



**MAICSA Annual Conference 2024**

**Engaging Millennials: Challenges And Opportunities In The Sustainability Movement**

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22 October 2024 – Ibrahim Sani



**Re-engineering**

**The Human Capital  
Development  
Design**

# Current

# Megatrends

## **A need for an ASEAN headquarters**

Corporates and business owners need to move to the Global South from the developed world, and from North Asia

## **Research & Development Capital of the Global South**

A cost effective, clinical testing-friendly environment, with strong but facilitative regulations and judicial protection mechanisms

## **Housing for all segments in Inner Cities**

Creation of mass housing by repurposing older buildings, unoccupied office buildings, and dead shopping malls for expats, young local workforce, etc.

## **A living city, work live play**

Walkable friendly, environmentally friendly, car free, plenty of parks and recreational areas, free non commercialisation spaces for all

## **Lower volume, but highly skilled workers needed**

From TVET to Professional, industries need less workers, but higher skilled workers. Upskilling, not reskilling is needed

## **Shorter training duration, but higher frequency volume**

As upskilling is an ongoing process, and loss of man hours is hated, much more training at shorter duration is favoured



## Absence of Talent Critical Mass

Insufficient talent size and competency level to sustainably spur innovations; critical occupations remains unfulfilled

## Highly Dispersed Talent Data

Absence of centralise talent database hinders coordination; unclear “big picture” of nation’s talents

## Dwindling Local Talent Pool

Malaysia as an aging nation by 2030, with 15% above 60 years old; compounded with 5.6% talent migration rate

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## Multiple Talent Development Government Initiatives

Multiple government education pathways with varied outcomes and resources; complex, disconnected TVET ecosystem; disperse resources; competing, overlapping functions and target groups

## Historic Emphasis on “Value Add” Goals

Overemphasis on direct, conventional employment goals; Prevalent, multigenerational “makan gaji” and “pencen” mindset

## Overdependence on Foreign Workers

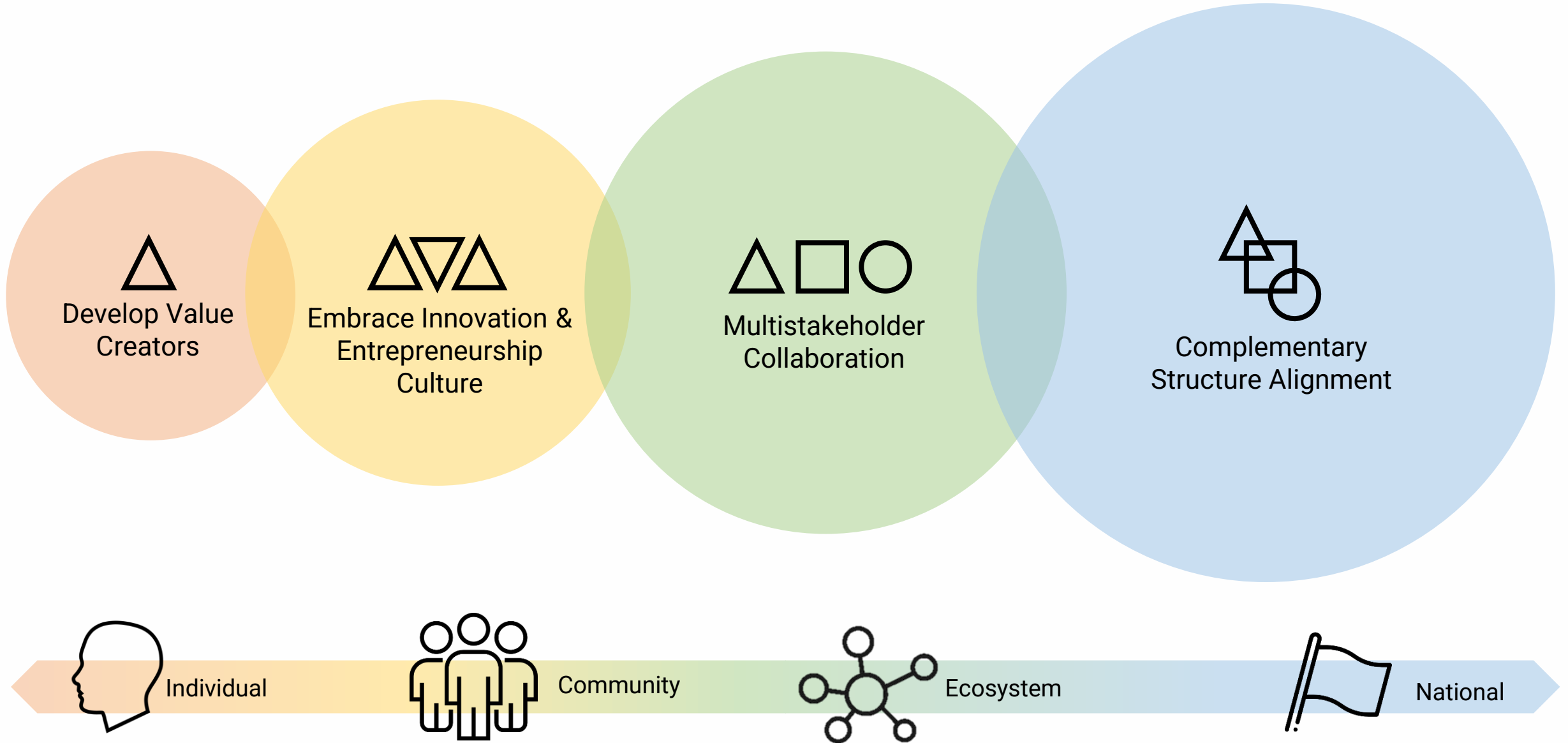
For low skill labours AND high skill activities; low impact tech transfer and assimilation

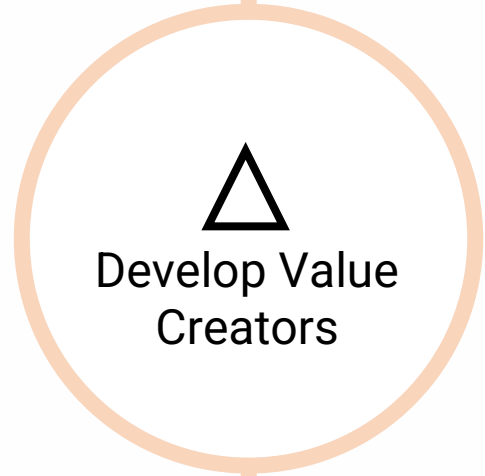
**How**

**Can The Next Generation Be  
Empowered?**

# Multi-scale

# Empowerment Approach





## WHAT ARE VALUE CREATORS?

Value creators are individuals who excel in their respective fields AND are capable of significantly contribute to the economy and society.

Value creators are pioneers, entrepreneurs, innovators, and influential business owners, decision makers and socio-aggregators.

### TALENT CATEGORIES

#### Professional Leaders

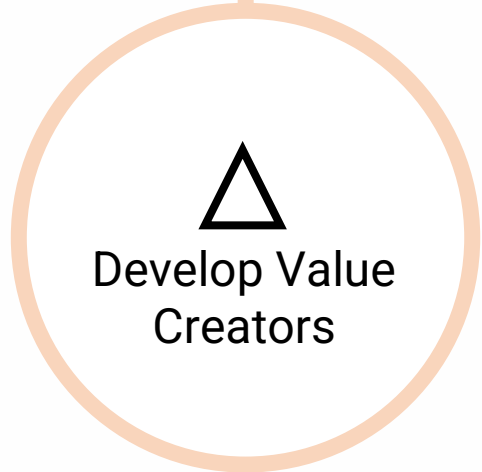
Talents with business acumen skills and has the power to make decisions to drive productivity, growth and sustainability of the business

#### Business Leaders

Talents with entrepreneurial skills and mindset who are able to penetrate and distract the economy with innovative solutions

#### Community Leaders

Talents who possess empathy, ability to inspire and influence uplifting of socio-economic status of the community



**Continuous learning**  
Continuous and career-long reskilling and upskilling; bridging and integrating different disciplines and skill sets

**Embrace emerging technologies**  
Staying ahead; maintaining competitiveness against rapidly changing job roles; agility, adaptability and anticipate opportunities



**Aligning mindset**  
Readiness learn and unlearn; willingness to take risks; have courage to fail and try again; having an entrepreneurial mindset

**Self Profile**  
Clear understanding of self, including strengths and weaknesses; determining personal values and goals

**Charting own Value Creator pathway**  
Setting goals and milestones in becoming a job creator; understanding various pathways of success

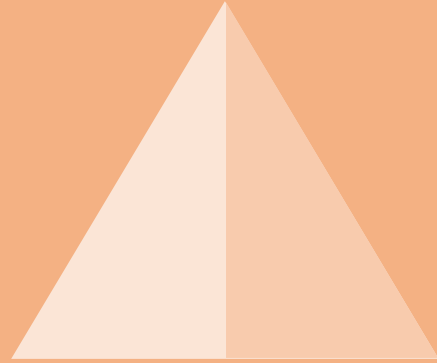


# Empowerment

# @ Community Level



Embrace Innovation  
& Entrepreneurship  
Culture



## Immerse in Start-up Culture

Hands-on experience through temporary or permanent attachment

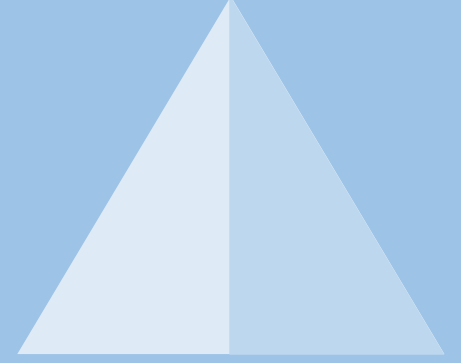
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## Continuous Growth via a Supportive System

Development and skill refinement within a sandbox conditions, a safe space for experimentation

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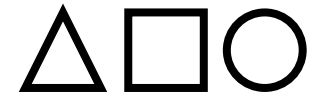
## Requisite Mentorship

Long-lasting linkages between new and experience workforce

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# Empowerment

# @ Ecosystem Level



Multistakeholder  
Collaboration



## Government + Private Sector + Learning Institutions Alignment

Continuous, coordinated and  
seamless, interdependent in nature,  
optimizing resources



## Enhance Workforce Diversity

Focused on well-rounded, diverse  
and inclusive workforce to foster  
unique perspective, empower  
underrepresented groups, extend to  
foreign talents

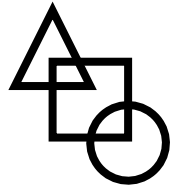


## Talent Cross Fertilization

Including secondment, apprenticeship,  
internship for hands-on experience,  
exposure and network

# Empowerment

# @ National Level



Structural  
Alignment

## FUNDING

- Education/ Talent related tax incentives
- Innovation Grants
- Talent development programmes

## INFRASTRUCTURE

- Start-up Spaces
- Innovation hub
- Centralization of data

## REGULATIONS

- IP laws
- Skilled talents flow

## POLICY & COMMITMENT

- Malaysia Start-up Ecosystem Roadmap, MyDigital Blueprint, PuTERA35

## IMPLEMENTATION BODIES

- MDEC, Cradle, YP. HRDCorp
- MOHR, MoE, MOHE,

## STRATEGIC INTERESTS

Digital Economy

Sustainability/ Green Economy

Youth Empowerment

STEM Education

Innovation & Entrepreneurship Culture

Class Of Value Creation

New FDIs

A stylized tree graphic in shades of purple and blue, with a thick trunk and large, rounded branches. The background is a dark purple gradient.

**How**

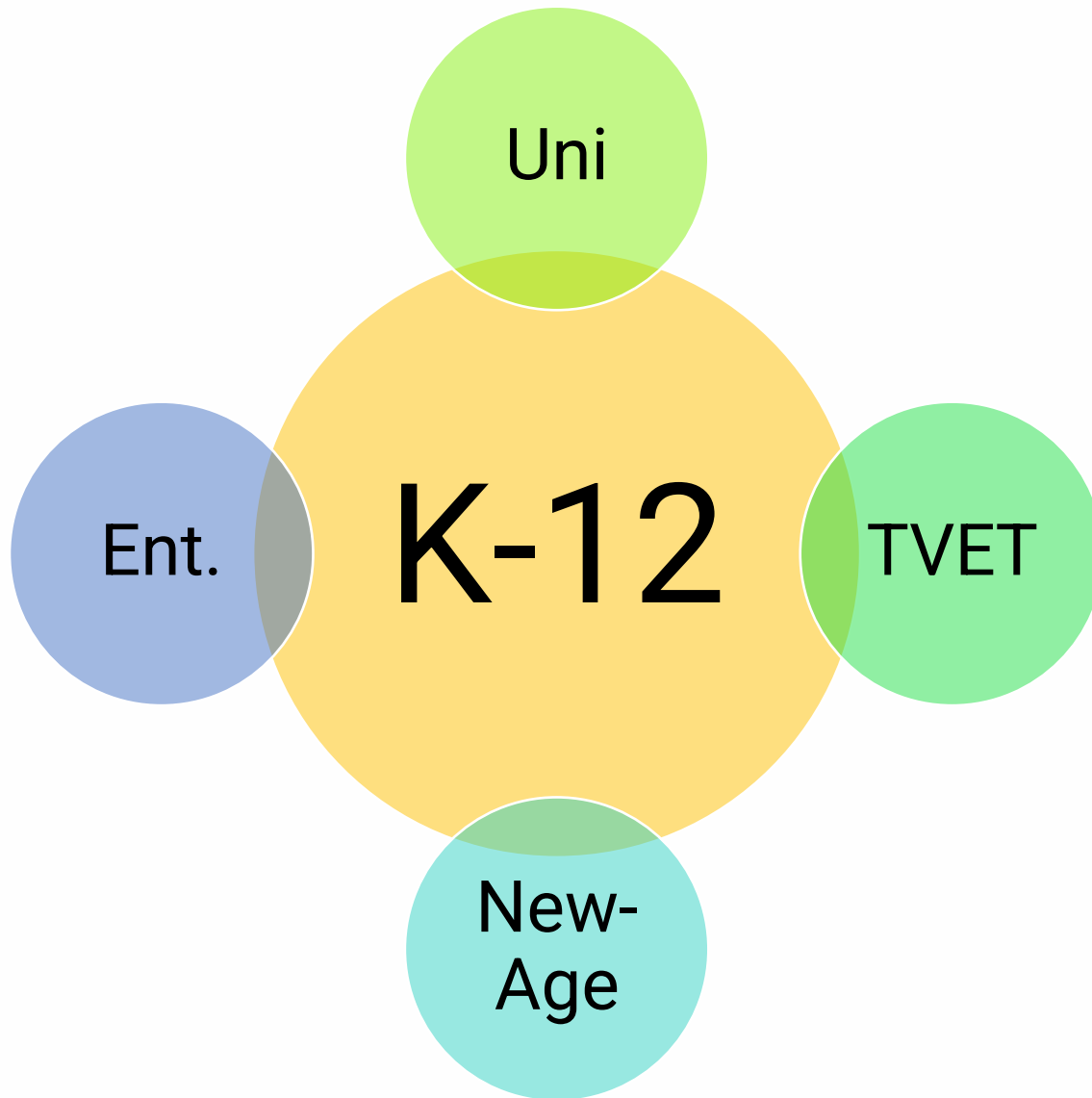
**The Future May Look Like?**

# Future

# Education Process



## STEM



## STEAM



# Future Landscape



Sustainable And Inclusive Economic Growth

Globally Competitive

Critical Mass Of Value Creators

Overcome Middle Income Trap

Innovative, Knowledge-driven Industry &  
Workforce





**Empowering**

**Next Generation Skilled  
Workforce Through TalentBank**

# Who We Are

Operating since 2012, Yayasan Peneraju is an agency under the Ministry of Economy that serves as a strategic hub to identify, nurture and manage talents to develop Bumiputera class of **Value Creators**

## VISION

To accelerate the global competitiveness of Bumiputera talents

## MISSION

To create the most efficient funnelling mechanism for Bumiputera Talents to become Value Creators

## GOAL

Yayasan Peneraju as Talent Bank to funnel talents towards Value Creation

## KEY FUNCTIONS

Talent  
Identification  
& Acquisition

Talent  
Development  
& Enhancement

Financial  
Resource  
Mobilization

Networking  
& Industry  
Integration





# Our Intervention Programme

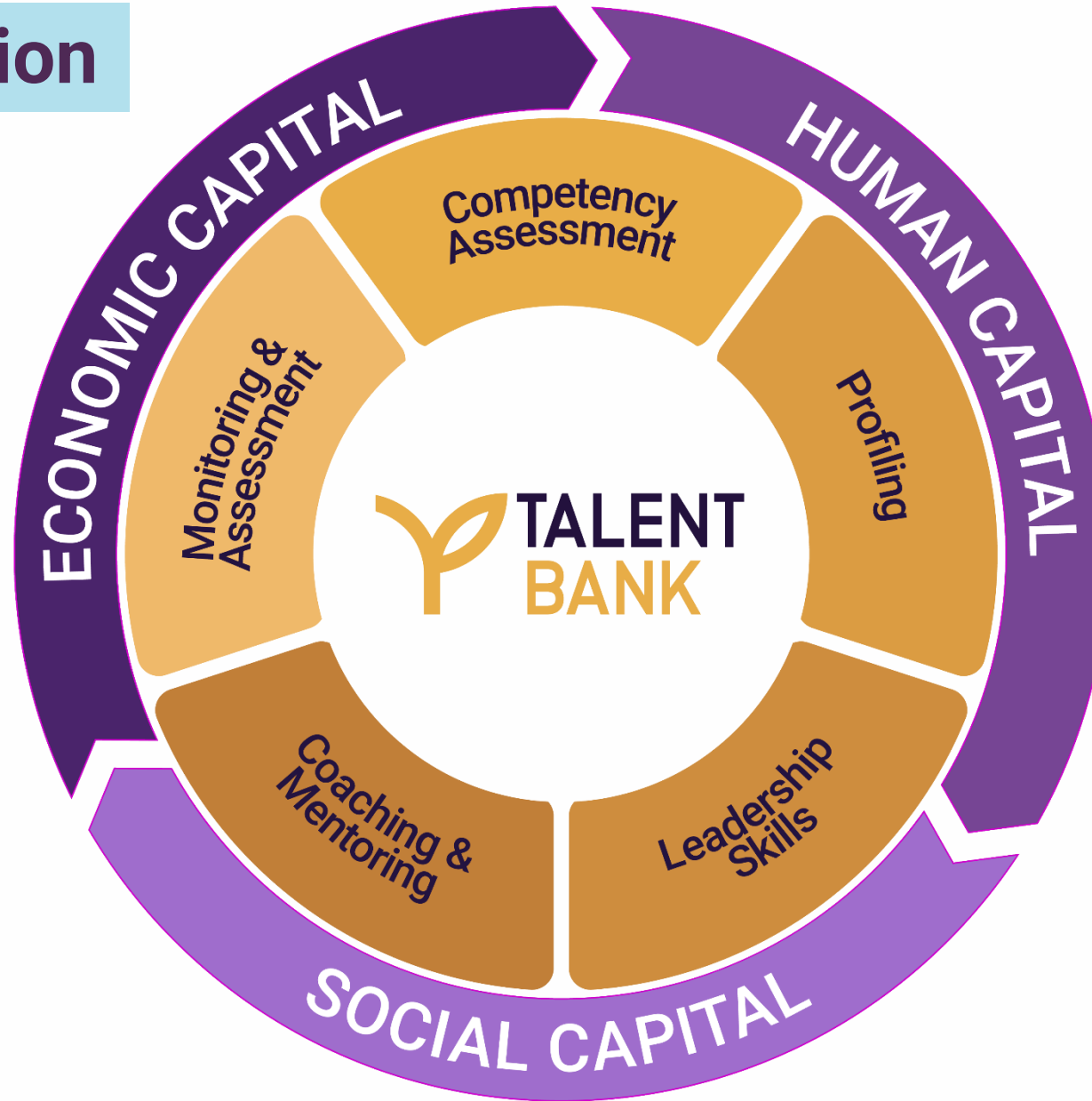
TALENT INPUT

TALENT CATEGORIES

 PROFESSIONAL LEADERS

 BUSINESS LEADERS

 COMMUNITY LEADERS



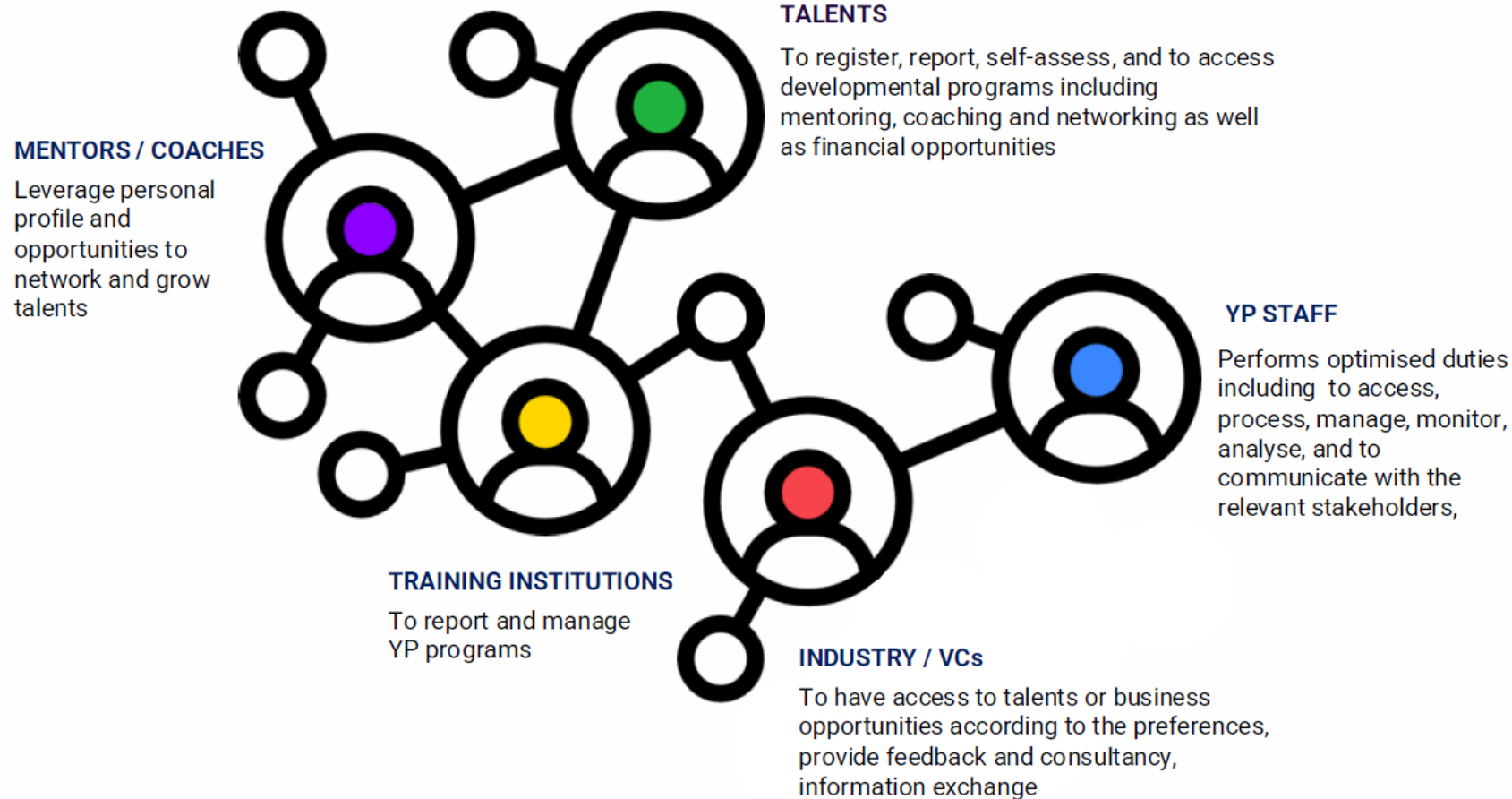
TALENT OUTPUT

TALENT OUTCOMES

- Economic Mobility
- Value Multipliers
- Social Impact



# TalentBank Components



## How TalentBank Empowers Next Gen. Skilled Workforce

- Profiling
- Continuous Learning
- Mindset Change
- Mentorship
- Cross Fertilization
- Gov-Private Sector- Education Inst. Alignment
- Talent Tracking

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**MAKE THE**

**CHANGE**

**NOW.**



**MAKE THE CHANGE**



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