

How to stay **COMPETITIVE** in Workforce to **AVOID** being Lay-off



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AGENDA

- Are you the one to be OUT?
- Who are you?
 - ❖ Problem solver
 - ❖ Revenue streams
 - ❖ Expert
 - ❖ Key player
 - ❖ Likability
 - ❖ Resourceful
- Action you need to take
- Ask question

Are you the ONE?



Ask Yourself...?

1. Are you doing something for your company during MCO?
2. Have you been communicating with your boss/ company during MCO?
3. Are you constantly improving yourself during MCO?

Who Are You?



Problem
Solver

Revenue
Streams

Expert

Key
Player

Resourceful

Likability

- New Product/
Market



- Digital stream



Innovate

Transform



**Create
Values**

Restructure

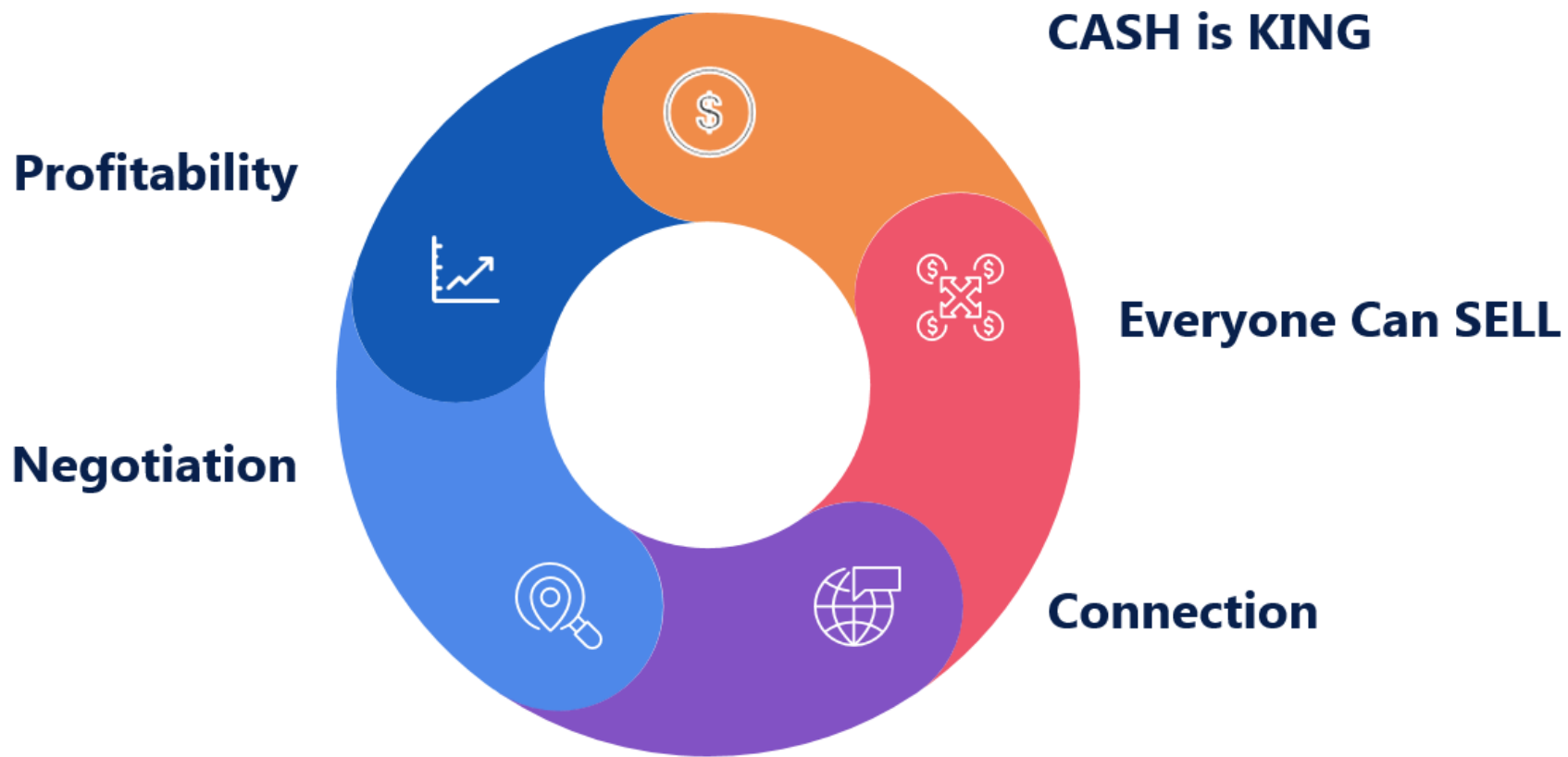


- Advantage edge
over your
competitor



- Slim down

Revenue Streams



Become the Expert



EXPERT

A person who has a comprehensive and authoritative knowledge of or skill in a particular area

Intellectual Property

a work or invention that is the result of creativity, such as a manuscript or a design, to which one has rights and for which one may apply for a patent, copyright, trademark, etc



Technical Know-How

knowledge and skill required to do something in the way of more efficiently and effectively.

Eg. Facebook / Instagram Advertising

Leads Generation . Content Writing . Keyword . Traffic Flow .





The key players in a particular organization, event, or situation are the most important people or things involved in it – **KEY PROJECT**



Key Projects

CASH

Be in the Key
Projects that
generate CASH

Raise Capital (IPO/
crowdfunding)

Refinance

SME Loans



- Famous/
Popular
- Followers



- Who know you
- Credibility

**Youtuber
matluthfi90**

Youtube: 491K
subscribers & 2.3M views
Facebook followers 530K



Action You Need to Take: **CPLC**

C

- Accept
- Face
- Embrace



P

- Motivation reading
- Meditation/ Pray
- Workout

L

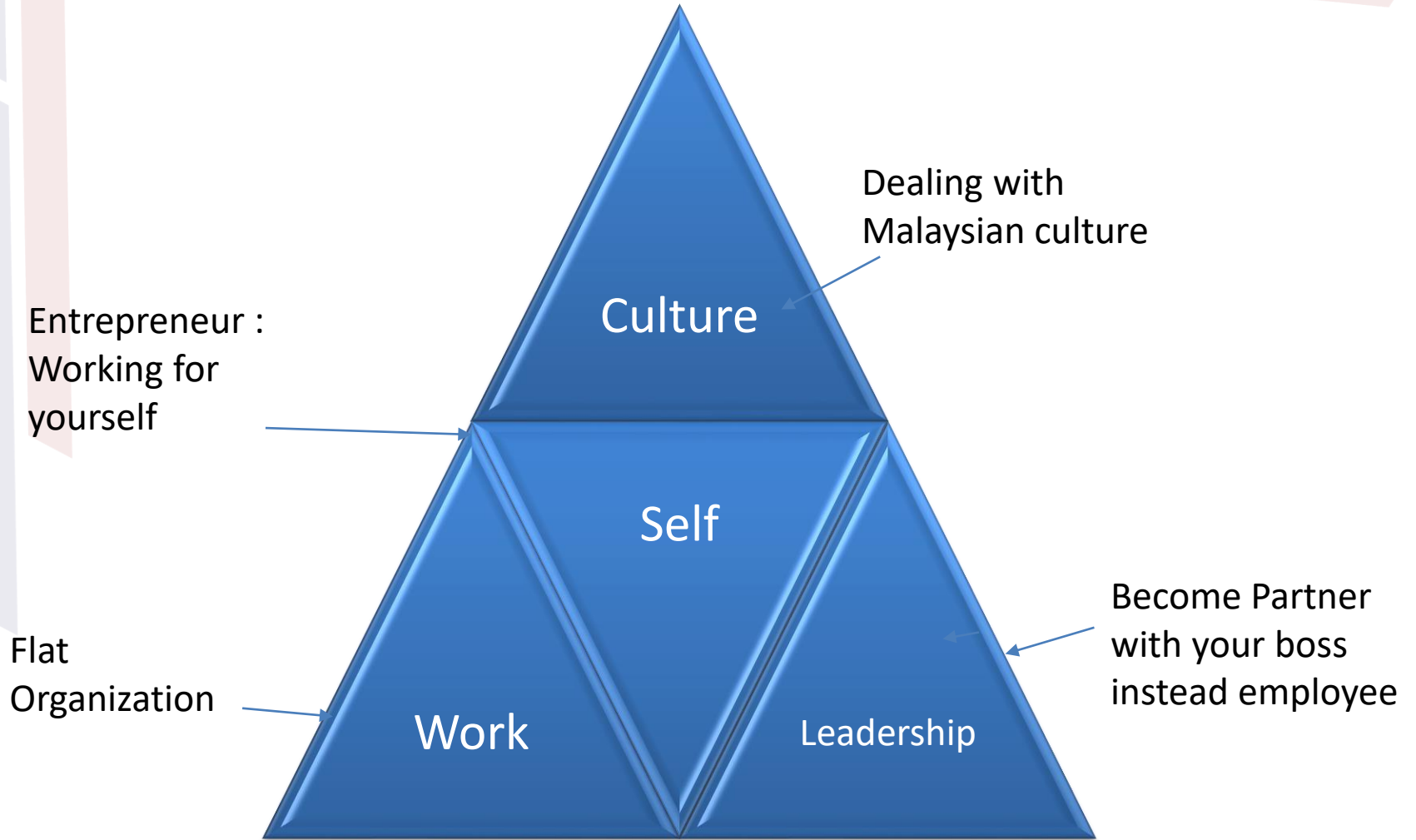
- Online
- Sale
- Presenting





C

- Social media
- Verbal
- Written

Mindset Shift






“Nobody can go back
and start a new
beginning, but anyone
can start today and
make a new ending.”

- Maria Robinson

TNW



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