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## Reinvent yourself to be marketable, relevant in today's workforce

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THE COVID-19 pandemic has left many people jobless and huddled with millions of job seekers in a pool of unemployment.

To stand out from peers and fetch better wages, employees need to break away from conventional skills and knowledge, as well as get themselves more technologically and digitally savvy. ^

If you are in the accounts department, it will help if you get yourself familiarised with new innovative accounting software and tools.

If you are an in-house graphic designer, creating new Ad campaigns using different software will definitely add value to your capabilities.

If you are in sales, knowing how to use social media to further expand your sales and marketing skills will give you an edge over competitors.

Director of Chapter One Asia and principal of BrandImage International Institute Wendy Lee said that besides paper qualification, it is also vital to keep oneself in shape, not only during pandemic times, but all the time.

“With the extra time at home, use online exercise videos to keep your weight in check. It is also a good time to do a wardrobe revamp. Take out clothing that has been sitting in your wardrobe for a long time, do a mix and match, or restyle.”

Lee said people who have been pushed to ground zero, need to be a hero once again; rebranding is key.

“To stay relevant in a company, showcase your ability to lead the organisation into the future. Do not stay stagnant in your current skillset which may soon be obsolete and replaced by technology. Apart from digital and technological skills, invest in skills for the future.”

According to The World Economic Forum, moving forward into 2030, learning will be a lifelong process for all.

Future skillsets will be focused on analytical and creative thinking skills, emotional intelligence, and social skills.

“Be more socially savvy. Know what is trending, what is happening in the business world, what are people looking for now. Learn things such as digital psychology and the fundamentals of digital marketing.

Those seeking to move up the corporate ladder are highly encouraged to upskill themselves to meet current market demands.

Wobb.co founder Derek Toh said a good example would be the huge demand for talents in digital marketing compared to traditional marketing.

There is a huge demand for talents who are able to work in an industry which is trending at the moment. – Dec 16, 2020



Wendy Lee