

Bringing compassion to work

Rodziah's recent appointment as GM of BDA promises to be a fruitful one



over the years, and I even know of some who had forgone career advancements in order to be with their families. I usually advise young women to focus on what they are good at and what they want to do so that they can be happy and have rewarding careers. On my part I will do my best with the support from my team at BDA and we are confident of meeting the expectations of the people in Bintulu. My constant reminder to all staff of BDA is to always serve members of the public well because to serve them well is the very essence of our existence," she stated empathetically.

Having been appointed as General Manager for Bintulu Development Authority (BDA) recently, Rodziah Morshidi was understandably happy and grateful for being the first woman to be appointed to the position. Her previous stint at BDA also provided her a sound understanding of the issues at hand which certainly made a second stint much easier, so it seems!

"I wish that was the case!" she stated cheerfully in response. "However, there are many things going on in Bintulu and at BDA (since I left in 1999) that are quite taxing to anyone helming the Management of BDA now. Besides having to deal with issues and challenges of people's rising expectations for its municipal services, equally challenging is to deal with all the development issues relating to the area as some are very technical, critical and urgent ones too, obviously

referring to the robust development of the Samalaju Industrial Park. It is therefore obvious that being a non technical person, I certainly do need a lot of inputs from fellow colleagues and stakeholders to provide answers to these issues. Social issues, especially housing needs for lower income families in Bintulu are issues that I have previously handled and will continue to find answers for," she added. Currently she has been in consultation with developers and NGOs to seek solutions for those lower income groups who find owning houses in Bintulu a dream impossible.

For Rodziah, work must always be something that makes a person happy, that is in an environment that you can share your skills and learn from others. She acknowledged that women in particular, have more difficulties being both mothers and career professionals but somehow, they managed!

"Men tend to be more career focused than women, and from my observation

"It is certain that I will be scrutinized more being the first woman on the job, but that doesn't worry me. My background in social welfare, complemented by my post graduate degree in Project Management will serve me very well in this new job as we need compassion in the workplace for the team to work together to serve the public better, while maintaining a high level of professionalism and integrity to maintain focus and empathy in dispensing our duties as civil servants. Compassion will also make it easier for us to deal with the public that we serve for us to always strive to solve issues using our knowledge as well as social skills. With the number of women making it to the top in many Asean countries and elsewhere, in the corporate world, I believe that it should be no different in Malaysia!" she beamed. She concluded by reiterating that the tag line, "Together we make Bintulu better" should start with all staff of BDA.