

# PUBLIC WORKSHOP

## TRAINING NEEDS ANALYSIS & WORKFORCE CAPABILITY

Duration : 2 Days

Start a conversation  
with our AI Assistant 



Contact us

info@atcen.com  
+603-7728 2623  
+6018-233 0760



## Workshop Description

A training needs analysis is crucial for any training development program because it highlights gaps in training and skills among your workforce. Using these insights, HR and Training practitioners can recommend cost-effective training solutions to bridge these gaps and enhance employee performance to optimal levels.

## Workshop Learning Objectives

Participants will learn to:

- Understand the Training Needs Analysis (TNA) framework
- Apply appropriate methodologies to identify training needs
- Design effective training and development plans
- Develop training programs using the ADDIE model
- Evaluate training effectiveness using the Kirkpatrick Model
- Enhance workforce capability through continuous learning strategies

## Workshop Learning Outcomes

By the end of this training, participants will be able to:

- Know the Training Needs Analysis Process
- Use the appropriate methodology to determine training needs
- Develop a training plan for the organization and individuals
- Design and development of training courses and programs using ADDIE
- Evaluate the training effectiveness using the Kirkpatrick Model

## Who Should Attend

- HR Professional
- Head of Department



[www.atcen.edu4u.today](http://www.atcen.edu4u.today)



facebook/ATCEN



atcen.group



603-77282623



[info@atcen.com](mailto:info@atcen.com)

# Workshop Outline / Agenda

## Day 1

9:00 AM – 1:00 PM

### Module 1: Foundations and Analysis

- Introduction to Training Needs Analysis
- The value of Training Needs Analysis
- Overview of ADDIE Model

### Module 2: Competency-Based Approach

- Defining competency and its components
- Mapping proficiency levels
- Aligning competency with organizational strategy

2:00 PM – 5:00 PM

### Module 3: Training Needs Analysis Execution Framework

- Define organization goals
- Define relevant job behaviours
- Define required knowledge and skills
- Develop training

## Day 2

9:00 AM – 1:00 PM

### Module 4: Data Collection for TNA and Evaluation

- Observation checklist
- Structured interviews
- Surveys & questionnaires
- Focus group discussion
- Document Review

2:00 PM – 5:00 PM

### Module 5: Evaluation Training Impact – Kirkpatrick Model

- Level 1: Reaction
- Level 2: Learning
- Level 3: Behaviour
- Level 4: Result

### Module 5: From Needs to Action

- Synthesizing TNA findings
- Developing a Strategic Training Plan
- Drafting Employee Personal Development Plan
- Creating coaching and mentoring structure

### Workshop Chronology

0830 Registration  
0900 Workshop Begin  
1030 – 1045 Morning Break  
1300 – 1400 Lunch  
1530 – 1545 Afternoon Break  
1700 End of Workshop

*Chronology applies for Day 1 & Day 2*

### TRAINING METHODOLOGY

The training methodology will be based on the **ATCEN PEAK** methodology.

This includes:

- Pre learning
- Post learning
- Group activities
- Exercises
- Discussions
- Presentations
- Lots of reflection and sharing



facebook/ATCEN



atcen.group



603-77282623



info@atcen.com

Shafinah Che Ariff is a highly experienced Talent Management Specialist with over 20 years of experience in learning and development. She holds a Master's degree in Business Administration, a Bachelor's Degree in Human Resources Management, and a Diploma in Hotel and Catering Management. Additionally, she is certified in several fields, including DiSC and everything DiSC, Situational Leadership, Coaching, and Mentoring. She is also a certified Master Practitioner in NLP and LAB Profile.



Shafinah has extensive experience working with clients across various industries, including Automotive, Banking, oil and gas, Petrochemical, Manufacturing, Sanitation, Education, Transportation, GLCs, GLIC, Property Development, Retail, and Construction. Her expertise encompasses change leadership, change management, talent assessments, talent management, succession planning and management, performance management, leadership development, human resources, and industrial relations. She has facilitated training sessions at different organizational levels, both locally and globally.

As a Talent Management Specialist, Shafinah is passionate about empowering employees to reach their full potential and drive organizational success through continuous learning and development

strategies. She collaborates closely with business leaders to identify skill gaps, design solutions to address them, and measure the impact of implemented learning programs. Shafinah's expertise helps organizations enhance employee retention, engagement, and overall performance.

## OUR CLIENTS

|   |   |   |   |
|---|---|---|---|
| AB Mauri                                      | DKSH Malaysia                               | Luno                                    | ResMed                                      |
| ACSON Malaysia                                | Duopharma                                   | Lexus                                   | RHB Bank                                    |
| AEON Credit                                   | E.H. Utara Holdings                         | Ilaoillao                               | RHB Insurance                               |
| Affin Holdings                                | Eastern Pacific Industrial Corporation      | Maclean Services                        | RIA IME                                     |
| Agenzia Kaunseling & Pengurusan Kredit (AKPK) | Edaran Otomobil Nasional                    | Mah Sing Group                          | Ricoh                                       |
| AgroBank                                      | Edaran Tan Chong Motor                      | Majlis Amanah Rakyat (MARA)             | Robert Bosch                                |
| AHAM Asset Management                         | ELK Desa                                    | Malakoff Utilities                      | Royal Selangor Marketing                    |
| AIA Group                                     | ELKEN                                       | Malaysia Airlines                       | Samsung Malaysia                            |
| Air Asia                                      | Entegris                                    | Malaysia Airports                       | Sanofi Aventis                              |
| Airfoil Services                              | Envo BPO                                    | Malaysian Life Reinsurance              | Sarawak Energy                              |
| Air Liquide                                   | Eppendorf                                   | Malaysian Rubber Council                | Sarawak Information Systems (SAINS)         |
| Air Selangor                                  | Etika Insurance                             | Malaysian Resources Corporation         | Sarawak Metro                               |
| Ajinomoto                                     | EXACT Malaysia                              | Mandarin Oriental Kuala Lumpur          | Schlumberger                                |
| Al-Futtaim                                    | Exxon Mobil Corporation                     | Manpower Staffing Services              | Seagate                                     |
| Al Rajhi Bank                                 | F&N Dairies (Malaysia)                      | Manulife                                | Securiforce Logistics                       |
| Alam Flora                                    | Felda Group                                 | Mary Kay                                | Securities Industry Development Corporation |
| Alliance Bank                                 | Fibertex Personal Care                      | Mass Rapid Transit Corporation          | SEGCollege                                  |
| Allianz                                       | FireFly                                     | Maxis                                   | Senheng Electric (KL)                       |
| Amanah Raya                                   | FoodPanda Malaysia                          | Maybank Group                           | Shangri-La Hotels                           |
| Amanah Saham Nasional (ASNB)                  | Fuji Xerox Malaysia                         | Mazars                                  | Shell                                       |
| AmBank  | Fujitsu Telecommunications                  | MBSB Bank                               | Siemens Group                               |
| Amcorp  | Gamuda                                      | MCIS                                    | Silverlake                                  |
| AmGeneralInsurance                            | GCH Retail                                  | MCMC                                    | Sime Darby                                  |
| Amway   | General Electric                            | Measat Broadcast Network Systems        | SME Bank                                    |
| Apex Dental                                   | Generali Insurance Malaysia                 | Media Prima                             | SME Corp                                    |
| ASTRO   | Gene Martino                                | MercedezBenz Malaysia                   | Sony EMCs                                   |
| Atomy   | Genting Malaysia                            | MerchantradeAsia                        | Sonoco Products                             |
| Auto Bavaria                                  | Gleneagles Kuala Lumpur                     | Mesiniaga                               | SP Setia                                    |
| Averis  | Golden Screen Cinema                        | MIDA                                    | SRG Asia Pacific                            |
| AXA Group                                     | GRAB Malaysia                               | Microsoft                               | Standard Chartered Bank                     |
| B Braun Medical Industries                    | GrandFlo                                    | MIDF Property                           | Star Publication                            |
| Bacteria Free Water Filter                    | Grand Millennium Hotel                      | MIMOS                                   | StemLife                                    |
| Baker Hughes Malaysia                         | Great Eastern                               | MISC                                    | Success Electronics                         |
| Bangkok Bank                                  | Gucci (Malaysia)                            | MIT Insurance Brokers                   | Sudong (Singtel)                            |
| Bank Islam                                    | GuocoLand                                   | Mitsubishi Motors                       | Sumitomo Mitsui Banking Corporation         |
| Bank Rakyat                                   | Habib Jewels                                | MMC Corporation                         | SunpowerMalaysia Manufacturing              |
| Bank Muamalat                                 | Hai-O Enterprise                            | MNRB Holdings                           | Sunway Group                                |
| Bank Negara Malaysia                          | Halal Industry Development Corporation      | Monash University                       | Suruhanjaya Syarikat Malaysia (SSM)         |
| Bank of China                                 | HAVI Logistics                              | Mr. D.I.Y                               | SWIFT Support Services Malaysia             |
| Bank of Maldives                              | HealthMetrics                               | MSIG Insurance                          | Symphony BPO                                |
| Bank Simpanan Nasional                        | Heineken Malaysia                           | Mydin Mohamed Holdings                  | Takaful Ikhlas                              |
| BASF Petronas Chemicals                       | HeiTectPadu                                 | MYOB Asia                               | Taylor's University                         |
| Bausch & Lomb                                 | HELP University College                     | NAIM                                    | Telecontinent                               |
| BBDO Asia                                     | Hilti Asia IT Services                      | Nanyang Press                           | TeleFlow                                    |
| BD Agriculture                                | Hitachi eBworx                              | Naza TTDI                               | Telekom Malaysia                            |
| Berjaya Sompo Insurance                       | Honda Malaysia                              | NEC Corporations of Malaysia            | TGV Cinemas                                 |
| Bermaz Motor Trading                          | Honeywell                                   | Nestle Products                         | The Food Purveyor                           |
| BigPay  | Hong Leong Group                            | Nike Sales Malaysia                     | The Hilton Group                            |
| Blackhem                                      | Hospital Pusrawi                            | Nirvana                                 | The New Straits Times Press                 |
| BMW Group                                     | HSBC Bank                                   | Nistrans                                | TIME dotcom                                 |
| Bonuslink                                     | Hua Yang                                    | Nokia                                   | TMC Care                                    |
| Boustead                                      | Huawei Technologies                         | Northport                               | TNB   |
| Bridgestone                                   | IBM Malaysia                                | NS BlueScope                            | TNT Worldwide Express                       |
| British Council                               | IBPO Group                                  | OCBC Bank                               | Tokio MarineInsurans                        |
| Brother International                         | iFast Service Centre                        | OMRON Malaysia                          | Top Glove                                   |
| Bursa Malaysia                                | IJM Corporation                             | Pacific Mutual Fund                     | Toshiba                                     |
| ByteDance (TikTok)                            | IKEA Malaysia                               | Panasonic                               | Touch 'n Go                                 |
| Canon Marketing                               | Infineon Technologies                       | PayNet                                  | Tourism Malaysia                            |
| Carlsberg                                     | Inokom Corporation                          | PayPal                                  | Toyota                                      |
| CCM Pharmaceuticals                           | Institut Jantung Negara                     | Pembangunan Sumber Manusia (PSMB)       | Toyota Capital                              |
| Celcom  | Intel Malaysia                              | Penang Port                             | Toyota Tsusho                               |
| Cement Industries of Malaysia (CIMA)          | International Medical University            | Penang Skills Development Center (PSDC) | ToyoTyre                                    |
| Cerebos                                       | International School of Kuala Lumpur (ISKL) | Perkeso                                 | U Mobile                                    |
| Chin Hin Group                                | INTI College                                | Pernec                                  | UEM Group                                   |
| Chuan Huat Resources                          | IOI Group Corporation                       | Perodua                                 | UITM  |
| Chubb Insurance                               | IPG Mediabrand                              | Petronas                                | UKM Group                                   |
| CIDB  | Iskandar Investment                         | Pfizer                                  | UMW Group                                   |
| Cigna International Health Services           | Jobstreet Malaysia                          | Pharmaniaga                             | United Overseas Bank (UOB)                  |
| CIMB Bank                                     | Johnson Controls                            | PHHP Marketing                          | UOA Group                                   |
| Cisco Systems Malaysia                        | Johor Corporation                           | PLUS                                    | VADS  |
| Citibank Malaysia                             | Johor Port                                  | Pokka Ace                               | Vale Malaysia                               |
| ClubMed                                       | Jotun Paints                                | Polyplastic                             | ViewPointResearch Corporation               |
| Columbia Asia                                 | Juritech                                    | Pos Malaysia                            | Volvo Malaysia                              |
| Continental Tyre PJ Malaysia                  | KDU College                                 | PPG Coatings                            | Wasco Berhad                                |
| Credit Guarantee Corporation                  | Kementerian Kesihatan Malaysia              | Prasarana                               | Watco                                       |
| CTOS Data System                              | Kementerian Pelajaran Malaysia              | Primer Kenrich                          | Watsons Personal Care Store                 |
| Cuckoo  | Kenanga Investment Bank                     | Prince Court Medical Centre             | Weir Minerals                               |
| Cycle & Carriage                              | Kerry Ingredients                           | Prokhas                                 | Western Digital                             |
| Daikin Refrigeration Malaysia                 | Khazanah Nasional                           | Prometric Technology                    | Wilmar                                      |
| Danone Dumex                                  | KLK Oleo Group                              | ProMinent Fluid Controls                | WISE Payments                               |
| DayThree                                      | KPJ Healthcare                              | ProtectHealthCorporation                | Worldline                                   |
| DagangNet Technologies                        | KPMG Malaysia                               | Proton Holdings                         | X-FAB Sarawak                               |
| Decathlon Malaysia                            | Kumpulan Wang Persaraan (KWAP)              | Prudential                              | YeoHiapSeng (Yeo's)                         |
| Dell Asia Pacific                             | Kumpulan Wang Simpanan Pekerja (KWSP)       | Public Bank                             | YTL Corporation                             |
| Dhiraagh Maldives                             | Kuwait Finance House                        | QES Group                               | Zakat Selangor                              |
| DHL Group                                     | Lee Kum Kee                                 | QSR Brands                              | Zenith Media                                |
| Digi  | Lembaga Hasil Dalam Negeri (LHDN)           | Reckitt Benckiser                       | Zuellig Pharma                              |
| DRB Hicom                                     | Lembaga Tabung Angkatan Tentera (LTAT)      |   | Zurich Insurance                            |



For more info and  
Registration Form,  
please contact:

03-7728 2623 or  
e-mail to:  
[info@atcen.com](mailto:info@atcen.com)

---

**For Office Use Only**

Corporate Sales Consultant:

Invoice Number:

Invoice Date:

---

---

---