

Nomination: 7996

Shaping a Collaborative and Mutually Beneficial Culture from Employee Value Propositions

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

Shaping a Collaborative and Mutually Beneficial Culture from Employee Value Propositions

Category

B01 - B64 Achievement > B12 - Achievement in Employee Relations

Achievement Submission Format

Written Answers

a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

Cathay United Bank (CUB) is a key member of Cathay Financial Holdings and one of the largest commercial banks in Taiwan. Founded on May 20, 1975, CUB has been in business for more than 40 years and is a leader in Taiwan's financial industry. CUB has leveraged its years of experience and operating resilience to tackle a variety of challenges. With a strong local presence and excellent profitability, the bank now boasts 165 branches across Taiwan. CUB has also diversified its cross-border businesses, expanding its overseas operations, comprised of two overseas subsidiaries, one joint venture bank, seven overseas branches, and four overseas offices, totaling 68 international locations. CUB has built a multinational financial platform enabled by digital technology throughout Taiwan, Greater China, and ASEAN, optimizing customer experience through warm, one-stop financial services. Despite the recent pandemic and global socio-economic instability, CUB has demonstrated significant operational flexibility and resilience while continuing to deliver excellent earnings. With a forward-thinking approach and steady progress, CUB is advancing toward its vision of becoming the "best financial institution in the Asia-Pacific."

b. Outline the team's or organization's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required

For our employees, CUB is dedicated to nurturing a culture that supports their development and let them benefit from the bank's success. The bank strives to create a friendly work environment centering on employee value proposition that is supportive, encouraging, and inclusive. A simple and effective support system demonstrates our employee brand, fulfilling our commitment to progress together with our employees :

(A) Achievement: Talent development is a priority. Employees have access to comprehensive support in career planning and extensive learning resources to support their learning, development and self-actualization.

(B) Balance: CUB ensures the physical and mental wellbeing of our employees by promoting a work-life balance.

(C) Commitment: CUB aims to build long-term and committed employer-employee relationships with fair compensation and lasting inclusive benefits.

(D) DEI (Diversity, Equity, & Inclusion): CUB values human rights, and builds transparent communication channels integrated with flexible hybrid work to foster a friendly work culture that embraces diversity, equity, and inclusion(DEI).

Moving forward, CUB will continue to listen to our employees and take note of our employee value propositions as we strive to be their employer of choice.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's or organization's past performance (up to 250 words). Required

In CUB, we attach great importance to the employee value proposition. We closely monitor the needs and feedback of our employees through various surveys including the annual employee engagement survey. As a result, we have consistently scored new highs in engagement scores. In 2023, CUB achieved its highest overall employee satisfaction rating in nearly a decade, scoring 4.35 out of 5, with employee happiness at a score of 4.43. This shows employee affirmation of our human resource strategies and measures.

At the same time, CUB spares no effort in investing in our employees. In 2023 alone, we invested US\$2.6 million in employee training, spent more than US\$30.9 million in employee benefits, and incurred about \$1.5 million in workplace improvements. CUB firmly believes that such targeted expenses can significantly boost the wellbeing of our employees. Looking forward, CUB is dedicated to providing our employees with the best support possible at every step of the way as they navigate the important moments in their lives.

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

CUB has designed and built its systems based on the employee value proposition in order to support the professional and personal growth of our employees. We value and respect employee needs and experiences, and strive to provide a supportive and inclusive environment that fosters learning and development. Our key initiatives include:

(A) Achievement: Individuals and teams have access to a wealth of learning resources as well as platforms to showcase their achievements and successes.

(B) Balance: CUB organizes regular activities for employees and their families (including pets), and comprehensive health screenings to promote a healthy work-life balance.

(C) Commitment: CUB has designed and built its systems based on the employee value proposition in order to support the professional and personal growth of our employees. We value and respect needs and experiences of the employees,

(D) DEI: CUB values human rights, and has built clear communication channels integrated with flexible hybrid work to foster a friendly work culture that embraces diversity, equity, and inclusion (DEI).

(E) Overall Results and Recognition : CUB has implemented measures based on employee needs and continued to invest a variety of resources, resulting in positive feedback from employees regarding their well-being, with a direct correlation with investment level, indicating a growth trend.

Webpage Link

https://www.cathaybk.com.tw/cathaybk/english/about-us/about-us/company-history/?sc_lang=en-us (https://www.cathaybk.com.tw/cathaybk/english/about-us/about-us/company-history/?sc_lang=en-us)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://tw.umustatic.com/videoweike/teacher/weike/vUJ37b8/transcoding/1703832671.9795.10822.200138847.mp4.mp4>
(<https://tw.umustatic.com/videoweike/teacher/weike/vUJ37b8/transcoding/1703832671.9795.10822.200138847.mp4.mp4>)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

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(<https://tw.umustatic.com/videoweike/teacher/weike/vUJ37b8/transcoding/1688543467.495.71094.200116564.mp4.mp4>)

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No

Supporting Document

Download File (https://stevies-sage.secure-platform.com/file/19665/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoxOTY2NSwiYWxsY3dOb3RtaWduZWRVcmwiOiJGYWxzZSI6ImInbnm9Cathay%20United%20bank%20_Supporting%20Document.pdf)

Would you like to add an additional supporting document?

No

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