



INDUSTRIAL TRAINING REPORT AT PETROLIAM NASIONAL BERHAD (PETRONAS)

MUHAMMAD TAJUDDIN BIN SHAFEK HAMLAN | 2020620554 | BA246



EXECUTIVE SUMMARY

On 1st of March 2023, the student started his internship programme at Petroliam Nasional Berhad (PETRONAS) under Petronas Management Training Sdn. Bhd. in the Learning Academy Department, Level 1 Unit at PETRONAS Leadership Centre (PLC).

This report will discuss various aspects of the company including the company's profile which consists of the brief history of the company, the organisational structure ad the products and services.

Furthermore, this report will also highlight on the training reflection of the student where it discusses the duration, details, and gains during the internship period.

The main highlight of the report will be discussing the SWOT analysis of the company and will also provide recommendation for every aspects on how to improve each element.

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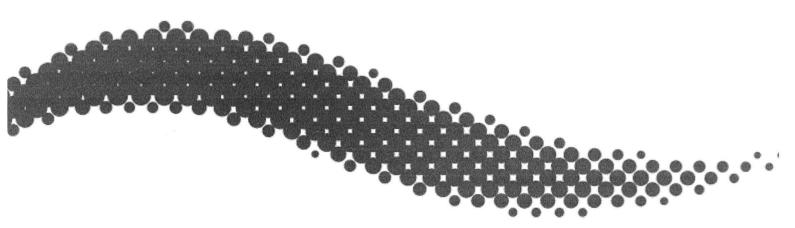
ACKNOWLEDGEMENT

Bismillahirrahmanirrahim,

Alhamdulillah and greatest pleasure and gratefulness is pledged towards Allah SWT and praise to our prophet Muhammad SAW for the internship placement and experience that I have gained. I would like to direct my greatest thanks towards Petroliam Nasional Berhad (Petronas) and my supervisor, Azimazura bt Abdullah for giving me the opportunity to have the internship experience and the opportunity to learn more about the firm in the industry for 6 months.

I would also like to thank Puan Norshiba Norhisham for guiding me on how to complete my internship programme and how to complete my report. I also want to express my highest gratitude to both of my parents on providing me the support that I needed throughout my internship.

Lastly, I would also not forget to thank you Suhail binti Shamsuddin, Faqihah Mardina binti Ahmad Lutfi, Nur Hannan binti Mohammed Khafidz, Nur Farhanis Nazira binti Mohd Hussaini, Siti Marissa Safina binti Saiful Adli, Adif Fairullah bin Jamaluddin, Muhammad Shahmirul Fahmi bin Supian, Sorfina Nurin binti Rozalanhisham, Nur Zafiera binti Mahat, Zulfa Hidayah binti Mohd Razali, and Haziq Imran bin Mohd Zaini for always being there for me when needed.



STUDENT'S PROFILE



MUHAMMAD TAJUDDIN BIN SHAFEK HAMLAN

FRESH GRADUATE IN
INTERNATIONAL BUSINESS

CONTACT







ABOUT ME

I am an International Business student currently in my Final year and Internship period at PETRONAS that is detail oriented and focused on my long-term and short-term goals and passionate about sustainability. Love to talk about data, technology, and digital content.

LANGUAGES

Malay - Native English - Intermediate

PROJECTS & PARTICIPATION

Leadership for Enterprise Sustainability Asia (LESA) 2023 Conference.

· Participated as a Participant

Youth & Diplomacy: Soaring Upwards to a Promising Future.

Participated as a High Committee

Skill Up! Heroes in Training.

Participated as a Committee

Contemporary Global and Legal Issues Exhibition (CoGLIEx)

Participated as a Presenter

International Model United Nations 47.0 - 50.0.

Participated as a delegate

Kuala Lumpur International Youth Summit 2019

· Participated as a Participant

EDUCATION

Universiti Teknologi MARA (UiTM) | CGPA: 3.48

Bachelor's Degree in Business Administration (Hons.) International Business 2020-2023

Universiti Teknologi MARA (UiTM) | CGPA: 3.09

Foundation in Law (M.O.H.E.) 2019-2020

SMK Seri Pekan | 3A, 2A-, 2B+, 1B, 1C+ / B(b)

SPM (Science Stream) / O-Level

WORK EXPERIENCE

Petroliam Nasional Berhad (PETRONAS) (Learning Solutions Intern) Mar 2023 - Current

- Assisted in organising and designing the digital content and storyboards for PETRONAS's learning platform for executives.
- Assisted in designing graphics using Adobe softwares and Canva for nudges and events, using Final Cut Pro to edit videos within the internal organisation.
- Attended conferences, masterclasses and workshops to further enhance skills and knowledge; LESA 2023.

Watsons Malaysia (Customer Assistant) Feb 2022- Mar 2022

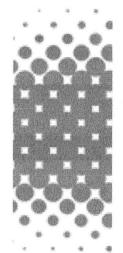
- Fulfilling customers' needs by answering their queries about products and promotions and dealing with their complaints.
- Handling the Cashier department; accepting cash and debit payments for merchants.
- Stock checking; monitor and maintain current inventory levels.

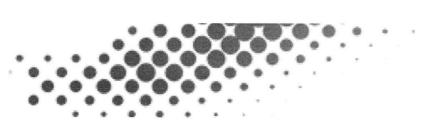
International Model United Nations (Campus Ambassador Intern) Feb 2021 - Apr 2021

• Promoting and inviting people to join the concurrent program to generate revenue for the organisation.

REFERENCES

Dr. Nur Melissa binti Mohammad Faisal Wee Azimazura binti Abdullah International Business Lecturer Learning Associate Executive/Supervisor





COMPANY'S PROFILE



Petroliam Nasional Berhad or is more known as PETRONAS is a Malaysian owned oil and gas company that is owned by the government of Malaysia and is a Government Linked Company (GLC). PETRONAS is established in 1974 and has now grown into 35 countries worldwide. PETRONAS is a dynamic global energy group committed to delivering and optimizing clean energy solutions to empower sustainable societal growth. PETRONAS's statement of purpose is:

"We produce and deliver energy and solutions that power society's progress in a responsible and sustainable manner."

PETRONAS is a company that seek energy potential across the globe, optimising value through our integrated business model. Their portfolio includes cleaner conventional and renewable resources and a ready range of advanced products and adaptive solutions. Sustainability is at the core of what PETRONAS do as they harness the good in energy to elevate and enrich lives. People are their strength and partners for growth, driving their passion for innovation to progress towards the future of energy sustainability.

PETRONAS headquarters is located at Tower 1, PETRONAS Twin Towers, Kuala Lumpur City Centre, 50088 Kuala Lumpur and has many other franchises all over Malaysia. I am reporting duty at PETRONAS Leadership Centre (PLC), Jalan Institusi, Kawasan Institusi Bangi, 43000 Kajang, Selangor, where all training services in PETRONAS is held.

Vision: A leading gas infrastructure and utilities company.

Mission: We are a business entity, gas infrastructure and utilities is our core business. We operate safely, reliably and competitively. We optimise the gas value chain to maximise return for our stakeholders.

Objective: We seek energy potential across the globe, optimising value through our integrated business model. Our portfolio includes cleaner conventional and renewable resources and a ready range of advanced products and adaptive solutions.

COMPANY'S PROFILE



PETRONAS EXECUTIVE LEADERSHIP TEAM ORGANISATIONAL STRUCTURE

YM Datuk Tengku **Muhammad Taufik** Tengku Kamadjaja Aziz

President & Group Chief **Executive Officer**

Adnan Zainal Abidin CEO Gas Businesses

Liza Mustapha

Datuk Adif Zulkifli

Chief Operating Officer 6 Executive Vice President 6 Executive Vice President 6 Executive Vice President 6 Executive Vice President 8 Executive Vice Preside

Datuk Sazali Hamzah

Mazuin Ismail Corporate Strategy

Razman Hashim Legal & Group General Counsel

Bacho Pilong Project Delivery & Technology

Farehana Hanapiah Senior Vice President Group Human Resource Management

Ruslan Halim

Islahuddin

Senior General Manager Human Capital Development

Junita binti A Aziz

Head (Learning Solutions)

Badrul Hisham Bin A Karim

Manager (In Role Solutions)

Azimazura Binti Abdullah

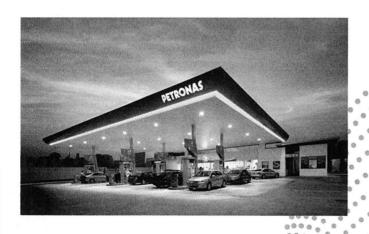
Executive (Learning Associate) In Role Solution

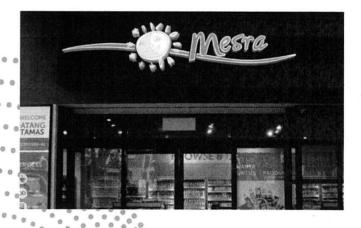
Muhammad Tajuddin bin Shafek Hamlan

COMPANY'S PROFILE



PRODUCTS AND SERVICES





TRAINING'S REFLECTION

In 1st of March 2023, the student reported duty to Petroliam Nasional Berhad (PETRONAS)'s OPU, PETRONAS Management Training Sdn. Bhd., under the Talent Development or as known as Leadership Academy (LA) Department. The student will report for the organisation for 6 months (1st or March to 15th of August 2023). The student reported duty at PETRONAS Leadership Centre (PLC), Jalan Institusi, Kawasan Institusi Bangi, 43000 Kajang, Selangor, where all internal training services in PETRONAS is held. Here at PLC, there are 4 operating units which are Leadership Academy, Innovation Academy, Coaching Academy, and Top Leaders Development. Here at PETRONAS, the culture here is the working day is from Monday to Friday and staffs are free to clock-in between 7:00 am to 10:00 am, and clock-out between 4:00 pm to 7:00 pm as long as 8 working hours is completed.

Here, there are 3 main programmes that are held in the Leadership Academy department which is Professional Excellence (Level 1), Managerial Excellence (Level 2), and also Strategic Excellence (Level 3), where each one is held for the company's Executives, Managers, and Senior Managers. PLC also hosts the on-boarding programme called Hello-Hires Onboarding (HHO) for new hires in the organisations (Petronas Leadership Centre, 2023).

The student is stationed for the Professional Excellence (PE), Level 1 Programme that is usually held for 5 days, and mainly working on a project to work on the digitalisation of the physical programme itself to be put in the organisation's online learning platform (MyLearningX), named as Professional Excellence: The Playlist. The student have attended meetings and provided ides to the team for the programme such as storyboards and themes for it.

For the benefits, the student is granted monthly with RM 1000 as allowance. Interns are also provided with 1 day each month of annual leave. Many other leaves are also provided such as for Eid and such. We are also permitted to work from home (WFH) 8 times a month.

The student's key responsibilities are; Assisting in organising and designing the digital content and storyboards for PETRONAS's learning platform for executives, Assisted in designing graphics using Adobe softwares (Illustrator, Photoshop) and Canva for nudges and events within the internal organisation, Using video editing softwares such as Final Cut Pro to edit videos for the programmes and ad-hoc tasks, Attended conferences, masterclasses and workshops to further enhance skills and knowledge; LESA 2023, and also fulfil ad-hoc tasks.



A picture of PETRONAS Leadership Centre (PLC)

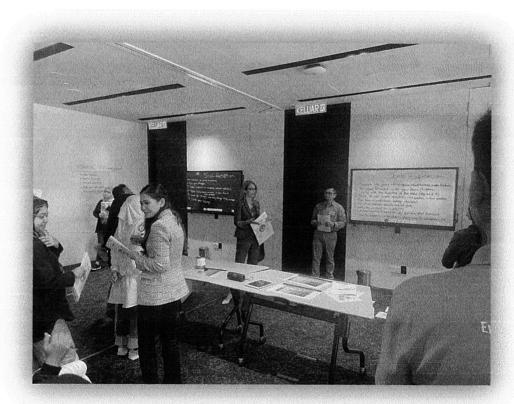
Aside from extrinsic benefits that the student has obtained, he have also obtained intrinsic benefits such as being exposed to executive training. For every cohort of executive training, there will be an extensive social outreach where participants go to the stakeholder's place to analyse and observe the problems and challenges, and then help to overcome by providing solutions by having a meeting with the stakeholders at the end of the day. Here, the student gained knowledge and experience repeatedly for many different places and organisations such as at MySkills Foundation, Dignity for Children Foundation and many more.



Day 1 of the Professional Excellence Programme Cohort 6 attended by PETRONAS's Executives



One of the activities on Day 1 of PE



Day 2 of the Professional Excellence Programme



Meeting with stakeholders for the social outreach programme on day 4 of PE



Information sharing with stakeholders

SWOT ANALYSIS

FOR PETRONAS (PETRONAS MANAGEMENT TRAINING SDN. BHD.)



- 1. Can be very effective in improving employees performance.
- 2. Helps to reduce the turnover rate and improve employee retention.



- 1. Can be expensive and costly.
- 2. Participants may not fully pay attention to the whole session.



- 1. May improve morale and motivation for the employees.
- May create rapport with organisations outside of the organisation.



- 1. Government Intervention may impair the progression of the programme.
- 2. Economic volatility.

FOR PETRONAS (PETRONAS MANAGEMENT TRAINING SDN. BHD.)



1. Can be very effective in improving employees performance.

The training provided is very insightful and the experience is very informative and brainstorming. In that, this can train the employees to be more resilient and knowledgeable to hold the position and advance further in the organisation.

The training sessions conducted at the Leadership Centre are designed to be highly engaging and thought-provoking. They encourage participants to think critically, brainstorm ideas, and explore innovative approaches to problem-solving. This interactive learning environment fosters creativity and stimulates intellectual growth, allowing employees to develop new perspectives and expand their capabilities.

By participating in these training programs, employees gain valuable insights into the latest industry trends, best practices, and cutting-edge techniques relevant to their specific roles. They acquire new knowledge and skills that can be immediately applied in their day-to-day work, leading to enhanced job performance. For example, leadership training programs may focus on areas such as effective communication, strategic thinking, decision-making, and team management, empowering employees to become more resilient and adaptable leaders.

Moreover, the training programs offered by the Leadership Centre contribute to the professional development of employees. As they acquire new skills and knowledge, employees become better equipped to handle challenges, take on higher responsibilities, and advance their careers within the organization. This not only benefits the individuals themselves but also strengthens the talent pipeline within Petronas, fostering a culture of continuous learning and growth.

One recommendation to further enhance the effectiveness of the Petronas Leadership Centre's training programs is to incorporate ongoing coaching and mentoring opportunities for participants. By offering coaching and mentoring services, the Leadership Centre can create a supportive and nurturing environment where employees receive individualized attention and guidance tailored to their unique needs and circumstances. This can boost their confidence, accelerate their growth, and further enhance their performance and development (Waddell & Dunn, 2005)

FOR PETRONAS (PETRONAS MANAGEMENT TRAINING SDN. BHD.)



2. Helps to reduce the turnover rate and improve employee retention. The training provided helps upscales the employee and improve employee-employer relationship keeps the employee being productive throughout their employment in the organisation.

When employees are provided with valuable training opportunities, they feel valued and invested in by the organization. The training programs not only enhance their skills and knowledge but also demonstrate a commitment to their professional growth and development. This, in turn, boosts employee morale and job satisfaction, making them more likely to stay with the organization for the long term.

Furthermore, the training programs foster a positive employee-employer relationship. As employees participate in the programs, they interact with trainers, mentors, and fellow colleagues, creating a sense of camaraderie and support. This collaborative learning environment strengthens bonds within the organization, improves communication, and fosters a culture of continuous learning and development.

The training programs also provide opportunities for employees to gain visibility and recognition within the organization. As they acquire new skills and knowledge, they become valuable assets to the company, increasing their chances of career advancement and growth opportunities. This recognition and career progression contribute to higher employee retention rates, as employees are more likely to stay with an organization that values their contributions and provides avenues for advancement.

As a recommendation, establishing an online platform or resource center that provides access to relevant materials, case studies, and discussion forums can encourage ongoing learning and knowledge sharing among employees. This platform can serve as a hub for employees to access supplementary resources, seek guidance, and engage in discussions related to their training topics. Creating a community of learners can foster a sense of continuous development and keep employees engaged and connected even after the training programs conclude. By implementing a robust post-training follow-up system, the Petronas Leadership Centre can ensure that the training outcomes are sustained over time. This reinforcement will help employees fully utilize their new skills and knowledge, leading to improved performance, job satisfaction, and ultimately, higher employee retention rates (Haleem, Javaid, Qadri, & Suman, 2022).

FOR PETRONAS (PETRONAS MANAGEMENT TRAINING SDN. BHD.)



1. Can be expensive.

The cost associated with the training programs provided by the Petronas Leadership Centre is a notable weakness that requires further elaboration. The expense of the programs can pose a challenge for both the organization and the employees participating in the training.

The high cost per program, with each reaching over RM7k, can be a barrier to accessing the training for some employees or departments within Petronas. Limited training budgets or financial constraints may prevent certain individuals or teams from benefiting from these programs. This limitation can result in unequal access to development opportunities, potentially impacting employee morale and engagement.

Moreover, the frequency of the training programs occurring consistently once every two weeks can contribute to the overall cost. With such regularity, the cumulative expense can surpass RM14k per month. This expenditure may strain the budget allocated for training and development initiatives, potentially limiting the number of employees who can participate in the programs or reducing the resources available for other developmental activities.

To address this weakness, Petronas Leadership Centre can consider several strategies. Prioritization and strategic planning where conducting a thorough needs assessment and strategic planning to prioritize training initiatives. This ensures that the available resources are allocated to the programs that have the greatest impact on employee development and organizational goals, thereby maximizing the return on investment. By addressing the issue of high costs associated with the training programs, Petronas Leadership Centre can enhance the accessibility and affordability of their offerings. This will enable a broader range of employees to benefit from the programs, leading to increased engagement, skill development, and overall organizational effectiveness (Andriotis, 2019).

FOR PETRONAS (PETRONAS MANAGEMENT TRAINING SDN. BHD.)



2. Participants may not fully pay attention to the whole session.

The weakness highlighted regarding participants not fully paying attention throughout the entire training session due to time constraints and exhaustion is an important aspect to address in order to maximize the effectiveness of the Petronas Leadership Centre's programs.

One factor contributing to this weakness is the time-intensive nature of the training sessions. If the sessions are too long or not properly structured, participants may experience fatigue and struggle to maintain focus and attention. Prolonged sessions without breaks or opportunities for active engagement can hinder the learning process and diminish the impact of the training.

To address this issue, the Petronas Leadership Centre can consider effective time management, where designing the training sessions with careful consideration of time management is crucial. Breaking down the content into manageable modules or segments, each with a clear objective and timeframe, can help maintain participants' attention and prevent information overload. Including regular breaks allows participants to recharge, reflect, and maintain their engagement throughout the session (Indeed Editorial Team, 2022).

Second is with providing participants with pre-training materials, such as reading materials or online modules, can help set the stage for the training and allow participants to familiarize themselves with the topics. Similarly, offering post-training resources or materials can serve as a reference and reinforce the key concepts covered in the sessions. These supplementary materials can enhance participants' understanding and retention of the training content beyond the immediate session itself (Vector Solutions, 2014).

By implementing these recommendations, Petronas Leadership Centre can address the weakness of participant attention and ensure that the training sessions are engaging, interactive, and conducive to effective learning. This will maximize the impact of the training programs and promote better retention and application of the knowledge and skills acquired.

FOR PETRONAS (PETRONAS MANAGEMENT TRAINING SDN. BHD.)



1. May improve morale and motivation for the employees.

Investing in leadership development programs presents a significant opportunity for Petronas to improve employee morale and motivation. When employees perceive that their organization is committed to their growth and development, it enhances their overall job satisfaction and engagement.

First of all, it will give recognition and value Employees. Leadership development programs demonstrate that Petronas recognizes the importance of its employees and their potential to contribute to the organization's success. By providing opportunities for employees to enhance their leadership skills, Petronas shows that it values their individual growth and is willing to invest in their future. This recognition creates a positive work environment where employees feel appreciated and motivated to give their best effort.

In addition, it also helps career progression and advancement. Leadership development programs can offer a clear path for career progression and advancement within the organization. When employees see that Petronas is actively investing in their development, it increases their motivation to excel in their current roles and work towards future leadership opportunities. This sense of career growth and advancement prospects boosts employee morale and encourages them to perform at a high level consistently.

Furthermore, empowerment and autonomy, where leadership development programs empower employees by equipping them with the necessary skills and tools to make informed decisions and take ownership of their work. This empowerment promotes a sense of autonomy and responsibility, which can significantly impact employee motivation. When employees feel trusted and empowered, they are more likely to demonstrate higher levels of engagement and commitment to their work.

One recommendation that can be given to improve morale and motivation for the employees is by promoting the achievements and success stories of employees who have completed leadership development programs through internal communication channels. Sharing these stories can inspire and motivate others, creating a sense of pride and a desire to participate in the programs themselves (Chong, 2007).

FOR PETRONAS (PETRONAS MANAGEMENT TRAINING SDN. BHD.)



2. May create rapport with organisations outside of the organisation. Petronas Leadership Centre has the opportunity to collaborate and establish partnerships with other organizations. By sharing expertise, resources, and best practices, Petronas can expand its network and enhance its reputation as a leader in leadership development.

First of all, collaborating with other organizations allows for the exchange of knowledge, expertise, and best practices in leadership development. By partnering with renowned institutions, industry experts, or research organizations, the Petronas Leadership Centre can access a wealth of insights and resources that can enrich its training programs. This collaboration facilitates the cross-pollination of ideas and fosters innovation, ensuring that the Leadership Centre stays at the forefront of leadership development practices.

Next, establishing partnerships and collaborations with external organizations enhances the Leadership Centre's network. By forging relationships with like-minded entities, Petronas can leverage their credibility and reputation in the field. This expanded network not only increases the potential reach of the Leadership Centre's programs but also enhances its overall reputation as a leader in leadership development. It positions Petronas as a valuable resource for organizations seeking to enhance their leadership capabilities.

Furthermore, collaborative partnerships can lead to the development of joint programmes or initiatives that combine the strengths and expertise of multiple organizations. By cocreating and co-delivering programs, Petronas can offer comprehensive and diverse training options that cater to a broader range of leadership development needs. This collaborative approach brings together different perspectives and experiences, enriching the learning experience for participants and enhancing the value of the training programs.

A suggestion is by evaluating and monitoring collaboration outcomes. Regularly assess the outcomes and impact of collaborative efforts. Evaluate the success of joint programs, feedback from participants, and the achievement of shared goals. Use this evaluation to refine and improve collaborative initiatives in the future (Clara & Susan, 2020).

FOR PETRONAS (PETRONAS MANAGEMENT TRAINING SDN. BHD.)



1. Government Intervention may impair the progression of the programme. The progression of the Leadership Centre's programs may be impeded by government regulations or policies that affect training and development initiatives. Changes in legislation or funding priorities could impact the availability or scope of the programs offered.

Changes in government regulations or policies related to training and development can affect the operations and offerings of the Leadership Centre. New requirements, compliance standards, or licensing procedures may be imposed, leading to additional administrative burdens and costs. These changes could necessitate the restructuring of existing programs or the introduction of new ones to align with the regulatory framework.

Furthermore, the government's regulatory framework may require the Leadership Centre to meet specific standards for accreditation or certification. Failure to comply with these requirements can result in reputational damage or the loss of credibility in the market. Keeping up with regulatory changes and ensuring compliance can require additional investments of time and resources.

In addition, political shifts, changes in government leadership, or policy uncertainties can introduce instability that affects the long-term planning and execution of the Leadership Centre's programs. Rapid policy changes or inconsistencies in government priorities can create challenges in program continuity and impact the organization's ability to effectively plan and deliver training initiatives.

To mitigate the potential impact of government intervention, the Leadership Centre can consider to build stakeholder relationships. Develop strong relationships with government stakeholders, policymakers, and regulatory authorities. Engage in constructive dialogue, provide input, and advocate for the importance of leadership development initiatives. Building these relationships can help influence policies and regulations in a way that supports the continuity and growth of the Leadership Centre's programs (Community Tool Box, 2020).

FOR PETRONAS (PETRONAS MANAGEMENT TRAINING SDN. BHD.)



2. Economic Volatility.

Economic downturns or industry-specific challenges can impact the demand for leadership development programs. In times of financial constraints, organizations might prioritize cost-cutting measures, including reducing investments in training and development.

One of the elements of this threat is during economic downturns or financial constraints, organizations often prioritize cost-cutting measures to navigate through challenging times. Training and development initiatives, including leadership programs, may be viewed as discretionary expenses and face potential budget reductions or restrictions. This can directly impact the demand for the Leadership Centre's programs as organizations may scale back or postpone investments in employee development.

In times of economic uncertainty, organizations may shift their priorities towards immediate cost savings and survival strategies, diverting attention and resources away from long-term leadership development initiatives. Leadership programs may be deprioritized as organizations focus on more pressing operational and financial concerns. This shift in priorities can negatively impact the demand and investment in leadership development.

Economic volatility can have a varying impact across industries, with some sectors experiencing more significant challenges than others. Industries directly affected by economic downturns, market disruptions, or technological advancements may face greater financial constraints and reduced demand for leadership development programs. Understanding and anticipating industry-specific challenges is crucial for the Leadership Centre to adapt its offerings accordingly.

To address this issue, Petronas Leadership Centre may emphasize return on investment (ROI). Highlight the tangible and measurable benefits of leadership development programs in terms of improved employee performance, increased productivity, and long-term organizational success. Demonstrating the ROI of such programs can help organizations recognize the value and importance of investing in leadership development, even during challenging economic times (Meinert, 2018).

CONCLUSION

In conclusion, the student's experience as an intern at PETRONAS's Leadership Academy (LA) Department at the PETRONAS Leadership Centre (PLC) has been enriching and fulfilling. During the 6-month stint, the student was assigned to the Professional Excellence (PE), Level 1 Programme, where my primary responsibility was to digitize the physical programme into an online learning platform named Professional Excellence: The Playlist. Throughout this internship, the student attended meetings, contributed ideas, designed graphics, and edited videos to enhance the learning experience for executives at PETRONAS.

Overall, this internship not only equipped the student with technical skills in digital content design and video editing but also exposed to the professional world of talent development and leadership training. The experience at PETRONAS has been instrumental in shaping the student's career aspirations and personal growth.



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