Proposal to Malaysia Productivity Corporation
Digital Impact Strategy program
27 March 2025
(revised 9 April 2025)

Asia School of Business

Established In Collaboration With MIT Sloan

Table of Contents

A Collaboration Of Excellence

Building a World-Class Business School in Malaysia for the World

Unconventional & Extraordinary collaboration to Build a World-Class Business School in Asia for Asia

Respecting
BNM and MIT heritage of
Excellence and Rigor

Serving as a
Talent Magnet
& **Talent Multiplier**

Providing an
Asset and Resource
for businesses
& economic development

Our Learning Pedagogy and Advantage

Structure and quality of our curriculum, teaching approach and faculty core team at ASB

- Drawn from an international network, and together with our international associate faculty network, the school brings academic expertise and best practices and industry examples to the classroom
- MIT collaborative model supports our teaching and curriculum approach to learning
- Have recognised expertise in executive-level business and custom learning design for local and international companies

Our very strong collaborative style

- Each program is specifically designed for individual business contexts
- Strong client relationship allows us to understand critical issues and develop appropriate solutions

Strong partnership with clients and international expertise in leadership development and executive education

- We are recognized as being both accessible to our clients and flexible in program design
- Leaders on our ASB Exec Ed team have experience at top universities in the world in leadership development, design and delivery including at MIT, Cambridge, Stanford, Georgetown, Columbia and many other leading institutions

Working in depth and in small groups and action learning is:

- Synonymous with the university's learning approach and reputation
- Fostered by learning environment at ASB in an exceptional business school facility and residential executive education center in Kuala Lumpur, easily accessible to national and international clients

ASB is inspiring! Our model is for ASB participants to learn from faculty and from each other and take their experience to influence others and have measurable and meaningful impact in their organizations

About ASB

1998

Financial crisis faced by Malaysia. BNM has the vision to develop education institutions to help strengthen economic foundations.

2003

Iclif was established with the aim to provide training in leadership and governance to financial institutions.

2015

Asia School of Business was established.
Signing 10-years MOU with MIT Sloan

2016

ASB breaks ground for New Campus

First student's intake for MBA 2018 on August 2016

2018

Inaugural ASB MBA class graduation on March 2018

2019

Launching of ASB new program:
MBA for Working Professionals

2020

ASB New Campus launching in Kuala Lumpur &
integration with Iclif

2023

Launch of remodeled MBA and EMBA programs

2024

Launch of Agile Continuous Education (ACE) courses that are modular and stackable

Our Understanding of Your Needs

MPC
MALAYSIA PRODUCTIVITY CORPORATION

The **Malaysia Productivity Corporation (MPC)** aims to implement a **Digital Impact Strategy Program** tailored for its executive-level staff. This initiative is designed to equip participants with the skills necessary to strategically plan, manage, and execute effective digital marketing and social media campaigns that amplify government initiatives.

With an expected participation of **25 executives**, the program will enhance **MPC's internal human capital capacity** by providing staff with the tools and strategies to effectively communicate and promote the **Akademi Dalam Industri (ADI)** program. By leveraging **digital marketing and targeted campaigns**, MPC will strengthen talent recruitment efforts for ADI while increasing employer participation in hiring these skilled professionals.

By enhancing their ability to **articulate ADI's impact**, MPC staff will ensure that key stakeholders—including **industry leaders, policymakers, and job seekers**—clearly recognize its value within Malaysia's workforce ecosystem. Ultimately, this initiative will position ADI as the **leading industry-driven skill development program**, reinforcing its role in shaping Malaysia's future workforce.

ASB

Program Objectives

Communication & Public Speaking Skills

- **Clear Messaging**: Supports understanding **MPC's talent marketplace funnel** by ensuring officers can articulate ADI's value to different stakeholders.
- **Persuasive Communication**: Applies negotiation skills and **zero-dollar marketing strategies** to influence industries to take action.
- **Public Speaking & Presentation: Leverages on social media (FB/IG/TikTok/LinkedIn)** to confidently present ADI in webinars, meetings, and industry forums for successful campaigns
- **Storytelling:** Learns from case studies and success stories to make ADI relatable and impactful to **strengthen stakeholder engagement & tracking**.

Stakeholder Engagement & Relationship Building

- **Networking & Collaboration :** Builds partnerships and leverages social media to expand ADI's reach within industries.
- **Negotiation Skills: Develops a growth mindset** by encouraging experimentation in stakeholder engagement strategies.
- **Community Engagement: Identifies leaks using the Pirate Funnel (AAARRR Framework)** to ensure continued participation from industry players, universities, and employers.

Crisis Management & Handling Negative Feedback

- **Dealing with Public Perception:** Adapts problem-solving & marketing strategies to effectively address criticisms and concerns.
- **Problem-Solving:** Establishes a **follow-up action plan and template** to refine communication approaches and continuously improve engagement strategies.

Program Modules

Module 1:
Building a Growth Mindset for Digital Impact

Module 2:
Understanding the Marketplace Funnel

Module 3:
Zero-Dollar Marketing Masterclass

Module 4:
Campaign Crafting & Real-World Activation

Module 5:
Leveraging Social Media Platforms

Module 6:
Success Measurement & Tracking

Module 7:
Communication & Public Speaking for Impact

Module 8:
Digital Crisis Management

Module 9:
Resource Optimisation

9 dynamic modules over 2 immersive in-person days at ASB, with a check-in after 6 months

Learning Methodology

Learning Methodology

This program adopts an **experiential learning approach**, immersing participants in hands-on activities using essential **digital marketing tools**, including **Canva, Meta Suite, TikTok, LinkedIn, Pirate Funnel Template, Bit.ly, and Google Sheets**.

Participants will develop the skills to design and execute **targeted marketing campaigns** for diverse stakeholders. To support this process, each participant will receive a **Campaign Crafting Toolkit**, which includes:

- **Pirate Funnel Canvas** – A framework to map and optimize the marketing funnel.

- **Campaign Planning Template** – A structured guide for designing effective campaigns.

- **6-Month KPI Tracker** – A tool to measure and analyze campaign performance.

- **Growth Action Plan (per team)** – A strategic roadmap to drive continuous improvement and engagement.

Module 1
Building a Growth Mindset for Digital Impact

To prepare participants with the right mindset for experimentation, digital transformation, and campaign execution.

Impact to MPC

A growth mindset encourages continuous learning, resilience, and adaptability — all of which are essential for navigating a fast-evolving digital landscape.

Key Topics Covered

- Growth Mindset vs Fixed Mindset (in digital execution)
- Embracing failure as a learning opportunity
- Culture of testing and iteration
- Personal digital growth goals

Activities for the participants

Growth Mindset Journaling & Commitment Board

Participants reflect on digital challenges and set actionable personal goals for the program.

Module 2

Understanding the Marketplace Funnel

To help participants analyze and optimize MPC's platform journey from awareness to conversion — for both talent and employers.

Impact to MPC

As a dual-sided platform, MPC must understand where and why users (talents or employers) drop off. This module equips the team to identify friction points and opportunities for improvement.

Key Topics Covered

- Overview of MPC as a talent-employer matching platform
- Defining core user personas: Talent vs Employers
- Introduction to Pirate Funnel (AAARRR Framework: Awareness, Acquisition, Activation, Retention, Referral, Revenue)
- Diagnosing the "leaking buckets" across the funnel

Sample Activity

📊 Funnel Mapping & Gap Analysis

Participants map out the current user journey, spot major drop-off points, and brainstorm targeted interventions.

Module 3

Zero-Dollar Marketing Masterclass

To equip participants with low-budget, high-impact marketing strategies to attract both talent and employers to the MPC platform

Impact to MPC

Many campaigns fail not due to lack of budget, but due to unclear messaging, weak targeting, and underutilized owned channels. This module shows how to build visibility using what MPC already has.

Key Topics Covered

- Understanding Owned vs Earned Media (Email, WhatsApp, Communities, Organic PR)
- Writing Magnetic Content (Headlines, Captions, Call-to-Actions)
- Leveraging Social Proof (Testimonials & Case Studies to build trust)
- Using a Content Planning Template to stay consistent and focused

Sample Activity

📣 Zero Dollar Campaign Challenge

Participants create and present a zero-cost campaign targeting either talent or hiring organizations, using available tools and channels.

Module 4

Campaign Crafting & Real-World Activation

To train participants to design and deploy targeted digital campaigns that drive real sign-ups and platform activity from both talent and employers.

Impact to MPC

Executing a campaign with clear objectives and the right tools is key to turning ideas into measurable results. This module ensures teams go beyond theory and apply what they've learned.

Key Topics Covered

- Types of Campaigns: Talent Recruitment Drive vs Employer Outreach
- Tools & Templates: Canva, CapCut, Meta Business Suite
- Crafting clear Calls-to-Action (CTAs) to increase conversions
- Introduction to A/B Testing for continuous improvement

Sample Activity

Sample Activity:
🎯 Live Campaign Pitch

Teams build and pitch a campaign concept tailored to their audience (talent or employers), complete with messaging, visuals, platform strategy, and CTA.

Module 5

Leveraging Social Media Platforms

To enable participants to use the right social media platforms to attract and engage both talent and employers effectively.

Impact to MPC

Each platform serves different audience behaviors and campaign goals. Understand how to tailor content by platform increases visibility, credibility, and conversion.

Activities for the participants

Sample Activity:
📲 Platform Strategy Builder

Participants design a platform-specific mini campaign with sample content ideas, intended audience, and success metrics.

Key Topics Covered

- Platform Behavior Overview:
- Facebook: Community building, Groups, Paid Boosts
- Instagram: Visual storytelling, Reels for awareness
- TikTok: Short-form virality, trends, and challenges
- LinkedIn: Employer branding, thought leadership, talent attraction
- Choosing the Right Channel Based on Audience & Objective
- Basics of Cross-Promotion & Reviewing Analytics

Module 6

Success Measurement & Tracking

To teach participants how to define, track, and evaluate the success of digital campaigns to continuously improve platform performance.

Impact to MPC

Without measurement, digital efforts can't be optimized. This module helps participants translate their marketing efforts into meaningful data that can guide better decisions and justify outcomes.

Toolkit Provided

📁 Campaign Report Template + Performance Tracker

Participants will receive plug-and-play templates to monitor their digital efforts and report progress post-program.

Key Topics Covered

- Key Topics Covered:
- Defining Key Performance Indicators (KPIs):
- Talent Growth
- Organization Conversion
- User Retention & Engagement
- Intro to Free Analytics Tools:
- Meta Insights, Google Analytics, Bitly
- Tracking engagement, feedback loops, and campaign effectiveness

Module 7

Communication & Public Speaking for Impact

To help participants deliver compelling, confident, and targeted messages that resonate with both talent and employer audiences.

Impact to MPC

Even the best platforms struggle if messaging is unclear or uninspiring. This module ensures participants can communicate value with clarity, confidence, and empathy — whether online or in person.

Key Topics Covered

- Crafting Clear Messaging for different audiences (talents vs organizations)
- Elevator Pitching: Communicating MPC's value proposition in under 60 seconds
- Storytelling with Impact Data: Turning stats into stories that persuade
- Building People Skills: Empathetic communication that connects and inspires

Sample Activity

🎤 Story-Driven Pitch Simulation

Participants create and deliver a short, persuasive pitch to attract more talents or employers, using storytelling and key data points.

Module 8

Digital Crisis Management

To prepare participants to handle potential communication crises that may arise on the platform and maintain stakeholder trust during challenging moments.

Impact to MPC

Negative perceptions like "no quality talent" or "no serious employers" can spread quickly. Being prepared with the right tools and tone is essential to safeguard MPC's reputation and keep users engaged.

Sample Output

📟 Crisis Comms Toolkit Draft

Participants co-create draft responses and moderation guidelines for common platform challenges.

Key Topics Covered

- Common Crisis Scenarios on digital platforms:
- Talent drop-offs
- Lack of job postings
- Mismatched expectations between users
- Building a Proactive FAQ & Response Toolkit to address recurring concerns with consistency
- Introduction to Social Listening:
- How to monitor conversations
- Identifying sentiment early
- Responding with clarity and care

Module 9

Resource Optimization

To help participants maximize impact with limited resources by using free or affordable digital tools and tapping into community-driven efforts.

Impact to MPC

Digital growth doesn't always require big budgets. With the right tools and strategies, MPC can scale visibility and engagement efficiently — even with lean teams.

Sample Output

🛠️ Digital Toolkit Setup

Participants build a simple outreach toolkit using at least one free tool and a community activation plan.

Key Topics

- Budget-Friendly Tools for building and managing online presence
- Hands-on with Free Tools:
- Mailchimp – for email marketing and newsletters
- Metricool – for content scheduling and analytics
- ChatGPT – for fast, quality content creation
- Community Leverage: Engaging Volunteers, Ambassadors, Campus Leads to champion the platform organically

Trainers Profile

Redza Shahid

With over 10 years in entrepreneurship, he brings deep expertise in idea validation, social impact, digital marketing, pitch deck creation, and fundraising. In 2016, he founded Grub Cycle, securing over RM 1 million in grants, competitions, and investor funding within just four months. His ventures—including sustainability-driven startups like Pasar Grub and Oililin—have not only made social impact but also achieved strong early traction, including generating 5-figure revenue within the first 3 months through strategic digital marketing and zero-budget growth hacks.

As a serial entrepreneur, he has earned national accolades and represented Malaysia at global platforms. Currently, he leads ecosystem building efforts at Asia School of Business, leveraging his experience and network to nurture startups, mentor founders, and drive innovation through initiatives like ASBhive.

Trainers Profile

Soung Rong

Au Soung Rong is an entrepreneur and marketer with over 10 years of experience, and in that time he has started 3 different companies, and exited 2 of them. Throughout his career, he has consulted and led digital marketing strategy for a variety of clients across a variety of industries—some of them are DiGi, Mondelez Malaysia, CommerceDotCom and Macquarie Capital Securities. His previous startup called Mole, was backed by a global venture capital firm called Antler after he managed to gain significant market traction. Soung Rong is passionate and well-equipped to teaching aspiring marketers how to reach their audiences as effectively as possible.

Schedule A: Professional Fees

Item	No of days	No of Pax	Fee per person (RM)	Total Fee (RM)
Digital Impact Strategy Program for Malaysia Productivity Corporation	3	15	3,500	**52,500.00**
SST 8%				4,200.00
Total				**56,700.00**

Notes
1. The above fees **exclude** the cost of the training venue and F&B, which will be arranged and covered by the client.
2. The above fees do not include travel expenses. The Appointer will reimburse ASB for travel expenses to locations outside of Kuala Lumpur, to cover flights, accommodation, meals, and other out-of-pocket expenses, at actual cost. Air travel will be BUSINESS class. ASB will provide receipts for all such reimbursable expenses.
3. The Appointor shall bear any and all applicable taxes arising from the Fee and charges hereunder, if any.
4. The above fee quote is valid for 6 months from the date of the proposal and is exclusive of all taxes, which will be paid by the Appointer.

Please contact Ms. Sarala J Marimuthu at 0123666402 or sarala.marimuthu@asb.edu.my for further curation

1. **Proposal**

- We have set out terms of engagement as set out in the Proposal.

- In the event of any conflict between the terms in the Proposal and this General Terms and Conditions, the relevant terms in the Proposal shall prevail.

2. **Programme Fee**

- The fee quoted in the Proposal is only valid for the period stipulated in the Proposal. However, it may be subject to revision if you change the programme requirements.

- Programme fees are exclusive of Sales and Service Tax (SST). If any Malaysian SST is payable to the Royal Malaysian Customs Department (RMCD) on the programme fees, it will be charged to you at the prevailing rate.

- (Deleted)

- The programme fee does not cover your participants' travel and accommodation costs and other expenses unless otherwise expressly stated in the Proposal.

3. **Payment Terms**

- Unless otherwise stated in the Proposal: -
  - 50% of the programme fee must be paid upon signing of the Proposal; and
  - the remaining 50% of the fee to be paid upon completion of the programme.

- In the event of cancellation of a programme, you will be required to make full payment of the charges as stated in clause 4 below.

- Mode of Payment: -

Mode	Payment Details
Cheque	Payable to "ASB MANAGEMENT SDN BHD-FEES"
Telegraphic transfer	MAYBANK BERHAD Account No. **5141 5043 9951** Payee: **ASB MANAGEMENT SDN BHD-FEES** [Please email a copy of the payment receipt to asbfinance@asb.edu.my

4. **Cancellation Policy**

-   If you cancel or postpone a programme session/date, the following cancellation policy will apply to reflect the opportunity cost of our time: -

Period of Notification	Policy
14 working days or more to session/programme start date.	The following charges will be payable by you: - (i) Design & Development ("D&D") fee, if any; and (ii) Expenses incurred, if any, UNLESS you reschedule the programme date within the next 6 months.
Less than 14 working days before session/ programme start date.	The following charges will be payable by you: - (i) D&D fee, if any; (ii) Expenses incurred, if any; and (iii) Administration charge as follows: - 15 % - If fee for the programme is RM50,000 & below; 10% - If fee is more than RM50,000.

-   Although we will endeavour not to postpone a confirmed programme or session, we reserve our rights to do so by notifying you at our earliest opportunity. In such a case, we will discuss with you to re-schedule the programme.

5. **Programme Content & Materials**

-   The training materials as well as the content of the programme are protected under copyright laws and all other intellectual property rights and are subject to ASB's terms of use. You may not change, translate, reproduce, reprint or transmit in any form, or by any means, electronic, mechanical, photocopying, or otherwise, without our prior written permission.

-   We constantly strive to improve our programme content and therefore reserves the right to modify the specification of a programme or the modules without notice.

-   While every precaution has been taken in the preparation of the programme and associated materials, we do not make any representations regarding the use of training models, or the reliance upon these models, for decision making purposes and will not be held liable for any damages, however suffered, flowing from the direct or indirect use of, or reliance upon the training models.

Confirmation of Engagement

On behalf of **Malaysia Productivity Corporation** (details set out in **Schedule A** hereof), I accept the above Proposal and confirm the engagement of Asia School of Business, for the services outlined.

This Proposal, including the attached Schedules, shall constitute a legally valid and binding agreement between **Malaysia Productivity Corporation** and **ASB Management Sdn Bhd (ASBM)** (collectively referred to as "**Parties**") unless a definitive agreement is subsequently entered into between the Parties, in which case, such definitive agreement shall supersede the terms and conditions set out herein.

On behalf of Malaysia Productivity Corporation,

Signature:

Name:

Designation: _____

Date: _____

Company: Stamp _____

On behalf of Asia School of Business/ASBM,

Signature:

Name:

Designation: _____

Date: _____

Company: Stamp _____

Schedule B – Company Details

Name of Company	
Company No.	
Address	
Contact Person	
Contact No. & Email address	

Schedule B – General Terms & Conditions

1. Please refer to our ASB General Terms and Conditions.

ASB General T&C

2. In the event there is a conflict, the terms in this Proposal shall prevail.

Thank you

Contact on behalf of Asia School of Business:
Sarala J Marimuthu
0123666402
sarala.marimuthu@asb.edu.my