

READY4WORK.MY

WORKING TOGETHER WITH EMPLOYERS TO INCREASE GRADUATE EMPLOYABILITY

ready4work
education for employment



GRADUATE

Taking the World by Brandstorm



GRADUATE

Maybank Go Ahead Challenge

Various types of content in collaboration with employers



BASED on the 2014 survey conducted by TalentCorp in collaboration with the World Bank, career services centres are under-utilised and do not fully understand companies' needs.

As a result, graduating students may not be aware of the full range of opportunities available to them, or fully understand the requirements from employers to position themselves competitively in the application process.

One of the ways to address this is to reach out to students through an online portal, Ready4Work.my website (www.ready4work.my).

With content from leading graduate employers, Ready4Work.my reaches out to graduating students through Gen Y driven articles, videos, infographics and podcasts.

What makes Ready4Work.my different is the collaborations with leading employers to produce insightful content with the objective of increasing employability and demand of graduates in Malaysia.

VISIT READY4WORK.MY FOR:

- Tips from HR practitioners from leading employers such

as Accenture, Axiata, Maxis, EY and PwC on job interviews and resume-building

- Updates on relevant events like Sector Focused Career Fairs, Semester Break Programmes and Competitions
- Internship options
- Career advice from senior corporate leaders
- Information on graduate programmes from leading employers
- Insights into key economic sectors including Telecommunications, ICT and Shared Services
- Personality and Career Assessment Tests
- A Job Profiling Tool to learn more about job roles suited for you

Practical advice shared through video collaborations with major companies such as "How to build a good engineering CV" (with Motorola Solutions Malaysia), "Marketing Yourself" (with EY), "Career Opportunities in Stock Trading" (with CIMB), "Executive Talk Series" (by Sridharan Nair of PwC, Dato' Sri Shazalli of Celcom and other corporate captains) as well as "Speak English" to improve

your command of English (with Accenture Malaysia) have been well received.

Through this collaboration, employers are not only benefiting from access to a larger graduate pool, but are also taking the lead in helping to nurture and develop leadership among the younger generation.

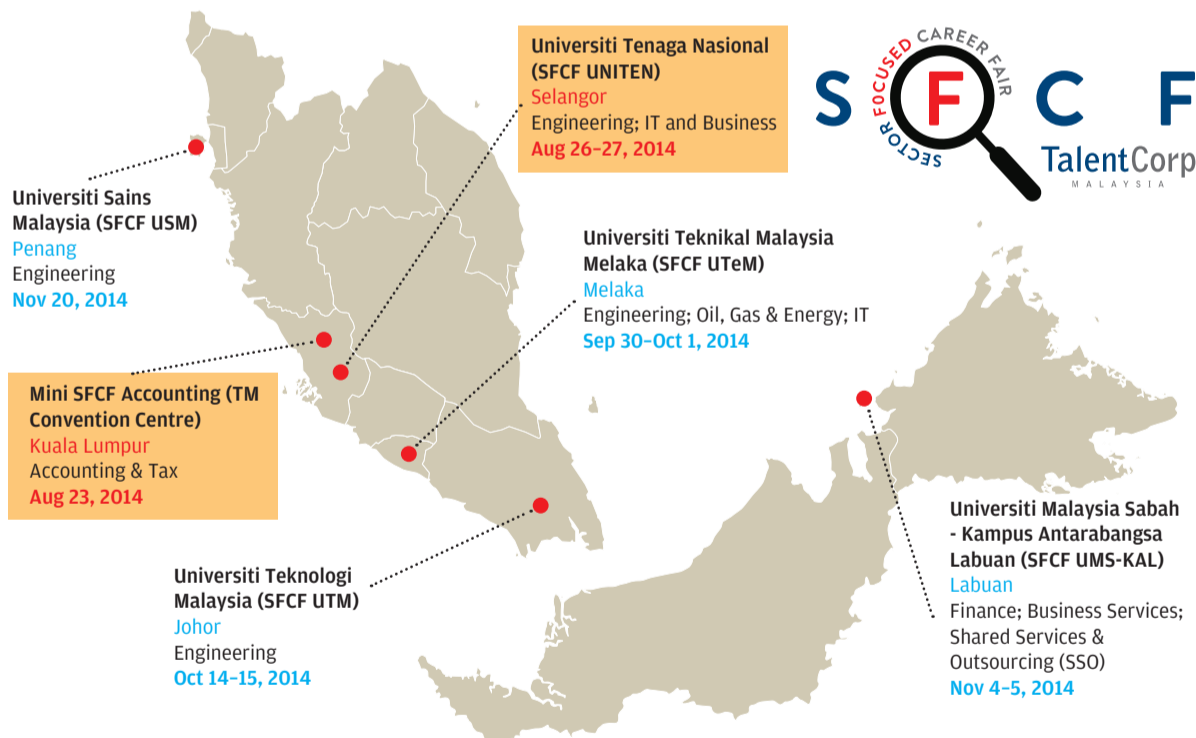
Overall, our country is able to gain from a rising generation of leaders poised to bring a positive impact to Malaysia.

EMPLOYERS WHO COLLABORATE WITH READY4WORK.MY ARE ABLE TO:

- reach out to a wide graduate pool
- enhance their branding through graduate programmes and competitions
- raise awareness of career options and internships
- provide industry-related content to improve graduate employability skills

Visit www.ready4work.my to find interesting content from leading employers.

OPPORTUNITY TO EXPAND CAREER OPTIONS



DUE to the limited opportunities for undergraduates to get to know their potential employers as highlighted in the TalentCorp-WorldBank survey, students are not always aware of their career options.

To address this, TalentCorp and local universities initiated a collaborative effort called the Sector Focused Career Fair (SFCF) in 2012.

Today, SFCF focuses on key sectors namely oil and gas, electrical and electronics, ICT (information and communication technology), telecommunications, biotechnology, finance, accounting, healthcare, tourism, FMCG (fast-moving consumer goods) and education.

WHY SFCF?

Both participating companies and universities gain from SFCF as it provides the opportunity for employers to reach out to undergraduates from specific sectors across various campuses.

The career fair also serves as an avenue for graduates to explore possibilities of internship or employment through direct engagement with employers. In return, companies have direct access to interviewing prospective talent, and to collate a database of student resumes.

The greatest beneficiaries would be the undergraduates themselves who are part of the organising team for these events on campus.

Student leader Satra Nur Izman from Universiti Malaysia Sabah: "Being an organiser of SFCF was useful in preparing me for employment. I also built my self-confidence and soft skills through this experience."

Jude Leonard of Nilai University on SFCF: "I have improved my leadership capabilities, people management, delegation and communications skills – vital qualities that enable me to be successful in my future career."



YB Khairy Jamaluddin speaking to Celcom Axiata recruiters at SFCF Nilai

AWARENESS THROUGH C-TALKS

C-TALKS are initiated by TalentCorp to create greater career awareness among students and provide a platform for them to engage with chief executive officers (CEOs), human resource (HR) representatives and well-known industry icons.

Chill out Wednesday

Held every alternate Wednesday on campuses, this is a great opportunity for students to get firsthand insights on experiences and words of wisdom from industry experts, to equip them for employment. Students take part in activities to prepare themselves for employment such as CV Review Clinics, mock interviews and many more.

FAME Friday

Held every last Friday of the month outside campuses, at public areas or even at companies, FAME (which stands for "Featured Admirable Marvelous Employer") Friday features top personnel from different industries sharing their knowledge on certain topics, as well as their work experiences.

To a certain extent, the up-close and personal approach by corporate leaders during C-Talks inspire undergraduates to take the proactive step in exploring vast career possibilities.

Early exposure to the various career choices in the Malaysian context helps to broaden their horizons.

C-TALK
2014

CHILL OUT
WEDNESDAY

FAME
Friday

For more information on C-Talks, visit www.facebook.com/SectorFocusedCareerFairSFCF

To find out more, check out the upcoming SFCFs above, or visit www.facebook.com/SectorFocusedCareerFairSFCF