


# PUBLIC WORKSHOP

## Training Needs Analysis & Workforce Capability

Venue : Wyndham Grand Bangsar, Kuala Lumpur

Start a conversation  
with our AI Assistant 



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## 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



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## 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

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	llaolao	RHB Insurance
Affin Holdings	Eastern Pacific Industrial Corporation	Maclean Services	RIA IME
Agensi Kaunseling & Pengurusan Kredit (AKPK)	Edaran Otomobil Nasional	Mah Sing Group	Ricoh
Agro Bank	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	Etiqa 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	SEGi College
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	MCS	Silverlake
AmGeneral Insurance	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	Mercedes-Benz Malaysia	Sony EMCS
Atomy	Genting Malaysia	Merchantrade Asia	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	Grand-Flo	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	Sunpower Malaysia 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	HeiTech Padu	MYOB Asia	Taylor's University
Bausch & Lomb	HELP University College	NAIM	Telecontinent
BBDO Asia	Hilti Asia IT Services	Nanyang Press	Tele-Flow
BD Agriculture	Hitachi eBworx	Naza TTDI	Telekom Malaysia
Berjaya Sampo 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 Marine Insurans
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)	Toyo Tyre
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 Mediabrands	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	ViewPoint Research Corporation
Columbia Asia	Juristech	Pos Malaysia	Volvo Malaysia
Continental Tyre PJ Malaysia	KDU College	PPG Coatings	Wasco Berhad
Credit Guarantee Corporation	Kementerian Kesihatan Malaysia	Prasarana	Waterco
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	ProtectHealth Corporation	Worldline
Dagang Net Technologies	KPMG Malaysia	Proton Holdings	X-FAB Sarawak
Decathlon Malaysia	Kumpulan Wang Persaraan (KWAP)	Prudential	Yeo Hiap Seng (Yeo's)
Dell Asia Pacific	Kumpulan Wang Simpanan Pekerja (KWSP)	PTPTN	YTL Corporation
Dhiraaghu Maldives	Kuwait Finance House	Public Bank	Zakat Selangor
DHL Group	Lee Kum Kee	QES Group	Zenith Media
Digi	Lembaga Hasil Dalam Negeri (LHDN)	QSR Brands	Zuellig Pharma
DRB-Hicom	Lembaga Tabung Angkatan Tentera (LTAT)	Reckitt Benckiser	Zurich Insurance

## CAPACITY BUILDING

**ATCEN** provides hands-on capacity building services that assist companies in developing and optimizing their business processes. Our Capacity Building services are divided into three main categories: Organizational Strategy Enhancement, Enterprise Customer Experience and Contact & Customer Interaction Centre. By supporting you on these three categories and their intersection, we can help your company develop your organization's growth and capacity.

### **Amanah Raya Berhad**

*(Malaysia's premier trustee company wholly owned by the Government of Malaysia)*  
Service mindset and Delivery transformation for branches and Contact Centre.

### **Bank of China**

Developed the service behaviours for front line staff in Malaysia and trained BOC Trainers from China on implementation.

### **Digi Telecommunications**

*(Mobile service provider in Malaysia)*  
Service Mindset and Transformation for Front Line and Contact Centre branding. Assist in the development of the SME Business Sales Division.

### **DHL Express**

Process improvement and training development of Customer Interaction Centre.

### **Employees Provident Fund (KWSP)**

*(Malaysia's and one of the world's oldest provident funds)*  
Part of KWSP Transformation Implementation. Managed the People and Mindset Segments of the Project. Been involved since 2010 and ongoing.

### **interTouch**

Improving the CX experience and Contact Centre process for global operations.

### **Maybank**

*(Malaysia's largest financial services group and the leading banking group in South East Asia)*  
Setting up of Maybank Group Contact Centre with Hewlett Packard as the Project Leader.

### **Bank Rakyat**

Consulting, Training and Auditing their new Contact Centre setup.

### **CIMB**

*(Leading ASEAN universal bank and one of the region's foremost corporate advisors)*  
Front Line and Contact Centre transformation and roll out Regionally. This was delivered during CIMB group restructuring in 2006-2007.

### **Dell**

Regional trainer for their global customer initiative

### **Etiqa**

*(Leading insurance and takaful business in ASEAN. It is part of the Malaysian banking group, Maybank)*  
Supported the re-branding of Maybank Ageas to ETIQA. Involved in Value and CX immersion of Branches and Contact Centre.

### **Hong Leong Bank**

*(Major public listed banking group in Malaysia)*  
Developed and Trained the Touch CX Spirit in HLB. Involved in numerous CX initiatives across several divisions and overall trained nearly 80% of their total staff-force.

### **Maxis**

*(Leading communications service provider in Malaysia)*  
Upskill and Develop the SME Division employees and partners. Includes digitalisation education of the various platforms as Maxis becomes a technology company. Been involved since 2016 and ongoing.

### **SP Setia Berhad**

Developing and enhancing the CX and interaction process in HQ and Branches.

# Enroll For Our *Practical English*

## READ, LISTEN, VOCABULARY & GRAMMAR

Practical English is a digital learning platform with 420 content-rich lessons designed for the working adult.

Introductory price of  
**RM200** /user  
for Practical English (112 days access) with every sign up of ATCEN's Public Course!

## READ, LISTEN, VOCABULARY & GRAMMAR



For 112 days, using the automated competency diagnostic available on Practical English 7, each participant can learn English based on their individual ability from the 420 lessons available.

By completing self study lessons (online), participants can improve their reading, listening, vocabulary and grammar proficiency with our digital learning programs.

## Choose this Innovative Learning Program

- All Blended Learning lessons materials (online and classroom) are developed by Reallyenglish.
- Grammar: 119 lessons, Listening: 150 lessons, Reading: 151 lessons. Total 420 lessons.
- Practical English adaptive algorithms customises learning for each learner.
- Continuous assessment in each lesson to measure learner progress.
- Weekly coaching email to motivate.
- Seamless user experience from desktops to mobile devices.
- Easy to determine ROI with completion of lessons that are graded.

**Step 1:** Complete Grammar, Reading & Listening diagnostic test.

**Step 2:** From the diagnostic test, the learning system algorithm recommends lessons based on competency level.

**Step 3:** Start your lessons for 17 weeks (112 days), with 420 graded lessons available.

**Step 4:** Complete 70 lessons in 112 days and print the Certificate of Completion.

