

## Eddy Sampurno: Not Enough to be Smart

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Eddy Hartati Sampurno, HRD Director of PT Unilever Indonesia Tbk. (Unilever) said that Unilever had an ambition to generate talented leaders in their own fields. For the next few years, Unilever has already prepared reliable leaders who are ready to compete.

“You may already know Mrs. Sri Urip, the first chairwoman of Unilever and in the world? She studied at Chemical Engineering UGM. So, I want new Unilever leaders from this faculty,” she said in the *Inspiring Leadership* event on Friday (26/4).

To 500 students of Engineering Faculty, Eddy said that being successful in career is like climbing a mountain. The journey is not always smooth, unclear and often at loss.

So, being smart is not a guarantee to succeed. In college, one can be smart individually. But in the work place, everything is different. One cannot work all by himself.

“Being smart is not enough. Working needs technical skill and people management. Therefore, getting involved in organisation is important,” she added.

Having 22 years of career, Eddy Sampurno said HRD development of skills and capabilities in Unilever refers to the ratio of 70:20:10, which is 70% on job training, 20% coaching by managers, and 10% training.

Despite its big name, Eddy admitted that to get best talents, Unilever finds it necessary to attract people by giving public lecture at bonafide campuses and giving leadership course, such as done at UGM.

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