Brief of "Our Culture" for Zenera's website.

1. Our Brand

(*Focus: Communicating the Zenera's identity and purpose.*)

Subcategories:

- **Vision & Mission:** Clear statement of purpose and goals.

- **Core Values:** Highlight the brand"s values with icons.

- **Logo & Brand Story:** The evolution of the logo, tagline, or brand narrative.

- **Social Responsibility:** Link to our sustainability or Zenera@10 inititives

---

2. Our People

(*Focus: Showcasing the people behind the brand and their experiences.*)

Subcategories:

- **Socials:** TGIF images and videos**.** Add Zenera's social media platforms

- **Manpower development:** Insights on staff training and development.

- **Employee Stories:** video interviews of employees.

- **MP's Message –** use my message in ImpactZ as placeholder

- **Staff Recognitions:** showcase long service awards – images and videos

- **Alumni -** we have quotes from ex-employees. We can also showcase some that are now our vendors

---

3. Our Lifestyle

(*Focus: Capturing the day-to-day life and work culture at Zenera.*)

Subcategories:

- **Events & Activities:** Photos and videos from team outings, and retreats. (Different for TGIF)

- **Community Engagement:** Impact that are different from CSR

---

4. Our Recognitions

(*Focus: Awards, certifications, and recognition the Zenera has received.*)

Subcategories:

- **Awards & Certifications:** List of accolades for company performance, culture, or innovation. Add MO personal awards

- **Media Mentions:** link to press or media section

---

5. Our Insights

(*Focus: Thought leadership, company updates, and learning resources.*)

Subcategories:

- **Blog:** My blogs can come here, add other thought leadership pieces.

- **Webinars:** Embedded links or recordings of company-hosted sessions.