



安讯教育与科技有限公司
Axon Consultancy Sdn Bhd

SUSTAINABILITY STRATEGY & ESG REPORTING



START YOUR JOURNEY AND COMMUNICATE STRATEGICALLY



Axon Consultancy Sdn. Bhd.

(Co Reg no: 201701042497)

2-2, Plaza Usahawan Genting Kelang, Jalan Danau Naiga,
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AN OVERVIEW

With global ESG assets expected to exceed **USD 50 trillion by 2025**, sustainability has become a core driver of business performance, investment attractiveness, and long-term resilience. In Malaysia, both large corporations and SMEs play critical roles—contributing significantly to national GDP, employment, foreign direct investment, and government revenue. As Malaysia is a signatory to the **UN Sustainable Development Goals (SDGs)**, businesses across all sectors are encouraged to embed ESG principles to drive competitiveness, innovation, and sustainable growth.

This 2-day programme equips SMEs and business leaders with the knowledge, tools, and practical frameworks required to develop a comprehensive and actionable ESG strategy. Through structured assessments, materiality mapping, and roadmap development, participants will learn how to translate sustainability priorities into measurable initiatives that support business continuity, operational efficiency, stakeholder trust, and market differentiation.

Who Should Attend

This programme is designed for:

- Business owners
- C-suite and senior management
- Strategy leaders and sustainability leads
- SMEs in high ESG-impact or regulated industries

PRE-REQUISITE

- Participants should be reasonably proficient in English



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TRAINING METHODOLOGY

This programme adopts a dynamic and hands-on learning approach, incorporating:

- Short lectures & expert inputs
- Case studies (local and global)
- Group discussions & exercises
- Individual reflections & guided planning
- Diagnostic tools and assessment templates
- Research tasks and scenario-based activities

Practical application is emphasised, enabling participants to build the foundations of their own ESG strategy and roadmap throughout the workshop.

LEARNING OUTCOMES

Upon completing this programme, participants will be able to:

- **Define** ESG and sustainability concepts, including key global principles.
- **Explain** the business value and urgency of adopting the ESG agenda.
- **Conduct** a basic current-state assessment using internal and external ESG indicators.
- **Analyze and priorities** material ESG issues relevant to their organisation and industry.
- **Design** an ESG strategy and develop an actionable strategic roadmap.
- **Set targets and KPIs** and measure the impact of ESG initiatives.
- **Understand** the governance, reporting, and organisational components required for effective ESG implementation.

DURATION

- 8 HOURS



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Course Content

DAY 1 — Foundations, Assessment & Materiality

MODULE 1: Introduction to ESG

What is Sustainability, UNGC, SDGs and ESG?

ESG evolution and global megatrends

Existing standards and frameworks across E, S and G

ESG developments in Malaysia and the region

MODULE 2: Why ESG Matters

International and local ESG requirements

Benefits of adopting ESG practices

Case studies and industry statistics

ESG maturity: From compliance to leadership

MODULE 3: Current Assessment

ESG strategy planning process

Overview of major ESG frameworks

External market and regulatory assessment

Internal readiness assessment (policies, culture, systems, capabilities)

MODULE 4: Materiality Assessment

Understanding materiality: Definition & purpose

Key ESG issues across sectors

Stakeholder identification and matrix development

Materiality assessment workshop & prioritisation exercise



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DAY 2 — Visioning, Strategy Development & Execution

MODULE 5: Envisioning & Strategic Alignment

Linking company purpose, vision & mission to ESG goals

Prioritising relevant SDGs and UNGC Principles

Defining desired ESG end-states and ambition levels

MODULE 6: ESG Strategy Roadmap

Setting ESG targets and KPIs

Identifying key ESG initiatives

Prioritising initiatives (impact vs. effort matrix)

Developing the ESG Strategy Roadmap (short-, medium-, long-term)

MODULE 7: Execution Framework

Governance framework for tracking and oversight

Assigning ownership and cascading ESG into performance management

Monitoring tools: Dashboards, metrics and reporting

Internal & external communication

Change management strategies for sustaining implementation



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Trainer Portfolio: Ms. Yvonne Au Yong HRDC Accredited Trainer |ESG & Strategy Coach| Business Transformation Specialist

With an impressive track record across **multinational corporations, government agencies, and SMEs**, Yvonne Au Yong is an accomplished **strategy, transformation, and sustainability expert** who brings both corporate depth and entrepreneurial insight to her training and coaching practice.

Yvonne's experience spans diverse industries, including **manufacturing, oil & gas, financial institutions, airlines, telecommunications, automotive, utilities, healthcare, and talent development**. Her ability to connect strategy with people and performance has made her a trusted advisor to leaders across **MNCs, PLCs, GLCs, and SMEs**.

As a **former Head of Transformation and EXCO Member at Zurich Insurance and Takaful Malaysia**, and an **Associate Director at PwC SEA Advisory**, Yvonne has led major initiatives in **strategy execution, organizational transformation, and ESG integration**. Today, she continues to empower organizations as an **ESG & Strategy Coach with StratX Advisory** and **CEO Business Coach with 10X Strategy Coach** — guiding leaders to achieve strategic clarity and purposeful leadership.

Areas of Expertise

- Sustainability & ESG Strategy
- Corporate Strategy & Business Transformation
- Team Culture & Performance Development
- Business Process Improvement & Innovation



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