremendous job in helping save our workers' jobs or find new jobs for them quickly. Sometimes, the beneficiaries themselves are not even aware of who has played what part in helping them.

I used to think that these efforts and individuals should be left to go about their business quietly as many do not want to trumpet their contributions. But a real life story changed my mind.

A coach brought his team to play against Liverpool in Anfield and he lost the football match. He attributed the loss not to a better team for they were both equally matched, but he felt that the opposing fans were so committed in supporting their team and their collective energy so electrifying that it was as though Liverpool was able to field an extra player on the field. It is like an unfair advantage and is now the well-known “12th player”.

Singapore United, too, has our “12th player” to give us that extra edge in seeking to upturn the downturn. So, instead of only recognising worker recipients for our May Day Model Worker Awards, the “12th player” is our focus for this year. We will be recognising them for showing the spirit of partnership to help our workers win the downturn



battle, to stay resilient and positive in the face of retrenchments and job instability.

This is of significant importance. You see, in the midst of such difficult times, we have also encountered those have given up on their teams. They basically walked out of the stadium when the team is behind and even before the final whistle has been blown. The challenge Singapore United faces is a tough one. So difficult is our goal that many wonder if we have set ourselves too high a target in combating rising retrenchments and high unemployment. For every single “doubter”, fortunately, we have many more committed partners who will never waver even though the odds are against us.

In celebrating this spirit, we will have the first May Day Model Partnership Awards 2009 to salute the contributions of these outstanding individuals and partners. This newspaper will also be featuring stories on the positive energies of these exemplary trainers, spouses, union leaders, government officials and company management who work as partners alongside our workers.

We want to pay tribute to every one of you who is playing your part as the “12th player” in the Singapore United team. With your partnership, our workers will know that even when they walk through a storm, they'll never walk alone, much like the rousing anthem of the Liverpool supporters, “You'll Never Walk Alone”.

Results of NTUC This Week 'Be Connected And Win' Contests



Winner of i-tech Clip V Bluetooth Headset
Eng See Keow I/c SXXXX804F



Winner of PastaMania \$50 Vouchers
Koh Gek Hua I/c SXXXX296F

Winners will be notified by post.