MAHSA UNIVERSITY

WORKFORCE DEVELOPMENT PROGRAMMES

WORKFORCE FORWARD

Why Workforce Development Matters

PEOPLE DON'T GROW BY ACCIDENT.

Neither do organisations.

Markets shift. Technologies evolve. Customer expectations change. Entire industries are being reshaped by digital transformation, artificial intelligence, automation, and new ways of working.

The organisations that succeed tomorrow are not necessarily the biggest.
They're the ones that learn faster, adapt quicker, and develop their people better.
That's where workforce development comes in.
Not as a training exercise.
Not as a compliance requirement.
But as a strategic investment in the people who drive your organisation forward.

🎯 WHO IS THIS FOR?

Workforce Development is designed for:

🏢 Organisations Looking To Strengthen Workforce Capability

👨‍💼 Leaders Preparing Future Managers And Successors

💻 Teams Adapting To Digital Transformation

🏥 Healthcare Organisations Developing Clinical And Support Staff

🏛️ Government Agencies Investing In Talent And Service Excellence

🌱 Businesses Seeking Sustainable Growth Through People Development

If your organisation depends on people —
and every organisation does — workforce development matters.



🎓 WHY MAHSA?

MAHSA is uniquely positioned at the intersection of education, healthcare, technology, and industry.

Unlike traditional training providers, MAHSA combines academic expertise, industry practitioners, healthcare capabilities, recognised credentialing frameworks, and flexible learning technologies to create meaningful workforce development outcomes.

Through our learning ecosystem, organisations gain access to:

🏛️ Academic & Industry Expertise

🏥 Healthcare & Clinical Capabilities

🏅 Micro-Credentials & Digital Badging

📖 APEL & Qualification Pathways

💻 Digital Learning Technologies

🌏 Lifelong Learning Opportunities

This gives organisations access to a workforce development partner—not just a training provider.



🔑 THE FUTURE BELONGS TO ORGANISATIONS THAT LEARN

Skills become outdated.

Technology evolves.

Industries transform.

The most valuable organisations are not those with the most resources.

They're the ones with the most adaptable people.

And adaptability starts with learning.



🛤️ WORKFORCE PATHWAYS — LEARNING BEYOND THE CLASSROOM

Training Is Just The Beginning

A workshop may last a day.

A capability can last a career.

That's why MAHSA approaches workforce development as a journey rather than a single training event.

WORKFORCE DEVELOPMENT AS A JOURNEY

🌟 Awareness & Exposure
Build foundational knowledge and understanding of emerging trends, technologies, and industry developments.
↓
🚀 Upskilling
Strengthen existing competencies and improve workplace performance.
↓
🔄 Reskilling
Develop new capabilities for evolving roles and responsibilities.
↓
🏅 Skills Recognition & Micro-Credentials
Earn recognised and verifiable credentials that validate learning and achievement.
↓
📈 Professional Development
Continue growing through structured learning pathways and specialised programmes.
↓
👑 Leadership & Organisational Growth
Develop future leaders capable of driving innovation, transformation, and long-term success.
Because meaningful workforce development doesn't end when the training room closes.



WORKFORCE DEVELOPMENT AS A JOURNEY

Awareness
→ Upskilling

→ Reskilling

→ Recognition

→ Micro-Credentials

→ Professional Development

→ Leadership

→ Qualification Pathways

→ Lifelong Learning



🎯WORKFORCE ACADEMIES — LEARN WHAT MATTERS MOST

Every Organisation Has Different Challenges

That's why MAHSA offers a range of specialised workforce development academies focused on real workplace needs.

🤖 AI, DIGITAL & FUTURE SKILLS ACADEMY

The future of work is already here.
Equip teams with the skills needed to navigate digital transformation, leverage emerging technologies, and improve workplace productivity.

Popular areas include:

- Artificial Intelligence (AI)
- Generative AI & ChatGPT
- Microsoft Copilot
- Data Analytics & Visualisation
- Cybersecurity Awareness
- Digital Productivity Tools
- Process Automation
- Digital Transformation



STATISTICS
📊 AI BY THE NUMBERS

75%
of knowledge workers already use AI at work

3x
higher productivity reported by AI-assisted employees

85%
of jobs expected to be impacted by digital transformation

92%
of organisations plan to increase AI investment over the next three years



🚀 LEADERSHIP ACADEMY

Great organisations need great leaders.
Develop supervisors, managers, and future executives through practical leadership learning experiences.

Popular areas include:

- Emerging Leaders Development
- Supervisory Skills
- Strategic Leadership
- Coaching & Mentoring
- Change Management
- High-Performance Teams
- Decision Making & Problem Solving
- Leadership Communication



STATISTICS
📊 LEADERSHIP MATTERS

70%
of employee engagement is influenced by managers

56%
of organisations cite leadership succession as a major challenge

2x
greater profitability in companies with strong leadership development

80%
of future leaders require reskilling within the next decade



📈 BUSINESS PERFORMANCE ACADEMY

Better processes. Better outcomes.
Help teams improve efficiency, productivity, customer experience, and operational performance.

Popular areas include:

- Operational Excellence
- Lean Thinking
- Service Excellence
- Project Management
- Productivity Enhancement
- Customer Experience
- Business Improvement
- Performance Management



STATISTICS
📊 PERFORMANCE DRIVES RESULTS

20-30%
potential productivity gains through process optimisation

86%
of customers will pay more for a better experience

60%
of transformation programmes fail due to operational execution gaps

1%
productivity improvement across a workforce creates significant annual savings



🛡️ GOVERNANCE & COMPLIANCE ACADEMY

Build workplaces that are responsible, ethical, safe, and compliant.

Popular areas include:

- Governance & Integrity
- Ethics & Accountability
- Risk Management
- Regulatory Compliance
- Occupational Safety & Health
- Workplace Policies & Procedures
- Data Protection Awareness
- Information Security



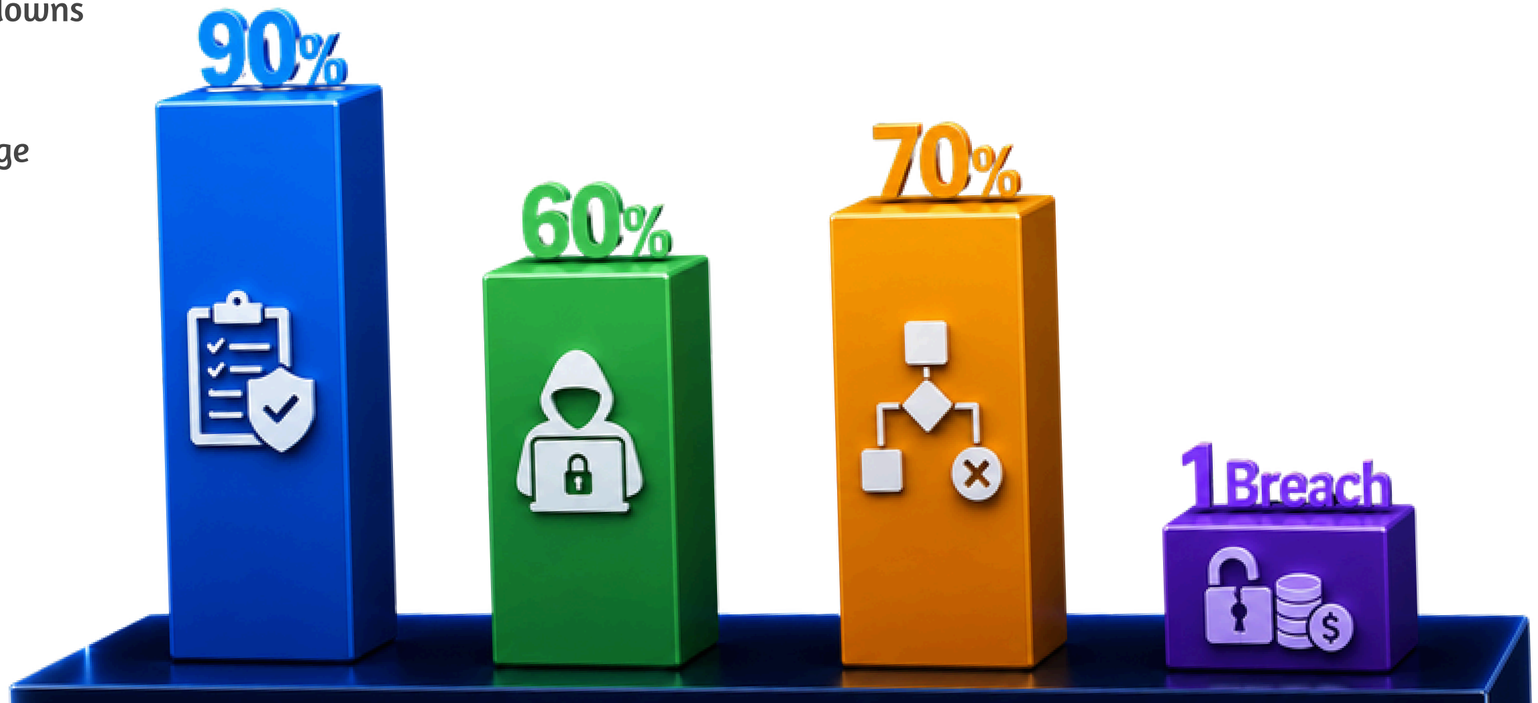
STATISTICS
TRUST IS A COMPETITIVE ADVANTAGE

90%
of organisations face increasing regulatory obligations

60%
of cybersecurity incidents stem from human behaviour

70%
of governance failures originate from process breakdowns

1 Breach
can cost millions in financial and reputational damage



❤️ HEALTH, SAFETY & WELLBEING ACADEMY

Powered by MAHSA's extensive expertise in healthcare education and healthcare delivery.

Designed for organisations seeking to strengthen workplace safety, emergency preparedness, employee wellbeing, and health-related competencies across all sectors.

Popular areas include:

- Basic Life Support (BLS)
- CPR & AED Training
- Workplace First Aid
- Emergency Response Preparedness
- Mental Health Awareness
- Occupational Health & Wellbeing
- Healthcare Communication
- Phlebotomy & Clinical Support Skills



STATISTICS
❤️ SAFETY & WELLBEING MATTERS

CPR Can Double Or Triple
a person's chance of survival

70%
of workplace emergencies occur before professional medical help arrives

Every Minute Without CPR
reduces survival rates significantly

Healthy Employees
are more productive, engaged, and resilient



🎓 EDUCATION & TRAIN-THE-TRAINER ACADEMY

Designed for educators, trainers, facilitators, assessors, and learning professionals.

Popular areas include:

- Train-the-Trainer (TTT)
- Instructional Design
- Outcome-Based Education
- Assessment & Evaluation
- Digital Learning Delivery
- Coaching & Facilitation Skills
- Curriculum Development
- Learning Experience Design



STATISTICS
📊 LEARNING DRIVES PERFORMANCE

70%
of workplace learning occurs through experience and application

90%
of organisations cite skills development as a strategic priority

Continuous
learning cultures outperform organisations that do not invest in learning

1 Great Trainer
can influence hundreds of learners throughout a career



💬 COMMUNICATION & CUSTOMER EXPERIENCE ACADEMY

Strong relationships create strong organisations.

Equip employees with the communication, engagement, and customer service skills needed to build trust, strengthen relationships, and deliver exceptional experiences.

Popular areas include:

- Effective Communication
- Presentation Skills
- Customer Service Excellence
- Customer Experience Management
- Emotional Intelligence
- Negotiation Skills
- Conflict Resolution
- Professional Workplace Communication



STATISTICS
📊 PEOPLE REMEMBER EXPERIENCES

86%
of customers are willing to pay more for a better experience

90%
of workplace challenges involve communication

Strong
communication improves teamwork, engagement, and productivity

Every Interaction
shapes customer perception and trust



🏗️WORKFORCE SOLUTIONS — BUILT AROUND YOUR ORGANISATION

No Two Organisations Are The Same

So why should every training programme be?

At MAHSA, we work closely with organisations to design workforce development solutions aligned with business objectives, workforce priorities, and operational realities.

⚙️ CUSTOMISED SOLUTIONS

It may include:

- Workforce Transformation Initiatives
- Leadership Development Frameworks
- Graduate Development Programmes
- Management Trainee Pathways
- Corporate Training
- Executive Education
- TVET & Skills Programmes
- Internal Corporate Academies
- AI Adoption & Digital Transformation Programmes
- Customer Experience Enhancement
- Industry-Specific Capability Building
- Succession Planning Initiatives
- Apprenticeship Programmes
- Graduate Employability Programmes
- Leadership Development
- AI & Digital Transformation

Whether you're developing 20 employees or 2,000,
we can tailor a solution around your goals.

From single workshops to organisation-wide capability transformation programmes,
MAHSA scales with your workforce development needs.



🏅 WORKFORCE RECOGNITION — LEARNING THAT COUNTS

Learning Should Leave A Mark

Employees invest time and effort into developing new skills.

Their achievements deserve recognition.

LEARNING THAT SUPPORTS CAREER PROGRESSION

Depending on programme design, participants may receive:

🏅 Certificates of Completion

🎖️ Digital Badges

📜 Verified Skills Credentials

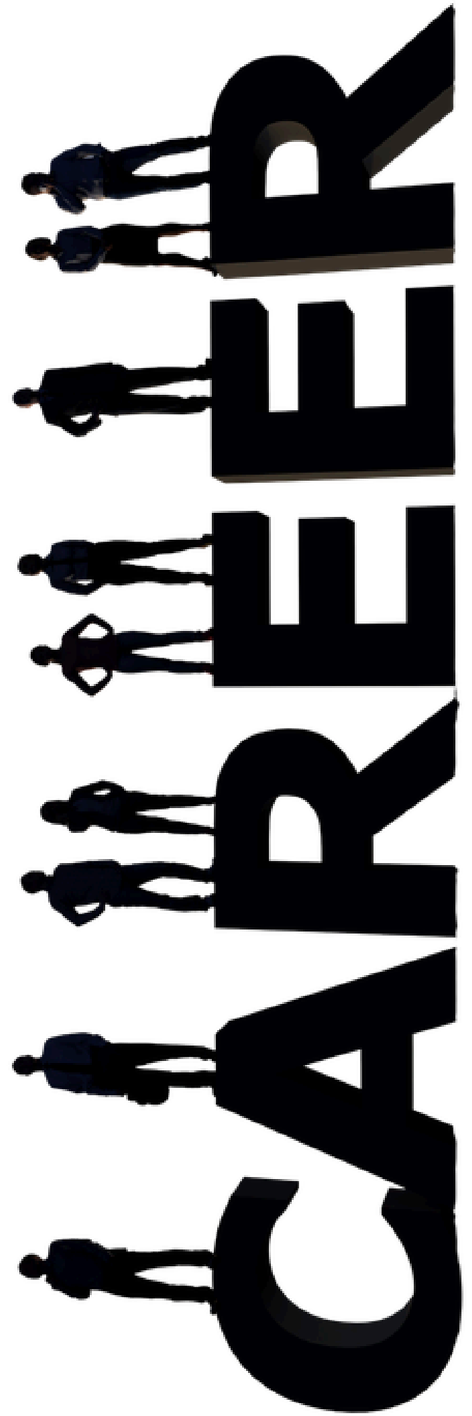
📚 Stand-Alone Micro-Credentials (SAMC)

🎓 Credit-Bearing Micro-Credentials

🏆 Professional Development Recognition

These credentials help learners showcase achievement while supporting career progression, workforce mobility, and lifelong learning.

Because learning shouldn't disappear when the course ends.



🎓 FROM SKILLS TO QUALIFICATIONS

For selected programmes, learning can extend beyond workforce development and contribute towards broader lifelong learning pathways.

Depending on programme structure and eligibility, learners may progress through:

🏅 Digital Badges
↓
📚 Micro-Credentials
↓
🎓 Professional Recognition
↓
📖 APEL-Based Recognition
↓
🎓 Certificate, Diploma, Degree or Postgraduate Pathways

Because workforce development should create opportunities not only for organisations, but also for individuals seeking continuous growth and advancement.

🚀 CONTINUOUS LEARNING. CONTINUOUS GROWTH.



🤝WORKFORCE PARTNERSHIPS — BUILD YOUR OWN LEARNING ECOSYSTEM

What If Your Organisation Could Create Its Own Academy?

Many organisations already possess valuable internal knowledge, expertise, and training content.

MAHSA can help transform those efforts into structured workforce development programmes that create lasting impact.

🚀 TOGETHER, WE CAN

- Develop Customised Learning Pathways
- Build Organisation-Specific Academies
- Create Industry-Focused Programmes
- Develop Recognised Micro-Credentials
- Validate Workplace Learning
- Recognise Employee Achievement
- Create Structured Progression Pathways
- Support Talent And Succession Development
- Think of us not just as a training provider
- Think of us as your workforce development partner



🌐 THE MAHSA LEARNING ECOSYSTEM

More Than Training

MAHSA Workforce Development Programmes are supported by a broader ecosystem of academic experts, industry practitioners, credentialing specialists, learning technologies, and workforce development professionals.

THROUGH THIS ECOSYSTEM

Organisations gain access to:

🎓 Academic Expertise

🏥 Healthcare Expertise

💻 Digital Learning Solutions

🏅 Micro-Credentials & Digital Badging

🌐 Flexible Learning Delivery

📈 Workforce Development Consulting

🚀 Lifelong Learning Pathways

🤝 Industry Collaboration

🏛️ Qualification Verification, Credential Recognition & Progression Pathways

This enables organisations to move beyond isolated training programmes and towards sustainable workforce capability development.



💰 HRD CORP & FUNDING SUPPORT

Invest In People. Maximise Your Levy.

Many MAHSA Workforce Development Programmes are eligible for HRD Corp claims.

Our team can help identify suitable programmes, learning pathways, and
workforce development opportunities aligned with organisational objectives and available funding support.

WE CAN HELP YOU

- Identify Suitable Workforce Development Programmes
- Structure Annual Learning Plans
- Maximise HRD Corp Levy Utilisation
- Build Leadership And Succession Pathways
- Develop Customised Learning Journeys
- Explore Micro-Credential Opportunities

Because Developing People Should Be An Investment —
Not An Administrative Burden.



AVAILABLE DELIVERY OPTIONS

- In-House Programmes
- Public Programmes
- Executive Masterclasses
- Bootcamps & Intensive Workshops
- Online Learning
- Hybrid Learning
- Workplace-Based Learning
- Custom Workforce Academies



⭐TRUSTED ACROSS INDUSTRIES

Delivering Expertise. Creating Impact.

MAHSA supports workforce development initiatives across a diverse range of industries, organisations, and professional sectors.

Our programmes are delivered by experienced academics, industry practitioners, certified trainers, and subject matter experts committed to creating meaningful learning outcomes.

🌏 TRUSTED ACROSS SECTORS

Including:

🏥 Healthcare & Clinical Services

🎓 Education & Training

🏛️ Government & Public Sector

🏭 Manufacturing & Industrial Operations

💼 Professional & Corporate Services

🏨 Hospitality, Tourism & Customer Experience

🏦 Financial & Business Services

🏢 SMEs, GLCs & Large Enterprises



📊 MAHSA BY THE NUMBERS

- 🎓 20+ Years of Educational Excellence
- 🎓 40,000+ Graduates Produced
- 🌍 Learners From 75+ Countries
- 🏫 University, Colleges, School & Healthcare Ecosystem
- 🏥 Healthcare & Clinical Expertise
- 🏅 Recognised Credentialing Pathways
- 💻 Digital & Workforce Transformation Solutions
- 🤝 Industry & Government Collaborations



SS GENIUS SDN. BHD. (MALAYSIA)

Our Clients

📞 YOUR WORKFORCE JOURNEY STARTS HERE

Build Talent Before Demand

Whether you're looking to strengthen leadership, accelerate digital transformation, improve workforce capability, or build a culture of continuous learning, MAHSA is ready to support your journey.

💬 LET'S START A CONVERSATION

Speak to us about:

🚀 Workforce Development Programmes

👑 Leadership Development

🤖 AI & Digital Skills Training

🏥 Healthcare Workforce Solutions

🎓 Micro-Credentials & Skills Recognition

🏢 Corporate Academies

💰 HRD Corp Claimable Programmes

🏛️ Government & Strategic Learning Initiatives





🚀 Ready to Build a Future-Ready Workforce?

Workforce development goes beyond training.
It's about building capability, recognising achievement, and preparing your organisation for future success.

With industry-relevant learning, recognised credentials, and flexible pathways, MAHSA helps develop the talent, skills, and leaders your organisation needs to thrive.

For Enquiries
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