



NAJIB ABDUL
PORTFOLIO

BRANDING

Year: 2018

Client: Meraki Fight Fitness

Services: Business Card, Instagram Story & Logo

Audience: Fitness Prospectious

SYNOPSIS

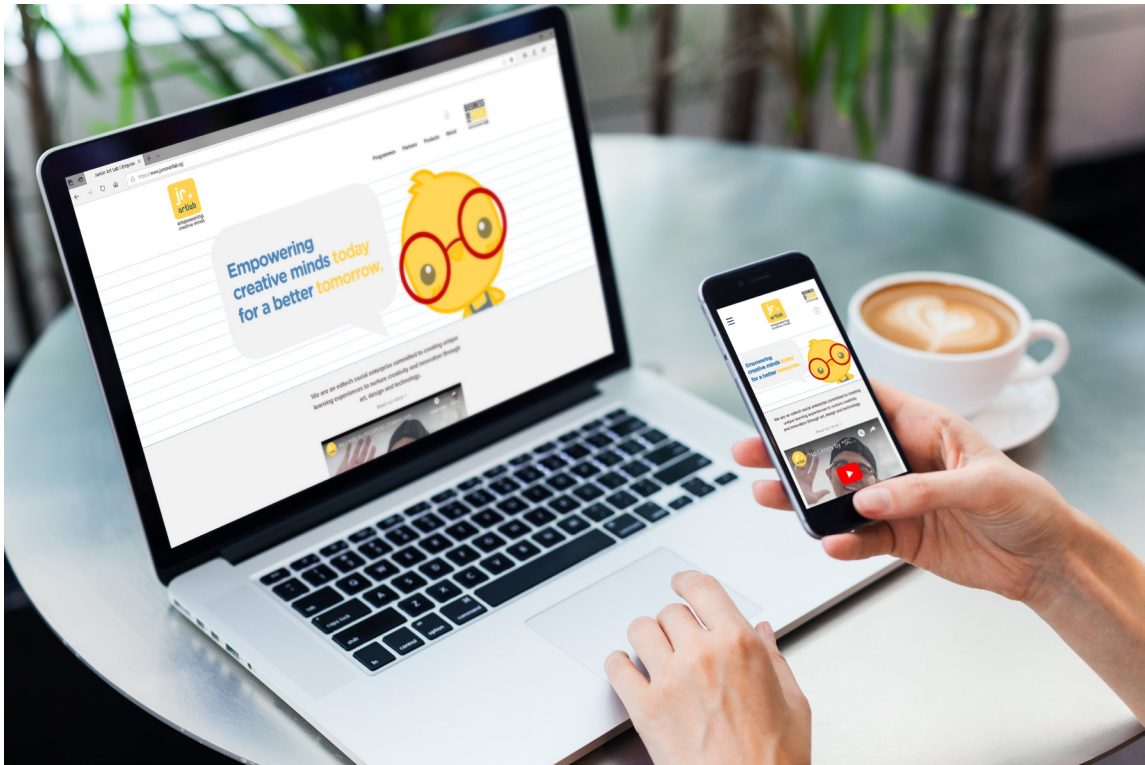
Branding collaterals for Meraki Fight Fitness by revamping of logo, creation of the business card and Instagram Story template.



MARKETING

Year: 2018
Company: Junior Art Lab
Services: Web Design, Art Direction, Brand Guide, Pull up Banner
Audience: Kids, Parents & Educators

SYNOPSIS
Creative direction and delivery for ATL, TTL & BTL marketing collaterals.



ILLUSTRATION

Year: 2014

Client : XL Recordings

Services: AI Poster, Video

Audience: Musicians, Ravers

SYNOPSIS

To emulate the rave and music of “The Prodigy” in illustration & video format



FILM



Year: 2016
Client: Puttnam School of Film
Services: A2 Poster, DVD Cover & Press Kit
Audience: Media Press, Film Enthusiasts



SYNOPSIS
Film promotion for graduating students of Puttnam School of Film for the film “Block 427”.



REPORT

Year: 2018

Client: National Environment Agency

Services: Event Report

Audience: Internal Stakeholders

Agency: Orgnix Creatives

SYNOPSIS

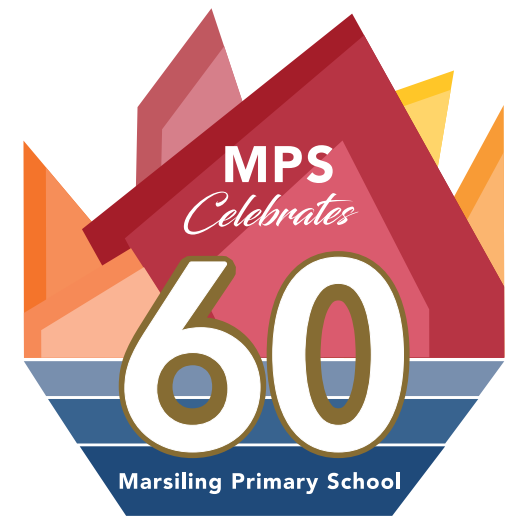
Event report for “Keep Clean, Singapore” with infographics and photo editing.



ANNIVERSARY

Year: 2018
Client: Marsiling Primary School
Services: Creative Direction, Game Design, E-mail Signatures, Logos, Character Design, Standees, Event Backdrops and Marketing Collaterals
Audience: Event participants, Invitees, Internal Stakeholders
Agency: Orgnix Creatives

SYNOPSIS
Collaterals, deliverables and creative direction for Marsiling Primary School's 60th Anniversary.



LOGO GUIDES

Year: 2018
Client: Personal Data Protection Commission
Services: Logos & Logo Guides
Audience: Internal & External
Agency: Orgnix Creatives

SYNOPSIS
Conceptualisation & Delivery of logos and logo guides for internal and external usage specifics.



PROMOTIONS

Year: 2018

Client: Land Transport Authority

Services: A4 Poster, Brochure & Pull up Banner

Audience: Masses

Agency: Orgnix Creatives

SYNOPSIS

Promotion collaterals for Senior Citizen EZ Link and
Passion Card holders for the new Auto-Top up service.



Passion Silver Concession card

GET MORE WITH YOUR SENIOR CITIZEN CONCESSION CARD!



Senior Citizen Concession Card

BY REGISTERING FOR AUTO TOP-UP

Enjoy \$5 Cashback on 5 Public Transport Rides*

and win up to \$300 Grocery Vouchers

or a \$2000 Holiday Voucher



SAVE TIME AND EFFORT



NEVER WORRY ABOUT HAVING "INSUFFICIENT VALUE"



QUICK AND EASY REGISTRATION PROCESS



FREE WITH GIRD



SAFE AND SECURE



SUFFICIENT VALUE, ALWAYS



CONVENIENTLY REGISTER AT YOUR NEAREST TRANSIT STATION



AUTO TOP-UP WILL BE TRIGGERED ONLY WHEN YOUR CARD HAS INSUFFICIENT VALUE



CUSTOMISE YOUR AUTO TOP-UP AMOUNT



CONVENIENTLY DISABLE AUTO TOP-UP BY CALLING TRANSITLINE HOTLINE

FOR MORE INFORMATION, REFER TO WWW.TRANSITLINK.COM.SG/ATUPROMOTION1 OR HEAD DOWN TO YOUR NEAREST COMMUNITY CENTRE

*THIS PROMOTION WILL END ON 31 OCTOBER 2019

*APPLICABLE FOR THE FIRST 10,000 AUTO TOP-UP REGISTRATIONS DURING THIS PROMOTIONAL PERIOD

REFER TO WWW.TRANSITLINK.COM.SG/ATUPROMOTION1 FOR TERMS & CONDITIONS

BROUGHT TO YOU BY:



Land Transport Authority
in partnership with











GOOD TO KNOW

Ambassadors at MRT Stations

Our friendly ambassadors will be available at various MRT stations to help with any queries you may have.

Visit www.translink.com.sg/atupromotion for more information.

Customize Your Auto Top-Up Amount

Choose from:

+ \$20 + \$30 + \$40 + \$50

Any Auto Top-up will be triggered when the remaining card value reaches \$0.

How to Disable Auto Top-Up If Card Is Lost

Call TransLink @ 1800-CALL ONE (1800-2255 683) to deactivate your card

Any remaining card value will be transferred to your bank account

For those without POSB / DBS ATM Cards

Complete the application form from the QR code



or visit TransLink's website for the application form

ENJOY \$5 CASHBACK ON 5 PUBLIC TRANSPORT RIDES

• \$5 will be reimbursed into the POSB / DBS bank account used for the ATU GIRO-Link by 31 December 2018

• Limited to first 10,000 eligible participants

You are eligible if you:



- ✓ Hold a senior citizen concession card
- ✓ Register for and trigger first ATU Top Up transaction over 1 August 2018 – 31 October 2018



- ✓ Register for Auto Top-Up via GIRO-Link to a POSB / DBS bank account
- ✓ Completed 5 public transport rides before 31st October 2018 after registering for ATU

YOUR CHANCE TO WIN IN OUR LUCKY DRAW



23 lucky winners each month

Top prize: \$300 shopping vouchers

Second prize: \$200 shopping vouchers

Third prize: \$100 shopping vouchers

Consolation: \$50 shopping vouchers (Twenty prizes)

ONE Grand Draw in November 2018

\$2,000 Holiday Voucher

You will be automatically entered into the lucky draw if you:

- ✓ Hold a Senior Citizen concession card



- ✓ Register for and trigger first ATU Top Up transaction over 1 August 2018 – 31 October 2018

Winners will be announced at www.translink.com.sg/atupromotion and notified via their residential address (as registered with TransLink)

BOUGHT TO YOU BY:



GET MORE WITH YOUR SENIOR CITIZEN CONCESSION CARD!



Fasport Silver Concession Card



Senior Citizen Concession Card

Enjoy

\$5 Cashback
on S Public Transport Riders*

and win up to **\$300** or a **\$2000** holiday Voucher

WHY REGISTER FOR AUTO TOP-UP?



SAVE TIME AND EFFORT



NEVER WORRY ABOUT HAVING "INSUFFICIENT VALUE"



QUICK AND EASY REGISTRATION PROCESS



FREE WITH GIRO

THE EASIEST WAY TO REGISTER FOR AUTO TOP-UP

- Head down to your nearest MRT / LRT station
- Bring along a valid POSB / DBS ATM card and your concession card
- Use the General Ticketing Machine (GTM) to Register

BY REGISTERING FOR AUTO TOP-UP

AUTO TOP-UP ADDS VALUE TO YOUR CARD WHEN IT HAS INSUFFICIENT VALUE



SAFE AND SECURE



NO MORE 24 HRS TOP-UP



CONVENIENTLY REGISTER AT YOUR NEAREST AIR/RT STATION



NO MORE 24 HRS TOP-UP



CUSTOMISE YOUR AUTO TOP-UP AMOUNT



CONVENIENTLY RECHARGE YOUR AUTO TOP-UP IF CARD IS LOST AND RECEIVE ANY REWARDING VALUE



FREE WITH GIRO



NEVER WORRY ABOUT HAVING "INSUFFICIENT VALUE"



QUICK AND EASY REGISTRATION PROCESS



FREE WITH GIRO

THE EASIEST WAY TO REGISTER FOR AUTO TOP-UP

- Head down to your nearest MRT / LRT station
- Bring along a valid POSB / DBS ATM card and your concession card
- Use the General Ticketing Machine (GTM) to Register



Platinum Silver Concession Card

GET MORE WITH YOUR SENIOR CITIZEN CONCESSION CARD!



Senior Citizen Concession Card

Enjoy

\$5 Cashback
on 5 Public
Transport Rides*

and
win up to

\$300

Grocery
Vouchers

or a

\$2000

Holiday
Voucher

BY REGISTERING FOR AUTO TOP-UP



**SAVE TIME AND
EFFORT**



**NEVER WORRY
ABOUT HAVING
"INSUFFICIENT
VALUE"**



**QUICK AND EASY
REGISTRATION
PROCESS**



**FREE WITH
GIRO**



**SAFE AND
SECURE**



**SUFFICIENT VALUE,
ALWAYS**



**CONVENIENTLY
REGISTER
AT YOUR NEAREST
MRT/LRT STATION**



**AUTO TOP-UP WILL
BE TRIGGERED ONLY
WHEN YOUR CARD
HAS INSUFFICIENT
VALUE**



**CUSTOMISE YOUR
AUTO TOP-UP
AMOUNT**



**CONVENIENTLY
DISABLE AUTO TOP-
UP BY CALLING
TRANSITLINK
HOTLINE**

FOR MORE INFORMATION, REFER TO WWW.TRANSITLINK.COM.SG/ATUPROMOTION
OR HEAD DOWN TO YOUR NEAREST COMMUNITY CENTRE

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REFER TO WWW.TRANSITLINK.COM.SG/ATUPROMOTION FOR TERMS & CONDITIONS



BROUGHT TO YOU BY:











SEMINAR

Year: 2018

Client: People's Association

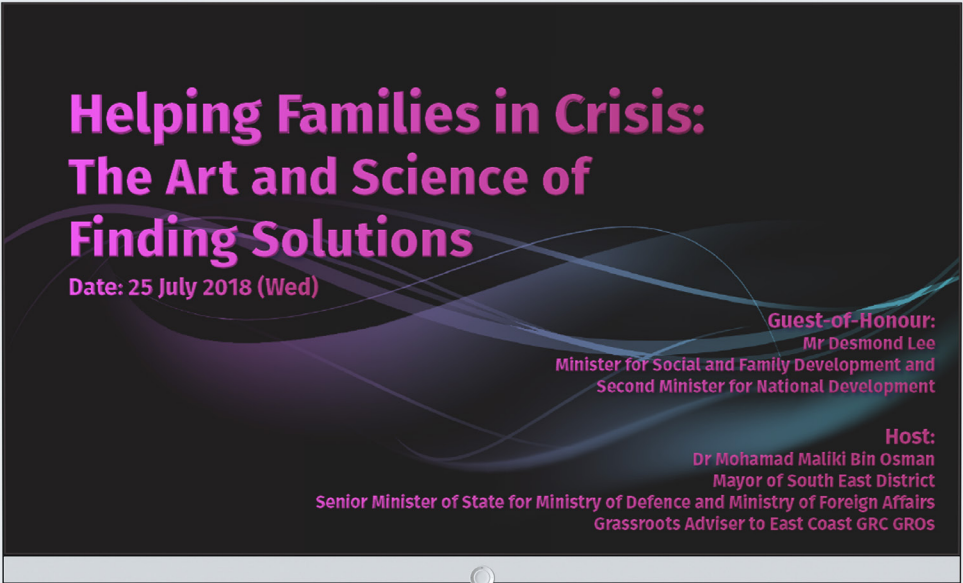
Services: E-Backdrop, EDM

Audience: Internal & Invitees

Agency: Orgnix Creatives

SYNOPSIS

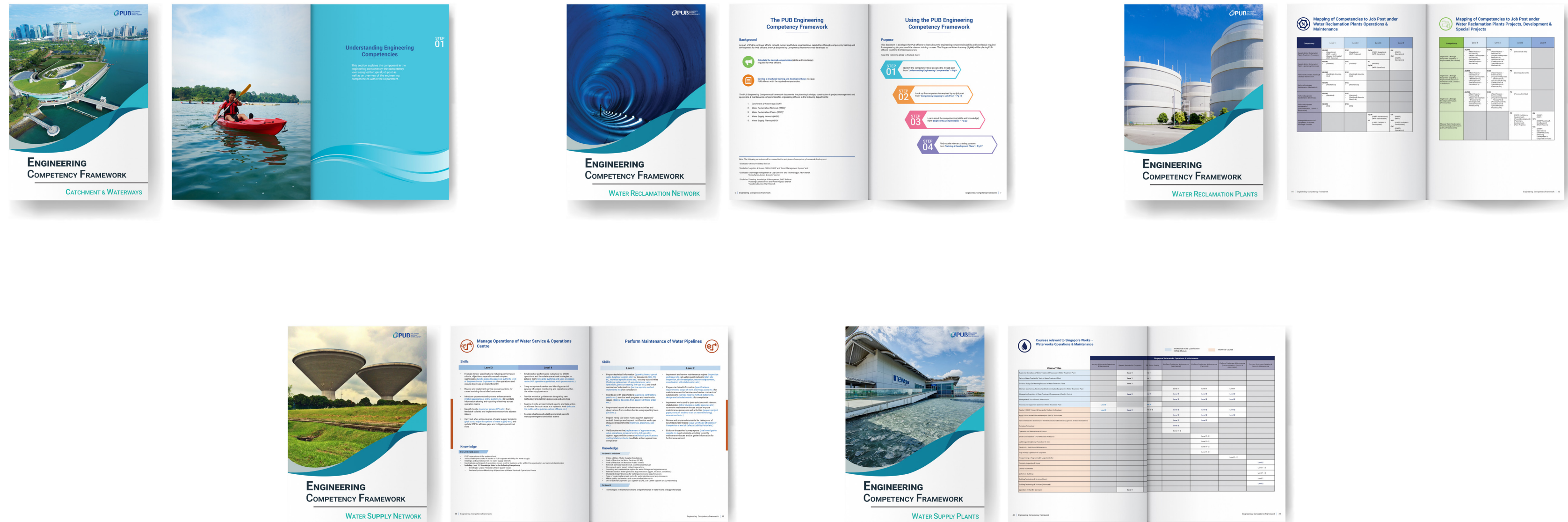
Seminar invitation through EDM to seminar with e-backdrop for the seminar.



User Guides

Year: 2018
Client: Public Utilities Board
Services: Publication Design
Audience: Internal Trainers & Trainees
Agency: Orgnix Creatives

SYNOPSIS
User guides for trainers and trainees for Public Utilities board in competency in water engineering.



EDMs

Year: 2018
Client: National Library Board
Services: EDM Series
Audience: Internal Stakeholders
Agency: Orgnix Creatives

SYNOPSIS
EDM Series to promote National Library Board’s
formula to success for internal circulation.

NLB's FORMULA FOR SUCCESS:
LEADERSHIP

Lead Innovation and Change

Relentless pursuit of Service Excellence

Achieve results with care for those we lead and serve

Our Leaders Lead by Example

Our Leaders Create the Winning Culture

Our Leaders Care & Celebrate Success

NLB's leadership team:

- has ability fostered a culture of innovation to rise to the next challenge
- are constantly engaging key stakeholders to drive NLB's performance
- acting as role models and growing future leaders

Category	Favourable Score	Public Service: high engagement team	Public Service team	Singapore: national average
Learning and development	82%	79%	76%	72%

NLB Competency Development Framework

Readers for Life, Learning Communities Knowledgeable Nation

AIMS + Service Excellence (AIMS)

Leadership

Functional benefits to function and domain

NLB Shared Values

Passion for learning, Valuing the community, Working and sharing together, Commitment to customer service & excellence, Taking responsibility

NLB's SCORE:

78% Support for Innovation

83% Engagement Score

93% Organizational Image

Committed to strong corporate governance, promote sustainable environment and contribute to the community

MOLLY achieved 550,000 visitors and 1 million loans since 2008.

Project Deliver Me: Over the last nine years, 128 beneficiaries have benefited from the programme with the help of more than 260 volunteers. The programme has generated more than 18,500 library loans.

Charity Book Donation: Close to 150 volunteer welfare organizations received more than 950,000 pre-loved books donated by NLB

Singapore Quality Award with Special Commendation

Dear NLBians,

Earlier this month, NLB submitted its application for the Singapore Quality Award with Special Commendation (SQA-SC). This award is conferred by EnterpriseSG (formerly known as SPRING Singapore) to organisations deemed to be world class. To date, NLB has won the Singapore Quality Award (SQA) twice. Winning the SQA-SC would enable us to confirm our position as a leading world-class institution in the library and archive industry.

Our business excellence journey is a team effort, in which each NLBian plays a vital role. Over the next few months leading up to the period of assessment, we will need to work hand-in-hand to support each other. Come July, a team of assessors from EnterpriseSG will be making their rounds in NLB, looking base with many of you to learn more about how we conduct our business, as well as to understand our policies and processes. In preparation for these sessions, the SQA-SC project team will be organising several briefings to ensure that you and your supervisors have all the necessary knowledge to answer their questions with confidence. These briefings will mirror the ones we had as part of our preparation for the People & Innovation Excellence Awards in 2016.

To conclude, I would like to thank each and every NLBian for your continuous efforts in this journey. The Senior Management team and I look forward to your unwavering support and participation in the months to come.

Thank you and let's work together as one NLB.

Mrs Elaine Ng
CEO, NLB

INNOVATION

STRATEGY

PEOPLE

PROCESSES

KNOWLEDGE

LEARNING

RESULTS

DID YOU KNOW?

The BE framework provides a comprehensive set of management standards for business excellence. It illustrates the cause and effect relationships between the drivers of performance and the results achieved.

NLB's No. 5 Formula for Success: PROCESSES

01 PROCESS Knowledge & Competency

02 PEOPLE Partners & Partners

03 LEADERSHIP Culture & Communications

04 STRATEGY Innovation & Experimentation

Readers for Life, Learning Communities Knowledgeable Nation

"With regard to re-invention, the NLB has leggedogged competing offerings and redefined what the public library industry should be about."

Case Study on the National Library Board, Singapore. (Jointly written by Warwick Business School, Yale University and NUS)

NLB has been recognised for Innovation Excellence both locally and internationally

WSA World Summit Awards (WSA-Mobile, 2012)

ALA ALA Presidential Citation (2011, 2015, 2016)

IFLA IFLA Marketing Award (2009)

CIO Asia Awards (2016)

Organisation-wide Innovation Award (2017)

Innovation Excellence Award (2001, 2016)

Our Robust Business Processes Create Value and Spur Innovation

NLB's FORMULA FOR SUCCESS STRATEGY

NLB's strategic planning process provides a framework for charting our plans through:
1. Long term blueprints (70 years)
2. Mid-term masterplans (7-5 years)
3. Annual workplans

In coming up with our plans, NLB takes guidance from our Board of Directors and our parent ministry, the Ministry of Communications & Information (MCI). We also use the following tools in developing our plans:

Research Studies

Hutton Scanning

Study Tips

Enterprise Risk Management

Stakeholders Engagement

MCI's PRIORITIES FOR NLB

1. Bringing the community together

2. Engaging citizens through our shared history and heritage

3. Helping Singaporeans adapt to the Smart Nation

4. Helping individuals succeed in the Future Economy

OUR CURRENT BLUEPRINT - LIBRARIES FOR LIFE 2020

Build libraries and archives of the future

Curate enriching Singapore content

Deliver effective services

Nurture high performing NLBians

OUR CURRENT MASTERPLANS

Libraries of the Future Masterplan
Reimagining our libraries
2016-2020

National Reading Movement
Read more. Read widely. Read together.
2016-2020

National Patrimony Masterplan
Preserving and promoting our history and heritage
2016-2017 (Phase I)
2018-2022 (Phase II)

HOW DO WE DEVELOP AND TRACK OUR ANNUAL WORKPLANS?

Setting Directions
Divisions are issued with the Corporate Planning Guidance which captures our Board's guidance and MCI's priorities

Develop long and short term plans
Divisional workplans, assessed by Senior Management Committee, Board, and MCI

Communicate to Staff
Staff Forum
CE Townhall
CE Connect
Division Townhalls

Implement and monitor plans
Quarterly reports to Board and SMC
Half yearly reports to MCI

NLB's Formula for Success CUSTOMER

We put our customers at the core of the library and archives to deliver a superior service experience

OUR MISSION & VISION

oneNLB Service Vision

Knowing who our customers are

Public Library National Library National Archives

Pre-schoolers & teens (0-17 years old)

Adults (18-49 years old)

Seniors (50 years old and above)

General researchers

Scholarly researchers

Knowing our customers' needs

Channels of feedback and multiple touchpoints

Trend analysis and benchmarking with other institutions

Internalising & addressing customers' feedback

Analyse by teams at various platforms to serve out key insights for service innovation

Robust feedback management system to facilitate the process of responding to customers, attending to service recovery and tracking of responses

Incorporated into workplans, strategic and policy papers, masterplans and team projects

Initiatives arising from customers' feedback

Volunteers who run Level 6 of Singapore Regional Library

Dedicated space for teens at Singapore Public Library

Design of Library@ Orchard

Crowdsourcing public contributions through Citizen Archivist Project

Knowing that our customers are satisfied

Customer Satisfaction Index of Singapore-Comparison between FY15 and FY16

NLB Customer Satisfaction-Comparison between FY16 and FY17

NLB's FORMULA FOR SUCCESS KNOWLEDGE

As the repository of the nation's documents, knowledge management is NLB's raison d'être. It permeates every aspect of our work.

OUR KM VISION

Living knowledge, shared wisdom, fulfilling careers, delighted customers

Delighted Customer, Empowered and Inspired the people of Singapore to be life-long learners who contribute to our nation's progress

KM is infused in us as Living Knowledge

Knowledge comes alive through our people

KM is enhanced and supported through our collaborative culture

Knowledge sharing for co-creation, innovative and growth-centric environment

KM is utilised to develop our people's potential, and serving current and future needs

Knowledge tapped on to continuously develop our staff's future

Knowledge used to attract, motivate, develop and retain the right mix of talent

KM is deployed to serve our customers, partners and stakeholders

Knowledge used to establish our Masterplans and Strategies

Knowledge assets built as a network

This eco-system of living knowledge is exemplified through our Knowledge Management (KM) Framework and governed by our Knowledge and Information Management Policy.

NLB's KM Framework: An eco-system of Living Knowledge

• Policies

• SOPs & Best Practices

• ISO certified processes

• Performance Management (JMI Model)

• Competency Framework

• Corporate Planning Review / Annual Workplan Exercise

• Self-Service Analytics Tools (24x7 access)

• Conceptual Analytics

• Video Analytics

• Transactional Data (e.g. Library Management System, Customer Relations Management System)

• Surveys, Focus Group Sessions

• Regulatory Studies

• Local and Overseas Study Trips, Horizon Scanning

• Ministry Level, Intra and Inter-Divisional Meetings

• Workshop Sessions

• Staff Induction & Training

• Mentoring and Buddy System

• Project Centric Work Environment

• Professional Sharing Sessions

• Study Trip Sharing

• Thought Leadership Sessions

• Electronic Registry

• Management System e-Filing

• Standardise

• Corporate Repositories

• Enterprise Information System

• Data Warehouse & Data Mining & Dashboards