



Programme id: 10001531905

# MANAGING & RETAINING YOUR GEN Z WORKFORCE

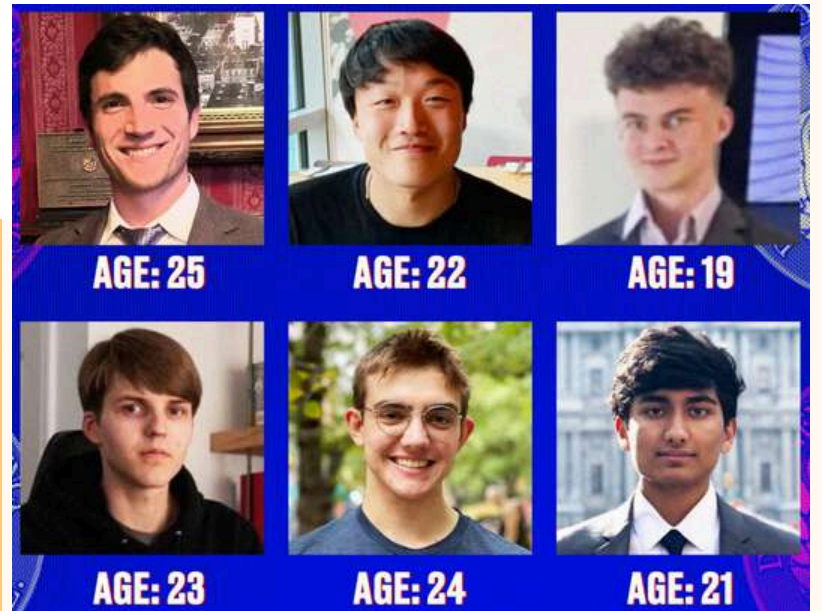
Practical guide incl.  
conversations with Gen Z's

DAILY BEAST

## Unmasked: Musk's Secret DOGE Goon Squad—Who Are All Under 26

Josh Fiallo

Tue, February 4, 2025 at 6:13 AM GMT+8 · 9 min read



Gen Zs are one of the best talents you have available in your company. But are you unleashing their full potential?



## HELP IS HERE WITH OUR 1 DAY TRAINING



**6 AUGUST 2025**

9am to 5pm



Zenith Corporate Park,  
Kelana Jaya

Claim your **RM80 TNG reload**  
pin at registration desk

**Fee: RM1,000**

(Inclusive of SST)

## GENERATIONAL GAP

But Gen X and Millennial managers are stumped by the fixation on work life balance, mental health and their work ethics. They even speak a different language, FRFR!



**Symphony Digest**

Sarah Hannis  
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010-2387806

## COURSE OUTLINE



### Module 1: Understand The Distinctive Gen Z Characteristics

- Traits
- Role of technology and social media in shaping them
- Role of family and the education system

### Module 2: Gen Z's Concerns

- Work-life balance
- Mental health
- YOLO
- FOMO
- Others

### Module 3: Challenges with Gen Zs

- Perceived snowflakes / strawberries
- Addressing Misconceptions
- Job-hopping
- Communication Style (NGL, IYKYK, IRL, FOMO)

### Module 4: Understand their Lingo

- Influence from social media
- No boundaries
- Adapting to their style and blending into business norms

### Module 5: How to Manage Gen Zs

- What motivates them
- How to motivate them
- Communication strategies with them

### Module 6: How to inculcate Professional Excellence in Gen Zs

- Bridging the intergenerational gap
- Embracing professional work ethics

### Module 7: How to Retain Gen Zs

- How to turn their job into their dream job

## TRAINERS

### Gen X

#### Saw Ann Ping

A former investment banker, whose last corporate position was General Manager at Hong Leong Islamic Bank. She was involved in corporate banking, bond issuance, project advisory and corporate advisory. Prior to becoming a banker, she was a management consultant with Arthur Andersen.

She has mentored many new and young hires including fresh graduates to become executives who have been praised by business associates for their professionalism.

The trainer will be assisted by a few young graduates who will be able to share their working experience journey with the participants during the training program.

#### Chan Leng Kei

A former investment banker, the trainer has taught many bankers and professionals in financial analysis and cash flow modeling. She was previously in Hong Leong Islamic Bank, RHB ISLAMIC Bank and CIMB.

She has also mentored many new and young hires including fresh graduates to become executives who have been praised by business associates for their professionalism.

# TRAINERS

## Sarah Hannis

A former Sales & Marketing executive from several organisations, eventually rising to the role of Senior Marketing Executive at Symphony Digest.

Sarah manages corporate training market and conducted Protégé training for Communication & Networking Skills module. Poised to earn her TTT certification in May, Sarah exemplifies the enthusiasm and driven spirit of her generation.

## Gen Z

## Ain Afiah

A former Maybank Protege turned Senior Marketing Executive at Symphony Digest and a dedicated trainer for the Protégé Training program, specialising in the Communication and Networking Skills module.

With a background in marketing and corporate training, she is passionate about equipping young professionals with essential communication and networking skills to excel in their careers. Ain has just completed her HRDC TTT training.

### PARTICIPANT DETAILS

Name:
Position:
Department:
Contact Number:
Email:
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Name:
Position:
Department:
Contact Number:
Email:

### ADMIN DETAILS

Name:
Position:
Department:
Company:
Contact Number:
Email:
Address:
<b>Payment Method:</b> <input type="checkbox"/> Direct Payment <input type="checkbox"/> Claim HRD

#### Notes:

- For cancellation less than 14 days before or non-arrival on the training day, no refund will be given. Substitution is allowed.
- Should the number of participants be too low to make the course a meaningful learning experience, Symphony reserves the right to postpone or cancel the training.
- HRDC grant application shall be applied and approved before the training day. Maximum claim from HRDC is RM1,750 per day. The balance, if any, is to be topped up by client.