

Nomination: 6905

## Career Development Navigation System

### Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

### Name of Organization/Company

Cathay United Bank

### Additional Contacts

I do not wish to list additional contacts

### Page: Entry Information

### Entry Title

Career Development Navigation System

### Category

F01 - F70 Solutions, Implementations, and Training Programs or Media > F01 - F48 Solutions & Implementations > F48 - Workforce Management Solution - Implementation

### Solutions & Implementations Submission Format

Written Answers

**a. If you are nominating a brand-new product, state the date on which it was released. If you are nominating a new version of an existing product, state the date on which the update was released. If you are nominating an implementation, state the date on which the implementation was completed. Required**

Founded on May 20, 1975, Cathay United Bank (CUB) leads the local financial industry as the private bank with the largest number of branches in Taiwan. We keep delivering outstanding results through product innovation and quality customer service. We have taken the lead in green finance and are deepening ESG sustainability by actively transforming it into a zero-carbon bank as we endeavor to fulfill our corporate responsibility as a sustainable development pioneer. Our performance is widely recognized by institutions inside and outside of Taiwan. CUB was ranked 181th in The Banker's Top 1,000 World Banks 2022 by profitability and return on risk assets, with the highest overall performance among banks in Taiwan.

**b. Describe the features, functions, and benefits of the nominated product, service, or implementation (up to 350 words). Required**

In this era of rapid change, changes in the workforce structure and employment landscape have led to a relative decline in employee loyalty to organizations. We must consider this question from the employee's perspective. CUB aims to create a work environment that allows employees to fulfill their potential while balancing their individual career goals with the organization's objectives. By providing opportunities for employee development, we encourage talent retention and can help our employees increase their well-being and sense of achievement within the company, creating a win-win situation for both the company and the employee. Career Development Navigation System is the result of our efforts to build employee development. The project achievements include:

-Talent Development Model: Construct competency specifications and development frameworks for each role and position while standardizing and structuralizing the model to manage diverse talent in a systematic way.

- Career Development Navigation System: For employees, we focus on developing the organization's core competencies, establishing both 'General competencies and 'Functional competencies '. Through the promotion of 'The Career Development Navigation System ', we provide guidance on career development paths and career counseling, assisting employees in finding a stage to realize their own value.

-Potential Talent Self-Training: For managerial talents, we categorize them into potential talent and operation supervisors. We establish capability standards and conduct group-specific training, unifying departmental organization members to meet common goals, enriching the talent pool and immediate combat power, thereby enhancing competitive advantage.

**c. For the nomination of a product or service, outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable. For the nomination of an implementation, outline the need or problem that was identified, why the solution was chosen, how the solution was implemented, and the results of your implementation to date (up to 350 words). Required**

I. Growth of Cross-Domain Rotational Assignments 18.6%

We provide Career Development Navigation System that allows employees to further their career paths within the organization and engage in cross-functional learning and mobility. In addition to helping teams find passionate and skilled employees, the addition of new team members can also bring in fresh perspectives and learning experiences. In our 2022 performance review, 18.6% more employees participated in cross-departmental rotations than in 2021, demonstrating increased career competitiveness as well as company satisfaction.

II. Employee well-being, averaging a score of 4.23

The importance of a healthy work-life balance is on the rise, and people have developed a renewed appreciation for the meaning of work. We improve and enhance that work-life balance by fostering a healthy mindset toward career development. Our employee engagement survey shows a high level of employee well-being, averaging a score of 4.23 out of 5, showing that the career development systems had a significant impact on employee organizational commitment.

III. Internal career counseling Feedback effectiveness rate is 91.3%

We attach great importance to employees' willingness to develop their careers and consider it an important factor in talent development, and provide each employee is entitled to one career counseling appointment per quarter. combine personal aspirations with identified skill gaps, and discussions with employees' immediate supervisors in order to provide suitable work scenarios to continually deepen their career development goals. According to the annual feedback activity, the career counseling service has shown high effectiveness rate of up to 91.3%.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

Please refer to the attached 2 for more details.

**Webpage Link**

<https://www.cathaybk.com.tw/cathaybk/> (<https://www.cathaybk.com.tw/cathaybk/>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 2**

<https://www.cathaybk.com.tw/cathaybk/csr/environment/index.html> (<https://www.cathaybk.com.tw/cathaybk/csr/environment/index.html>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 3**

<https://udn.com/news/story/7239/7140453> (<https://udn.com/news/story/7239/7140453>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 4**

<https://www.cdns.com.tw/articles/732389> (<https://www.cdns.com.tw/articles/732389>)

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**Supporting Document**

Download File (<https://stevies-sage.secure-platform.com/file/16735/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNjc2NSwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9y8zA3qbWRm8h1ILRze4?Attachment%201.%20Career%20Development%20Navigation%20System%20%28article%29.pdf>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 2**

Download File (<https://stevies-sage.secure-platform.com/file/16736/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNjc2NiwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9yZAttachment%202.Career%20Development%20Navigation%20System%28supporting%20doc%29.pdf>)

**Would you like to add an additional supporting document?**

No

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**Terms and Conditions**

I Agree