MALAYSIA HR FORUM

AI-POWERED
TALENT SEARCH &
SOURCING TOOLS

2025 | 9 am - 5 pm

**MALAYSIA HR FORUM ACADEMY
LEVEL 12, LOT 12A, MENARA PKNS PETALING JAYA,
JALAN YONG SHOOK LIN, 46050 PETALING JAYA**

RM 1,300

REGISTERED HRD CORP TRAINING PROVIDER

HRD CORP CLAIMABLE

100% HRDC Claimable

Module Overview

This course examines into the application of generative AI technologies in the recruitment process, with a specific focus on the Malaysian context. Students will explore how AI can enhance recruitment strategies, improve candidate experience, and ensure compliance with local regulations.

Designed to spark interest in AI-powered HR solutions, this session showcases live demonstrations of AI's potential in automating recruitment, enhancing employee engagement, and streamlining HR communications. This teaser provides just enough insight to inspire attendees to explore the full possibilities offered by our in-depth two-day course.

Learning objectives

- Understand the fundamentals of generative AI and its applications in HR.
- Analyze the impact of AI on recruitment processes in Malaysia.
- Develop AI-driven recruitment strategies tailored to the Malaysian market.
- Evaluate ethical considerations and regulatory compliance in AI recruitment.
- Gain a foundational understanding of how GenAI can streamline HR operations.
- Discover the potential of AI in recruitment, onboarding, and employee engagement.
- Understand ethical and privacy concerns related to using AI in HR.

Targeted Participants

This course is intended for employees in Human Resources, particularly those managing the portfolio of Recruitment / Talent Acquisition / Talent Development / Talent Management

Method of Training

The course will be conducted in an interactive learning mode to encourage active learning among the participants. Methods of training used include group discussions, slides presentation, assessments, individual assignment, games and opportunity for self-reflection and action planning.

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Contents

Module 1: Introduction to AI in HR Management
- **AI's Role:** Explore how AI enhances HR efficiency and decision-making.
- **Ethics:** Discuss the importance of ethical guidelines in AI deployment.
- **Bias Mitigation:** Identify and address biases in AI applications.

Module 2: Prompt Engineering for HR Applications
- **Definition:** Understand the significance of prompt engineering in AI.
- **Effective Prompts:** Learn to create clear prompts for accurate AI responses.
- **HR Applications:** Apply prompt engineering to improve HR functions.

Module 3: Data Analysis for Workforce Insights
- **Data Analytics:** Leverage analytics to uncover workforce trends.
- **Informed Decisions:** Use data insights for strategic HR decision-making.
- **Tools:** Familiarize with data analysis tools applicable in HR.

Module 4: Recruitment Strategies and Candidate Suitability
- **Job Descriptions:** Create engaging job descriptions using AI.
- **Candidate Matching:** Implement AI for effective candidate matching.
- **Assessment Criteria:** Develop objective criteria for evaluating candidates.

Module 5: Streamlining HR Processes with AI and Chatbots
- **Interview Questions:** Generate tailored interview questions with AI.
- **Chatbots:** Deploy chatbots for employee inquiries and engagement.
- **Automation:** Automate scheduling and document management tasks

Module 6: Research and Data-Driven HR Strategies
- **HR Research:** Conduct research to inform HR strategies.
- **Data-Driven Decisions:** Use findings to guide HR practices.
- **Process Improvement:** Identify areas for enhancing HR effectiveness.

Module 7: Career Development and Continuous Improvement
- **Career Plans:** Create personalized development plans using AI insights.
- **Mentorship Programs:** Implement AI-driven mentorship for employee growth.
- **Continuous Improvement:** Develop strategies for ongoing HR process enhancement.

Module 8: Ethical and Legal Considerations
- Ethical issues in AI recruitment (e.g.: bias, transparency)
- Ensuring compliance with
  - Malaysian employment laws
  - Personal Data Protection Act (PDPA) 2010
- Best practices for ethical AI use in recruitment
  - Regular Audits and Monitoring
  - Human Oversight and Accountability
- Inclusive and Fair Recruitment Practices

Trainer Profile : *MIMI NATASHA MOHD FAUZI*

- ✅ Learning on LinkedIn Malaysia
- ✅ Top 3 in Malaysia's LinkedIn rankings
- ✅ Top 100 LinkedIn Creator – PROVEN Growth & Sales Strategist
- ✅ Trusted by Personal Brands & Big Corporations
- ✅ Expert in AI, Career Development & Monetization

Mimi Natasha Mohd Fauzi is a highly experienced corporate trainer with a diverse background spanning the hospitality, airlines, and banking industries. Her extensive experience as a Soft Skills and Aviation Trainer has equipped her with the ability to create and deliver impactful training programs that enhance the capabilities of professionals. Mimi's dedication to professional development is evident in her ability to identify training needs, develop tailored training modules, and assess outcomes effectively. Her expertise in digital marketing, motivational growth, and communication skills workshops further highlights her versatility and commitment to fostering professional growth.

Throughout her career, Mimi has demonstrated exceptional leadership and training skills in various roles. At Peoplelogy Group, she spearheaded talent development initiatives and led training projects for notable entities. Her tenure at Maybank Group as a Customer Service Executive showcased her ability to guide customers through digital transformation, while her role as a Sales Manager at Cuckoo International highlighted her skills in optimizing sales performance and leading recruitment initiatives. Mimi's extensive experience as a Senior Flight Attendant with AirAsia & AirAsia X Berhad, where she operated various aircraft models and ensured compliance with stringent aviation standards, underscores her ability to excel in high-pressure environments.

Mimi's educational background and certifications further solidify her expertise. She holds an Executive Diploma in Business Engineering from Universiti Teknologi Malaysia and has pursued various professional diplomas in leadership, project management, and office management. Her certifications in Positive Psychiatry and Mental Health, Emotional Intelligence, and her role as a healthcare lecturer demonstrate her commitment to continuous learning and professional development. Mimi's passion for hiking, travel, and sightseeing reflects her well-rounded personality and her ability to bring a holistic approach to her training sessions. Overall, Mimi Natasha Mohd Fauzi is a dynamic and dedicated corporate trainer who brings a wealth of knowledge and experience to any organization.