



# DIGITAL

## HUMAN RESOURCES

**(Future of Work)**

# COURSE INTRODUCTION

## THE DIGITAL AGE BRINGS A NEW SET OF OPPORTUNITIES AND CHALLENGES

Organizations that aren't digitally transforming are being left behind. Digital age provides organizations with new sources of revenue and better ways to reach and serve customers, as well as more efficient ways to work and drive performance.

But the digital age is also about speed, and that means that Human Resources function are under pressure to take advantage of this new terrain quickly, and to develop a digital transformation strategy that not only enhances the employee experience, but also drives functional and workforce performance. Given the HR professionals' understanding of employees' values, management of organizational culture and expertise in change management, they play an integral role in digital transformation.

HR professionals need to look beyond the technology aspects of digital to understand how digitalization has changed employee needs and preferences and how we can better align our products and services with those needs while at the same time providing improved organizational outcomes.

This course details how HR professional can enable organizations to digitally transform to improve business performance and enhance the employee experience.



**26-27 July 2021**



**9:00 AM – 1:00 PM**



**Online - MS Teams**



### **Course Fees**

**RM 689 (MEF Member)  
RM 742 (Non-member)**



### **Methodology**

**Lectures, Interactive  
Discussions, Case Studies  
and Exercises**

## LEARNING OUTCOME

### WHAT I WILL LEARN IN THIS COURSE?

You'll learn how you can support the organization through digital transformation by:

- Develop a detailed strategy and blueprint for the implementation and transformation process
- Develop a vision of what the future of work will look like at your organization
- Align HR technology with the business by creating a digital agenda driven by business imperatives.

## PARTICIPANTS

### WHO SHOULD ATTEND?

This program is for HR professionals who want to future-proof their HR skills and become a driving force in the digital transformation of HR. On completion of this program course, you will become more fluent in discussing aspects of the digital transformation ahead of all of us and be prepared to build a digital HR strategy in your organisation.

**Module 1:**  
**Introduction to Digital HR & Future of Work**

**Module 2:**  
**HR Technology Trends**

**Module 3:**  
**Recruitment Technology to attract and select talents**

**Module 4:**  
**Implementing Robotic Process Automation in increasing efficiency in HR**

**Module 5:**  
**Design Thinking to convert unmet customers' need into innovation opportunities**

**Module 6:**  
**Applying Employee Persona in Reviewing Employee Experience**

**Module 7:**  
**Reimagining Employee Engagement**

**Module 8:**  
**HR Digital Transformation and Closing**

## FACILITATOR'S PROFILE

**Farid Basir** has more than 25 years of working experience as Chief Human Resources Officer of large companies such as Telekom Malaysia and Bank Rakyat, with extensive expertise in Human Resource Management (HRM), HR Development, Performance & Rewards Management and Leadership & Development from various industries and countries including South Africa, Philippines, Switzerland, Singapore and Malaysia.

Farid graduated with Bachelor in Business Studies (Human Resource Management) and completed business and leadership programs by Cambridge Judge Business School, Oxford Said Business School, INSEAD and IMD. He has been awarded four global professional certifications, namely HRCI-HR Management Professional, HRCI-Global HR Professional, SHRM-Senior Certified Professional and Global Remuneration Professional. He was conferred the "Chief HR Officer of the Year" award at the World HRD Congress 2018 and the "Upcoming Personality in Islamic Finance 2017" award at the Global Islamic Finance Awards (GIFA) 2017 held at the Kazakhstan.

Currently, Farid holds the position of Vice President of Malaysian Employer Federation and Founder/CEO, Potentia and strongly advocates leadership excellence initiatives for the younger generation of workforce. He has conducted training for the companies and clients such as Telekom Malaysia, Bank Rakyat, Nestlé and others.



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your skill set for the future of HR**

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MEF ACADEMY SDN BHD (REG NO:670301-W)

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