Accountability above all, say bosses

The company believes in going one step further for its customers. It believes not just in honesty, but in sincerity. “When we sell products to our customers, we want to be clear with our customers about the product before they purchase. But to be sincere, we aim to alert our customers about things that they may not be aware of or if products are not suitable for their needs.”

Alois Hofbauer, Managing Director, Nestlé (Malaysia) Berhad

One of the most established leaders in the nutrition industry, Nestlé now has more than 350,000 employees worldwide. Commenting on how Nestlé has sustained itself as a leader for so many years, Hofbauer says the organisation tries to instil value and purpose into its business practices. The word “respect” sums it up, he said. He boils it down to respect for their employees, their customers and the environment. “Whenever you join an organisation, the tone has to be set from the top. If you have a compliance issue, and you as the leadership do not take action, people will not buy into any sort of slogan or compliance initiative.”

Today’s consumers really want you to be transparent. From your value chain, where you get your goods from, how you process it etc.,” he explained.

Albern Murty, CEO, Digi.com Berhad

Digi Group, which is under global company Telcoer Group, has a local presence in Malaysia under the brand of Digi but also lives by international standards practiced by Telenor. “We operate in ASEAN and so we have challenges with transparent and sustainable business. For us, it’s important that we assure the responsibility level across our entire value chain. It’s part of our culture that we openly talk about issues at hand during every management meeting or quarterly review. We go through with the painful discussions like this. It’s not a hidden agenda when something goes wrong; we don’t hide it. Instead, we publicise it internally in the organisation so that we don’t repeat the same mistake.”

“We have zero tolerance for non-compliance, meaning that if a supplier fixes fibre on the ground or a tower and doesn’t follow certain guidelines, we terminate the supplier even at the risk of losing business.”

Albern Murty, CEO, Digi.com Berhad

There have been many deals we’ve walked away from, and others we’ve reported.”

— Lim Chee Yong, executive director, Thumbprints UTD Sdn Bhd

The roles of top management, he said, whether in Malaysia or globally, is to support the respective business players to ensure that integrity is applied. At Shell, a General Business Practice document is subscribed to by all employees. Covering aspects such as business integrity, political activities, the environment and how the organisation engages with local communities, the document sets a guideline for everyone within the organisation regarding ethical business practices.

“We live up to an uncompromising standard of integrity. Our continued survival in this business is dependent on the trust our shareholders have in us. We have clear positions articulated and support to staff is provided so they fully understand them. We reinforce this integrity as part of the discussions at our regular leadership meetings,” said Azman.

Datuk Azman Ismail, Outgoing Managing Director, Shell Malaysia Trading Sdn Bhd

One key element at Shell is the accountability of its CEOs. According to Azman, it is part and parcel of the CEO’s roles and responsibilities to ensure the business is performed with the highest level of integrity. The roles of top management, he said, whether in Malaysia or globally, is to support the respective business players to ensure that integrity is applied.

One key element at Shell is the accountability of its CEOs. According to Azman, it is part and parcel of the CEO’s roles and responsibilities to ensure the business is performed with the highest level of integrity. The roles of top management, he said, whether in Malaysia or globally, is to support the respective business players to ensure that integrity is applied.

One key element at Shell is the accountability of its CEOs. According to Azman, it is part and parcel of the CEO’s roles and responsibilities to ensure the business is performed with the highest level of integrity. The roles of top management, he said, whether in Malaysia or globally, is to support the respective business players to ensure that integrity is applied.

One key element at Shell is the accountability of its CEOs. According to Azman, it is part and parcel of the CEO’s roles and responsibilities to ensure the business is performed with the highest level of integrity. The roles of top management, he said, whether in Malaysia or globally, is to support the respective business players to ensure that integrity is applied.

One key element at Shell is the accountability of its CEOs. According to Azman, it is part and parcel of the CEO’s roles and responsibilities to ensure the business is performed with the highest level of integrity. The roles of top management, he said, whether in Malaysia or globally, is to support the respective business players to ensure that integrity is applied.

One key element at Shell is the accountability of its CEOs. According to Azman, it is part and parcel of the CEO’s roles and responsibilities to ensure the business is performed with the highest level of integrity. The roles of top management, he said, whether in Malaysia or globally, is to support the respective business players to ensure that integrity is applied.

One key element at Shell is the accountability of its CEOs. According to Azman, it is part and parcel of the CEO’s roles and responsibilities to ensure the business is performed with the highest level of integrity. The roles of top management, he said, whether in Malaysia or globally, is to support the respective business players to ensure that integrity is applied.

One key element at Shell is the accountability of its CEOs. According to Azman, it is part and parcel of the CEO’s roles and responsibilities to ensure the business is performed with the highest level of integrity. The roles of top management, he said, whether in Malaysia or globally, is to support the respective business players to ensure that integrity is applied.

One key element at Shell is the accountability of its CEOs. According to Azman, it is part and parcel of the CEO’s roles and responsibilities to ensure the business is performed with the highest level of integrity. The roles of top management, he said, whether in Malaysia or globally, is to support the respective business players to ensure that integrity is applied.

Source: Malaysian Anti-Corruption Commission (MACC)