#BEMORE with NTUC
an unusual Labour Movement

22 April 2016
Many still don’t seem sure of what we really do or stand for...

Government Agency
Particularly PMEs, who feel we’re not relevant to their needs

Why is NTUC concerned over skills upgrading?
80% Didn’t participate in any activity by NTUC or Union

85% Don’t know of someone who has received workplace assistance

70% Don’t know where to seek help from NTUC or Union for workplace related issues

*Survey among 1,200 OB & GB Members, 2016*
A mindset shift is needed

Identity: What is the new LM story?

Relevance: Why should it matter to me?

Proof: Can a 55 year old NTUC really evolve?
To initiate change

Change
the Mindset

Cut through the clutter

• Challenge the status quo
• Riveting visuals that hold attention
• Be relevant
• Be where PMEs are – Mobile/Social
• Simplify ‘Unusual Labour Movement’
  • What’s in it for me?
Just Be?

With an Unusual LM Network, you can

Be More

(Get people thinking of how they could change their current mindset & partner LM to the greater possibilities in life)
<table>
<thead>
<tr>
<th>Progression</th>
<th>Privileges</th>
<th>Protection</th>
<th>Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t just work hard &amp;</td>
<td>Don’t just be thrifty</td>
<td>Don’t just be hopeful,</td>
<td>Don’t just settle for a care</td>
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<tr>
<td>smart to excel in your</td>
<td>Enjoy more of life for less with special</td>
<td>Enjoy more peace of mind knowing we have your</td>
<td>career path you are not</td>
</tr>
<tr>
<td>career. Achieve more and</td>
<td>privileges</td>
<td>back</td>
<td>be suited for. Derive</td>
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<tr>
<td>fast track your growth</td>
<td></td>
<td></td>
<td>more career satisfaction &amp; improve your employability</td>
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*Scroll down to find out how*
These are the programmes & services mentioned in the press ads, for those that we have links out, we have included a click-through. For those that don’t, we have a little description and some external resources.

Just be hardworking?

1. **U Future Leaders** - Gain an edge with seminars and mentorship sessions with C-suite leaders

2. **U Creative** - Masterclasses, networking & advocacy for creative media professionals.

3. **U Associate Progression Pathways** - Acquire cutting-edge technical & leadership skills supported by 31 professional guilds across 21 industries

4. **UTAP** - Training benefit on over 2,000 supported professional courses
HOW CAN NTUC HELP YOU?

These are the programmes & services mentioned in the press ads, for those that we have links out, we have included a click-through. For those that don’t, we have a little description and some external resources.

Just be hopeful?

1. Legal Primers - Legal talks & clinics to keep you informed of your workplace rights

2. Over 60 Unions - 6,000 union leaders by your side protecting your rights & looking out for you at the workplace

3. U PME Centres - Get advice for your workplace concerns

4. Tripartite Mediation - Employment dispute resolution for Professionals, Managers & Executives

5. Career coaching at e2i - Enhance your employability with help from our expert coaches
HOW CAN **NTUC** HELP YOU?

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**Just be thrifty?**

1. **May Day treats** - Up to 55% OFF* at over 1,000 merchant partner outlets in May & June

2. **Fairprice Rebates** -
   - Before 1 May: [Up to 10% savings](#)* on your grocery shopping all year round
   - After 1 May: Up to 12% savings* on your grocery shopping all year round *(no link yet)*

3. **Special Privileges** - Up to 50% OFF* at our merchant partners all-year-round
HOW CAN NTUC HELP YOU?

These are the programmes & services mentioned in the press ads, for those that we have links out, we have included a click-through. For those that don’t, we have a little description and some external resources.

Just be connected with the right people?

1. **U Associate Ecosystem** - Tap on the expertise of 32 professional guilds across 20 professions & industries

2. **U Circle** - Interact with top executives from successful global companies with U Circle of Friends of the Labour Movement
   a. There are over 25 regional C-suite Leaders from 25 Fortune 500 MNCs in the U Circle of Friends now, such as Google, Twitter, LinkedIn, Kimberly-Clark, Diageo, Pizza Hut, Ubisoft, P&G.
   b. Regular dialogues are arranged between the CEOs and the Secretary General of NTUC to discuss the career development of PMEs in Singapore. As a result of these conversations, the U Circle is driving some specific initiatives to help our PMEs, together with EDB, LinkedIn, etc.
HOW CAN NTUC HELP YOU?

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Just be connected with the right people?

3. U SME - Supporting thousands of SMEs and their employees on their growth journey

4. U Start-ups - Get an insider’s look into how successful start-ups aim for the stars
   a. A brand new initiative to support start-ups/entrepreneur community in Singapore
   b. Budding entrepreneurs/startups can be part of U Startup Community and benefit from: Cross-industry collaboration with industry partners (i.e. different UAs), Widen their connections/networks and pick up best practices/experiences with business leaders via U Circle & U SME
DIGITAL BANNERS

WHEN IT COMES TO GETTING THE MOST OUT OF YOUR CAREER AND LIFE, DO YOU...

JUST BE HARDWORKING?

JUST BE THRIFTY?

JUST BE HOPEFUL?

JUST BE CONNECTED WITH THE RIGHT PEOPLE?

DON'T JUST BE, BE MORE

FIND OUT MORE

ntuc
National Trade Union Congress
Reach out to MED – Marketing if you need flyers to be distributed at your events / roadshows
 EDM: BE MORE WITH NTUC – An Unusual Labour Movement

Link: www.ntucmembership.sg

FaceBook: Image Post Copy:

When it comes to getting the most out of your career and life, do you…#bemore #ntuc

Link:
http://ntuc.co/1SosOLm
FaceBook Carousel Ads
- Refer to attached step by step guide
STAY TUNED… YOU WILL BE HEARING MORE FROM US SOON!