



安讯教育与科技有限公司
Axon Consultancy Sdn Bhd

BEYOND COMPLIANCE TO COMPETITIVE EDGE

SUSTAINABILITY LEADERSHIP FOR MALAYSIAN INDUSTRIES



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Axon Consultancy Sdn. Bhd.

(Co Reg no: 201701042497)

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

Global expectations for responsible and sustainable business practices are reshaping industries across Malaysia. Organisations must decide whether to remain at the level of basic ESG compliance—or to elevate sustainability into a strategic advantage that drives growth, innovation, and long-term competitiveness.

This intensive two-day program equips leaders with the frameworks, mindsets, and tools to transform sustainability pressures into business opportunities. Using real case studies, hands-on exercises, and action planning, participants will learn to integrate ESG principles into core strategy, strengthen operational efficiency, meet regulatory expectations, and build trust with customers and stakeholders.

WHO SHOULD ATTEND

This program is designed for:

- **C-Suite & Senior Executives** (CEO, COO, CFO, Directors)
- **ESG & Sustainability Leaders** (Managers, CSR Heads, Sustainability Teams)
- **Operations & Supply Chain Leaders** (Plant Managers, Procurement Heads)
- **Business Owners & Entrepreneurs**
- **Functional Managers** in HR, Finance, Marketing, and Project Management
- Both strategic decision-makers and hands-on managers will gain actionable insights and tools to advance sustainability within their organisations.



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TRAINING METHODOLOGY

This program uses a **highly interactive, experiential learning** approach designed for strategic and operational impact.

Learning methods include:

- **Interactive lectures & discussions**
- **Simulations & roleplaying** for sustainability decision-making
- **Real case studies & scenario exercises**
- **Peer discussions and facilitated brainstorming**
- **Action planning workshops** to develop personalised sustainability roadmaps

This approach ensures participants not only understand concepts but can apply them effectively within their own organisations.

LEARNING OUTCOMES

By the end of this course, participants will be able to:

- Apply ESG principles in the organisation's core strategy and daily operations to improve efficiency and mitigate risks.
- Analyse the business's sustainability challenges and opportunities to drive innovation and growth, turning ESG pressures into competitive advantages.
- Evaluate supply chain and procurement practices against global sustainability standards.
- Assess emerging carbon regulations to ensure compliance, avoid penalties, and maintain access to international markets.
- Create effective sustainability action plans and initiatives relevant to the organisation.
- Develop transparent ESG reports and authentic community engagement strategies that strengthen brand reputation and stakeholder trust.



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Course Content

DAY 1: Foundations and Operational Integration

Module 1: The Sustainability Imperative – From Compliance to Strategic Advantage

- Global and Malaysian ESG landscape
- ESG as compliance vs. ESG as a value driver
- Case spotlights: how leading companies gained competitive advantage
- Organisational sustainability maturity self-assessment
- Identifying priority gaps for improvement

Module 2: Regulatory & Market Drivers – Navigating Carbon and ESG Regulations

- Overview of emerging rules (carbon pricing, disclosure mandates)
- Regulatory risks and opportunities
- Supply chain expectations: investor & buyer due diligence
- Carbon management fundamentals
- Developing proactive compliance strategies

Module 3: Sustainable Operations & Circular Economy

- Integrating ESG into operations, procurement, and supply chains
- Circular economy (reduce, reuse, recycle) concepts and applications
- Resource efficiency, waste minimisation, and operational resilience
- KPI development and quick wins for operations
- Department-level brainstorming: immediate actions



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Course Content

DAY 2: Strategic Alignment and Leadership for Change

Module 4: Aligning with Global Goals – SDGs and Strategic Integration

- Linking corporate strategy with the UN SDGs
- SDG mapping workshop: connecting initiatives to societal outcomes
- Transparent ESG reporting frameworks
- Brand and communications alignment with sustainability commitments
- Identifying growth opportunities from SDG alignment

Module 5: Leadership & Change Management for Sustainability

Transformation

- Mindsets and competencies for ESG leadership
- Change-management strategies for organisation-wide adoption
- Engaging employees at all levels
- Stakeholder engagement and communication plans
- Managing resistance and enabling long-term behaviour change

Module 6: Action Planning & Implementation – Roadmap to Competitive Edge

- Synthesising insights into a clear sustainability vision
- Setting SMART goals and defining priority initiatives
- Creating implementation roadmaps: timelines & responsibilities
- Peer review of draft action plans
- Finalising commitments & next steps



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Trainer Portfolio: Dr Yasmin Yashodha

HRDC Accredited Trainer | Carbon Management Specialist | ESG & Sustainable Finance Specialist

Dr Yasmin is an accomplished leader in **carbon management, ESG strategy, and sustainable finance**, bringing over **20 years of cross-sector experience** spanning corporate advisory, regulatory bodies, academia, and industry. Her career portfolio includes notable roles with **EY Malaysia, PwC Malaysia, the Securities Commission Malaysia, Perception Management, Taylor's University, and Sunway University**—reflecting her rare ability to bridge the worlds of finance, policy, academia, and sustainability.

With deep expertise at the intersection of **finance, strategy, environmental economics, and carbon governance**, Dr Yasmin has spent her career designing and advancing ESG and sustainability initiatives that support the global low-carbon transition. She is known for her strong analytical capability and her strength in transforming complex sustainability, regulatory, and carbon accounting frameworks into **practical, actionable strategies** for organisations across sectors. Her advisory work has supported both private- and public-sector organisations in strengthening compliance readiness, enhancing competitiveness, advancing climate resilience, and aligning commercial growth with international sustainability standards.



Areas of Expertise

- ESG Strategy & Integration
- Carbon Accounting & Carbon Markets
- Environmental Economics
- Sustainable Finance
- Life Cycle Assessment (LCA & LCIA)
- Net Zero & Decarbonisation Strategies
- CBAM Compliance & ISO 14067/14068 Standards
- Sustainability Reporting & Governance

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