

STRATEGIES TO ATTRACT AND RETAIN BLUE-COLLAR WORKERS IN MALAYSIA

Date: 3 July 2025, Thursday
Time: 3.00 pm – 4.30 pm
Registration Price: **RM19**



Strategies to Attract and Retain Blue-Collar Workers in Malaysia

Introduction

Attracting and retaining blue-collar workers in Malaysia has become a critical challenge for many industries. This course provides practical strategies to help employers build a strong workforce by implementing effective recruitment techniques, competitive compensation packages and long-term retention programs.

Participants will explore employer branding, career development pathways and innovative engagement methods that go beyond salary to create a motivated and loyal workforce.

Through real-world case studies and interactive discussions, this training equips HR professionals and business leaders with actionable insights to reduce turnover and build a sustainable talent pipeline.

By the end of the course, participants will:

- Understand the challenges and trends in hiring and retaining blue-collar workers in Malaysia.
- Develop effective recruitment strategies to attract the right talent.
- Implement best practices in employer branding and job positioning.
- Design compensation and benefits packages that enhance employee retention.
- Apply strategies to improve work-life balance and employee engagement.
- Develop career growth pathways to retain workers in the long term.

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Course outline

Module 1: Understanding the Blue-Collar Workforce in Malaysia

- Introduction to the blue-collar labour market
- Challenges faced by employers in hiring and retaining workers
- Changing workforce expectations (Younger workers, gig economy influence, career growth expectations)

Module 2: Attracting Blue-Collar Workers

- Employer Branding & Recruitment Strategies
- Shifting from "job selling" to "career selling"
- Learning from McDonald's: Positioning the job attractively
- Rebranding job titles (e.g., from "Operator" to "Manufacturing Assistant")
- Targeted Recruitment Approaches
- Expanding beyond SPM leavers (considering SKM, MLVK, diploma holders)
- Leveraging training institutions and HRD Corp for recruitment & upskilling
- Compensation & Benefits as a Competitive Edge
- Going beyond minimum wage—what makes an attractive package?
- Offering mid-month salary payments to ease financial stress
- Providing unique benefits that matter to workers (e.g., transport allowances, insurance, career progression opportunities)

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Module 3: Retaining Blue-Collar Workers

- Work-Life Balance and Job Satisfaction
- Understanding the new workforce mindset (flexible work hours, shorter shifts)
- The impact of work-life balance on retention
- Creating Career Growth Opportunities
- Clear career progression pathways
- Skill development through HRD Corp levy and industry partnerships
- Engaging Workers Beyond Salary
- Implementing employee referral programs with attractive incentives
- "Pay for Ideas" programs to involve workers in process improvements
- Fun and engaging work culture: Recognition programs, social events

Module 4: Reducing Attrition with Long-Term Strategies

- Why Retention Efforts Fail
- Common mistakes in recruitment and retention
- Over-reliance on outdated hiring strategies
- Effective Retention Strategies
- Retention bonuses and structured career pathways
- Performance-based rewards and recognition programs
- Supervisor engagement in worker well-being and career progression

Module 5: Practical Case Studies & Group Discussion

- Analyzing real-life case studies of successful retention strategies
- Group discussion: What works best in your industry?
- Action plan development: What can participants implement immediately?

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Learning outcomes

- Identify key reasons for high attrition rates among blue-collar workers.
- Develop targeted recruitment approaches for sustainable hiring.
- Redesign job roles and compensation structures to improve worker satisfaction.
- Apply real-world case studies to create an engaging workplace culture.
- Implement career development programs to reduce employee turnover.

Targeted participants

- HR professionals and managers
- Business leaders and decision-makers
- Team leaders and supervisors
- Individuals involved in workforce planning and policy-making

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Trainer's profile



ARULKUMAR SINGARAVELOO

Arulkumar Singaraveloo brings over 23 years of progressive HR experience across diverse industries, including a world-leading semiconductor organization, the largest nitrile glove manufacturer, oil & gas, education & training, and transportation technology. He holds a bachelor's degree in engineering from Universiti Teknologi Malaysia (UTM) and an MBA from the University of Strathclyde, Scotland.

In his corporate career, Arul has served as a HR General Manager and Human Resources Director (Business Consulting Services), establishing himself as a strategic Business HR Leader. He excels in aligning HR strategies with business goals, ensuring effective delivery of HR initiatives. Arul is well-versed in business operations and regulatory compliance, particularly within the Malaysian context.

His expertise spans key HR functions, including business partnering, recruitment, training and development, employee relations (IR/ER), talent management, performance management, and compensation & benefits management.

Arul has successfully built HR teams from the ground up, led labour and social compliance frameworks, and developed systematic approaches to ensure social compliance. Renowned for his practical approach to managing HR and industrial relations challenges, he delivers logical, effective, and actionable solutions tailored to modern business needs. His leadership has introduced tactical strategies to foster high-performing HR teams.

As the co-founder of Malaysia HR Forum, a rapidly growing HR platform with over 48,700 members, Arul contributes significantly to the professional development of HR practitioners and business leaders. He also advises CEOs on HR strategies and organisational transformation, sharing his insights through speaking engagements and consultations.