

# CORPORATE SOCIAL RESPONSIBILITY

## Youth Empowerment

All our youth programmes have an underlying strategy:  
To empower youths to become nation builders in their field.

### OUR 4 KEY PROGRAMMES ARE:



#### Youth Attitude Improvement Programme

- Empowers youth to find potential from within
- Takes youth out of a mediocrity trap and inspire them to achieve more



#### Youth For A Cause

- Gets youth to identify society and community needs
- Champion the cause with peers and work a project to be a solution to targeted communities



#### Music Leadership

- Uses music to connect with youth
- Teaches leadership skills in a fun way through music, performing arts and humour
- Full-band with drums and percussion instruments used for atmosphere



#### Youth Employment Programme

- Develops holistic employable skills in youth through a 3-month programme that raises the level of the workforce
- Attitude-improvement to generate ownership & drive
- Helps youth find placements using our database

The programmes can be used by corporations, educational institutions, NGOs and government agencies as part of either CSR/nation-building initiatives that empower youths to champion causes that contributes towards national transformation.

# METHODOLOGY



Humour



Interactive and experiential learning



Fun with energetic and innovative training tools – music, drama, art, etc



Youths must outwork skills received through projects



Vocabulary they can relate to



Help youths identify their hidden potential

# TRACK RECORD

– some projects we have done/that the youths we have trained have conducted

<p><b>Talent Corporation Malaysia</b></p>	<ul style="list-style-type: none"> <li>• Youth Employment Programme has helped 350 fresh graduates with below average CGPA gain employment</li> <li>• Participants were employed in various SMEs &amp; Corporations, such as: OCBC Bank, Sony, Maersk and many more.</li> <li>• Employers provided very good feedback on the quality and work ethics of our participants compared to other untrained fresh graduates</li> <li>• 600+ companies hiring from us</li> </ul>
<p><b>Muhibbah Walk</b></p>	<ul style="list-style-type: none"> <li>• Conducted by 8 youths we trained, championing national unity</li> <li>• Raised funds themselves (from government, private bodies, individuals, etc. Raised RM 160 000)</li> <li>• Turnout of 700 participants, from Penang to Johor</li> <li>• Engaged other youth groups from different religions &amp; races to champion the national unity cause</li> <li>• Used social media, TV, radio &amp; major newspapers to publicize</li> <li>• VIP: National Unity &amp; Integration Department Minister, Tan Sri Joseph Kurup</li> </ul>
<p><b>Microsoft</b></p>	<ul style="list-style-type: none"> <li>• 240 girls from disadvantaged &amp; abused backgrounds trained</li> <li>• Youth Attitude Improvement Programme has helped them:             <ul style="list-style-type: none"> <li>- Rebuild shattered confidence</li> <li>- Gain employment</li> <li>- Improve self-believe and outlook towards life</li> </ul> </li> </ul>
<p><b>How to Convince Anyone about Anything</b></p>	<ul style="list-style-type: none"> <li>• 80 youths from ages 15-25</li> <li>• Sponsored by People Systems Consultancy</li> <li>• 8 groups, each identified &amp; worked towards a cause</li> <li>• Projects include:             <ul style="list-style-type: none"> <li>- National unity</li> <li>- Corruption</li> <li>- Environment</li> <li>- Underprivileged children</li> <li>- Educating orphans</li> <li>- Raising awareness for homeless children</li> </ul> </li> </ul>