



BEST WORKPLACES IN SRI LANKA

DIMO

Q: What are the key pillars to be followed to become Great Place to Work-Certified?

A: A great workplace always comes down to three things: trust, purpose and growth. These pillars are not merely conceptual – they are lived experiences that shape our

culture and guide our people practices every day at DIMO.

We put a strong emphasis on building trust because without trust, no workplace can thrive. This means being transparent in our communication, ensuring that leaders are approachable and creating a culture where people feel psychologically safe. We want our employees to know that their voices matter.

The second pillar is purpose. When employees feel connected to a meaningful mission, they become more engaged, resilient and committed.

At DIMO, we work across sectors that have a direct and positive impact on society – from education to sustainability, innovation and mobility. We help people live better, move better and work smarter.

The third pillar is growth. People want to feel they’re progressing – not only in terms of job titles or promotions but in terms of learning, mastery and personal fulfilment. That’s why we’re deeply

invested in upskilling and reskilling.

We’ve built a culture where people are encouraged to explore new roles, take on cross functional challenges and continuously develop themselves. We want them to see DIMO as a place where they can build long, varied and rewarding careers.



Dilrukshi Kurukulasuriya

Executive Director
Chief Human Resources Officer

Q: What are the top three workplace trends in your industry?

A: Across the sectors we operate in – motor, agriculture, power solutions, healthcare and mobility – I see three dominant workplace trends.

The first is a growing demand for meaningful work. More and more people are seeking roles where they feel they can make a difference. This is especially true for younger generations, who are highly values driven.

Whether it’s through sustainability initiatives, diversity, equity and inclusion (DEI)



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programmes or technology driven innovations, employees want to contribute to something larger than themselves.

The second trend is the rising importance of flexibility. Flexibility goes beyond working from home. It's about how we design jobs, think about career progression and offer learning opportunities.

People want autonomy. They want to work in ways that suit their lifestyles and learning preferences. We've embraced this shift by making flexibility part of our talent strategy – from remote work options to personalised development plans.

The third major trend is the evolving relationship between people and technology. It's not about machines replacing people – it's about people working smarter with technology.

Automation, AI and digital platforms are enhancing how we work, not diminishing our roles. That's why we're investing heavily in digital literacy and change readiness so our teams can work alongside emerging technologies and lead the transformation.

Q: How does your organisation strike a balance between business growth and human development?

A: At DIMO, we don't see human development as separate from business growth – we

see it as a strategic enabler. They go hand in hand.

Every time we launch a new business or enter a new market, our first question is 'do our people have the skills, mindset and support to drive this forward?' That thinking has led to a very deliberate focus on capability building.

We've created robust learning ecosystems, leadership development programmes and mentoring platforms that ensure our people are future ready.

We are also highly intentional about building an inclusive environment. Particularly for women, caregivers and underrepresented groups, we want to remove systemic barriers and create equal access to opportunity.

Q: In your assessment, is there an easing of the brain drain? And what steps has your organisation taken to mitigate the impact of migration?

A: Brain drain remains a pressing issue, particularly in developing economies such as Sri Lanka. However, we believe the best way to counter it is to create meaningful career paths locally.

One strategy we use at DIMO is to highlight the breadth of opportunities available within our organisation. Because of our presence across multiple industries, emplo-

ees can build an entire career without ever needing to leave DIMO or the country.

We also work hard to ensure that the work itself is purposeful and rewarding. When people feel they are doing meaningful work in a supportive environment, they are far less likely to look elsewhere.

Culture plays a large part too. We've built a workplace that respects, challenges and recognises its people – and that, more than anything, creates loyalty.

Q: What is your organisation's stance on promoting inclusive practices when it comes to hiring, motivating and retaining people?

A: We are fully committed to DEI – not simply as an HR priority but a core tenet of our sustainability agenda. We've set a bold goal of increasing the representation of women in leadership from 15 to 40 percent. From reviewing how we hire and promote, to how we conduct meetings and make decisions, we are embedding inclusion in the way we operate.

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