



WE UNDERSTAND YOUR NEEDS BETTER

Your Career Starts Here

Find jobs

“REVOLUTIONIZING
AND HUMANIZING
PUBLIC
EMPLOYMENT
SERVICES
P.E.S”



Need a career upgrade?



REVOLUTIONISE P.E.S

STILL AROUND?



PONTIAC



David Maister's Trust Equation

$$\text{TRUST} = \frac{C + R + I}{\text{Self-Orientation}}$$

C = Credibility
R = Reliability
I = Intimacy

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.

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

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

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.



INTERVENTION STAGES

1

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.

2

DURING

- Establishment of 293 **MYFutureJobs Satellite Centres** across Malaysia.
- Digital platforms to provide **personalized job matching, real-time job alerts, and career counseling** through AI 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.

3

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

www.perkeso.gov.my | myfuturejobs.gov.my



MINISTRY OF HUMAN RESOURCES



PERKESO

MYFutureJobs

Your National Employment Services Provider