

REVOLUTIONISE P.E.S







STILL AROUND?

















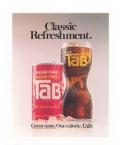












David Maister's Trust Equation

$$T = C + R + I$$
 $TRUST Credibility Reliability Intimacy$

Self-Orientation

HUMANISING P.E.S







1. Big Data Analytics

- Portal's user behavior analytics for continuous user engagement improvement.
- Tailoring content such as job postings, training materials, and career advice based on user interests and needs.

2. Implementation of Artificial Intelligence

 Application of AI for automation of work, job matching, chatbots and predictive analytics to support employment services. Eg MYFutureJobs.

7. Labour Market Information for Decision Making

 Real-time tracking and reporting of employment trends for policy makers.



6. Virtual vs Physical Services

- Hosting online job fairs where job seekers can interact with employers, attend webinars, and participate in virtual interviews.
- Regular physical career carnival and open interviews.

5. Increasing Agility

- Simplify procedures and regularly review internal processes to minimize bureaucratic delays.
- Establish continuous feedback with job seekers and employers to identify weakness and simplify procedures accordingly.
- · Commercial vs Legalistic

3. Bridge Gaps and Centralise Collaborations

 Create a holistic collaboration approach with stakeholders, ensuring that PES is not only efficient but also user-centered and responsive to the needs of all stakeholders involved

4. Understanding Human Behaviour

- **Segmentation of users** by their level of engagement with the platform, providing additional support and motivation to less engaged users.
- Recognize and cater to niche markets, such as veterans, individuals with disabilities, with specialized employment programs.

OPTIMISING P.E.S OUTREACH







INTERVENTION STAGES



PRE-EMPTIVE MEASURES

- Use data analytics to predict future job market trends and skill needs.
- Career Launch Pad and Career Exploration Program in educational institutions.
- Offer virtual consultations and workshops to reach areas with limited physical access.
- Strengthening partnerships with industry players to increase outreach and strategic programs.



DURING

- Establishment of 293 MYFutureJobs Satellite Centres across Malaysia.
- Digital platforms to provide **personalized job matching**, **real-time job alerts**, **and career counseling** through Al and chatbots.
- Offer workshops and training sessions on essential skills such as resume writing, interview techniques, and job search strategies.
- Provide one-on-one job placement assistance, including tailored job search strategies and direct referrals to employers.
- Career transition program for informal workers to formal employment.



POST-EMPTIVE

- Establish long-term partnerships with employers and educational institutions.
- Collect feedback from job seekers and employers to assess the effectiveness of PES services and identify areas for improvement.
- Follow-up programs to track job seekers' progress and provide ongoing support after job placement.
- Employment Insurance support for loss of employment.

THANK YOU

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