



CERTIFIED C&B SPECIALIST

IMPLEMENTING TOTAL REWARD STRATEGIES



9 July 2026

AC HOTEL BY MARRIOTT PENANG,
BAYAN LEPAS, PULAU PINANG

RM 1,300





GENERAL INFORMATION/REQUIREMENTS

- At the end of each workshop, participants will be required to apply the knowledge gained to create a relevant outcome based on the topic learnt,
- Ideally participants attend all **three (3) training courses** to secure themselves as **Certified C&B Professional (CCBP)**. If they are unable to attend to all three (3), they can still join either one of the workshops and gain from it and obtain a certificate of attendance for the relevant workshop attended.

CERTIFICATION AWARD REQUIREMENTS

To be awarded as a **Certified C&B Professional (CCBP)**, the participants are required to complete **three (3) training courses** under this certification programme within the span of **six (6) months** as per the schedule below:

To be Completed:

1. Fundamental of C&B – Mastering Job Evaluation
2. Design an Effective Grading and Salary Structure
3. Implementing Total Reward Strategies

TARGETED PARTICIPANTS

This course is intended for employees in Human Resources, particularly those managing the portfolio of Compensation and Benefits - Junior C&B Professionals, HR Executives and Managers who are embarking into the C&B function as a specialisation.

METHOD OF TRAINING

The course will be conducted in an interactive learning mode to encourage active learning among the participants. Methods of training used include group discussions, slides presentation, assessments, individual assignment, games and opportunity for self-reflection and action planning.





MODULE OVERVIEW

In today's dynamic business landscape, total reward is often mistaken for salary and insurance provision to employees. This perception overlooks the pivotal role it has in shaping an organisation's success.

In this workshop, participants will explore the concept of total rewards and its role in creating a positive employee experience. The different components of total rewards such as compensation, benefits, recognition and development opportunities will be discussed and how these elements contribute to employee satisfaction and motivation.

Why Attend:

- **Enhance Skills and Knowledge:** This workshop provides junior HR professionals with a comprehensive understanding of total reward strategies, equipping them with the necessary skills to design, implement, and evaluate effective reward programmes. By attending, participants will gain valuable insights into industry best practices and emerging trends in total rewards, empowering them to contribute more effectively to their organizations' HR initiatives.
- **Networking Opportunities:** Engaging with fellow HR professionals and industry experts during the workshop offers participants a valuable networking opportunity. By connecting with peers from diverse backgrounds and organisations, attendees can exchange ideas, share experiences, and build professional relationships that may prove beneficial in their career advancement.
- **Practical Learning Experience:** Through a combination of theoretical presentations, case studies, group discussions, and experiential activities, this workshop offers a hands-on learning experience. Participants will have the opportunity to apply theoretical concepts to real-world scenarios, enhancing their problem-solving skills and critical thinking abilities.

LEARNING OBJECTIVES

- Develop a deeper understanding of the strategic significance of total reward strategies and their alignment with organizational goals,
- Gain insights into various components of total rewards and their impact on employee motivation and engagement,
- Hone their communication skills in articulating total reward concepts to diverse stakeholders,
- Be empowered to drive a positive change in their organisation by leveraging on their newfound expertise in total reward strategy to champion initiatives that enhance employee satisfaction and retention.
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LEARNING OUTCOMES

Upon completion of the programme, participants will be able to:

- develop a deeper understanding of the strategic significance of total reward strategies and their alignment with organisational goals,
- gain insights into various components of total rewards and their impact on employee motivation and engagement,
- hone their communication skills in articulating total reward concepts to diverse stakeholders,
- be empowered to drive a positive change in their organisation by leveraging on their newfound expertise in total reward strategy to champion initiatives that enhance employee satisfaction and retention.



CONTENTS DAY 1 | 9 AM - 5 PM

Module 1: Understanding Total Rewards (TR)

- Introduction to TR: Definition and importance in attracting, retaining and engaging employees
- Explore the Key Components of TR: Compensation, benefits, recognition, career development and work-life balance

Group Activity: Analyse the most valued TR within the participant's organisation

Module 2: Designing Total Reward Strategies

- Discuss factors influencing TR Strategy Design: Discuss internal and external factors that influence the design of a TR strategy
- Share best practices and challenges: Case study discussion

Group Activity: Design an ideal TR package tailored to created organisational scenarios

Module 3: Gathering Employee Feedback and Communication

- Learn the importance of employee feedback in Total Reward Design
- Introduction to various feedback mechanisms for gathering employee feedback
- Explore how to craft Effective Communication Plans for clear and transparent communication of TR to employees and stakeholders

Role Play: To practice delivering TR messages to different stakeholder groups

Module 4: Evaluation, Continuous Improvement and Implementation Plan

- Measuring Effectiveness: Introduction to key performance indicators (KPIs) and metrics for assessing the impact of TR programmes
- Continuous Improvement Strategies: Discuss approaches for refining TR based on feedback and evolving organisational needs
- Implementation Plan: Participants are guided on how to translate insights gathered from previous modules to create a practical implementation plan

Closing

- Reflection and Q&A

ASSESSMENT/PRESENTATION

- **Knowledge Assessment**

Multiple Choice Questions (MCQ) and Short Written Answers (SWA)

- **Application Assessment**

During role play activities throughout the session

DURATION

1 Day

ENDORSED BY

Malaysia HR Forum



Our Trainer Panel



JULIANA PHILIP

Juliana Philip is an experienced HR Professional that has vast and in-depth working experience in the field of Human Resources. Her knowledge domain expands through an entire employee life cycle, from attraction, selection until postemployment. From her past 16 years of experience, she has learnt through leadership and non-leadership roles. Her focus is on gaining in-depth knowledge in every HR domain so she can be a well-rounded practitioner.

Since her separation from employment in Jan 2023, she has been freelancing as a HR trainer after obtaining her TTT certification. Whilst she has vast experience in training prior to obtaining the certification, she has started building up her base from scratch-her clientele & portfolio and provides her expertise in consulting or training to start up and SME organisations in any areas where she can put her brain to good use.

Her Professional Qualifications:

- HRD Corp Accredited Trainer (2023)
- Master of Science Management (Organisational) Psychology, Nottingham University (2020)
- Competent Occupational Test User, The British Psychological Society (2020)
- Degree in Information Technology (Management) Hons, University Malaya (2004)
- Certificate for Employment Intermediaries (CEI) Basic (SG Recruitment) 2011
- Foundation in Clinical Hypnotherapy, London School of Clinical Communication and Hypnosis (LSCCH), Ongoing