hello,

Penny Matters

Your B2B Sales Growth Partner

HRDF-CLAIMABLE

Training Course Catalogue

Comprehensive workforce development for SMEs & corporates fully funded through HRD Corp levy — zero upfront cost.

01 Management & Professional Development
Online or Physical · Beginner to Advanced · 9 Functional Domains

02 Wellness & Preventive Health
Physical or Virtual · Half to Full Day · Suitable for All Employees

03 Team Retreats & Rejuvenation
Facilitated In-Person Experience · Customised to Your Team

WHY CHOOSE US

One Platform. Multiple Growth Solutions.

PennyMatters

Hello Penny Sdn. Bhd.
connects businesses with HRDF-claimable training solutions delivered by certified partner **Smart Seed Consultancy** — HRD Corp Registered Training Provider.

- ✓ Zero upfront cost — SBL-Khas scheme available
- ✓ Full HRD Corp grant submission handled for you
- ✓ Online or physical class options available
- ✓ Programmes customised to your team & industry
- ✓ Dedicated consultant from enquiry to completion

30+
Course Options

3
Training Categories

100%
HRDF Claimable

CATEGORY 01

Management & Professional Development

Online or Physical · Beginner to Advanced

WHAT'S INSIDE

- Finance & Accounting
- HR & Labour Law
- Compliance & Governance
- Sales & Customer Excellence
- Digital Marketing & Social Media
- IT & Digital Productivity
- Admin & Business Operations
- Project Management & Ops
- Leadership & Strategy

Management & Professional Development

Online or Physical

Finance & Accounting

E-Invoicing Implementation & Planning
1–2 Days — For: Finance / All Staff

E-Invoicing Enhancement & Updates
1 Day — For: Finance / Accounts

E-Invoicing Comprehensive Guide
1 Day — For: All Staff

SME Tax Fundamentals
1 Day — For: SME Owners / Finance

Financial Statement Analysis
1 Day — For: Managers / Executives

HR & Labour Law

Employment Act 1955 (Revised 2022)
1–2 Days — For: HR / Supervisors

Termination & Dismissal (IR)
1 Day — For: HR / Managers

Payroll Administration & the Laws
1–2 Days — For: HR / Payroll

HR for Non-HR Managers
1 Day — For: All Managers

Performance Appraisal & KPI Setting
1 Day — For: Managers / HR

Compliance & Governance

Anti-Bribery & Anti-Corruption (ABAC)
1 Day — For: All Employees

Personal Data Protection Act (PDPA)
Half Day — For: All Employees

Occupational Safety & Health (OSH)
1–2 Days — For: All Employees

ESG & Sustainability Fundamentals
1 Day — For: Managers / Executives

Corporate Governance Essentials
1 Day — For: Senior Management

Management & Professional Development

Online or Physical

Sales & Customer Excellence

Sales Excellence & Closing Techniques
1–2 Days — For: Sales Teams

Customer Psychology & Experience Design
1 Day — For: Sales / Service

Key Account Management
1 Day — For: Senior Sales / BDM

Negotiation & Persuasion Skills
1 Day — For: Sales / Managers

Customer Service Excellence
1 Day — For: Front-line / Service

Digital Marketing & Social Media

TikTok Mastery for Business
1 Day — For: Marketing / SME Owners

CapCut Video Editing for Business
1 Day — For: Marketing / All

Digital Marketing Strategy
1–2 Days — For: Marketing Teams

Content Creation & Copywriting
1 Day — For: Marketing / Comms

Google Ads & Meta Ads Fundamentals
1 Day — For: Marketing / Digital

IT & Digital Productivity

ChatGPT & Generative AI for Work
1 Day — For: All Employees

Cybersecurity Awareness
Half Day — For: All Employees

Microsoft Power BI for Business
1–2 Days — For: Analysts / Managers

Power Automate & Workflow Automation
1 Day — For: Admin / Operations

Data Analytics for Decision-Making
1–2 Days — For: Managers / Analysts

Management & Professional Development

Online or Physical

Admin & Business Operations

Excel Essentials for Beginners
1 Day — For: Admin / Support

Advanced Excel & Data Analytics
1–2 Days — For: Intermediate Users

PowerPoint Essentials
1 Day — For: All Staff

English Writing Skills for Business
1–2 Days — For: All Levels

Minute Writing & Report Writing
1 Day — For: Admin / Executives

Project Management & Operations

Project Management Fundamentals
1–2 Days — For: Project Teams

Agile & Scrum Methodology
1–2 Days — For: Project / IT Teams

Supply Chain & Procurement Basics
1 Day — For: Operations / Logistics

Problem Solving & Decision Making
1 Day — For: All Employees

Time Management & Productivity
1 Day — For: All Employees

Leadership & Strategy

DISC: Managing People & Personalities
1 Day — For: Managers & Teams

Leadership Skills for Managers
1–2 Days — For: Managers / Team Leads

Critical & Creative Thinking
1 Day — For: All Employees

Presentation Skills & Public Speaking
1 Day — For: All Employees

Business Communication & Negotiation
1 Day — For: Managers / Executives

CATEGORY 02

Wellness & Preventive Health

Physical or Virtual · No Prior Experience Needed

WHAT'S INSIDE

TCM & Aromatherapy Stress Relief Workshop

- Stress management
- Relaxation & mindfulness
- Emotional balance
- Well-being strategies

Workplace Wellness & Energy Management

- Healthy lifestyle habits
- Energy optimisation
- Fatigue & burnout prevention
- Sustainable productivity

CATEGORY 2

Wellness & Preventive Health Programmes

HRDF-Claimable

TCM & Aromatherapy Stress Relief Workshop

HRDF: Personal Effectiveness

Discover natural stress-relief practices through Traditional Chinese Medicine principles and aromatherapy techniques. Ideal for burnout prevention and overall workplace well-being.

Key Learning Outcomes

- ✓ Stress management techniques
- ✓ Emotional balance awareness
- ✓ Relaxation & mindfulness practices
- ✓ Workplace well-being strategies

Target: All employees, Managers

Level: No prior experience needed

HRDF Area: Personal Effectiveness

Physical or Virtual Class

Better Health, Better Life Workplace Wellness & Energy Management

HRDF: Personal Effectiveness

Empower employees with practical wellness knowledge to sustain peak performance, manage fatigue and build healthy daily work habits.

Key Learning Outcomes

- ✓ Healthy lifestyle habits
- ✓ Fatigue & burnout prevention
- ✓ Energy optimisation at work
- ✓ Sustainable daily productivity

Target: All employees

Level: No prior experience needed

HRDF Area: Personal Effectiveness

Physical or Virtual Class

CATEGORY 03

Team Retreats & Rejuvenation

Facilitated In-Person · Customised to Your Team

WHAT'S INSIDE

Team Rejuvenation & Connection Retreat

Cross-functional teams

HRDF: Personal Effectiveness

Physical · Facilitated

Leadership Reset & Alignment Retreat

Managers & Leaders

HRDF: Management & Leadership

Physical · Facilitated

Wellness-Inspired Team Retreat

Departmental teams

HRDF: Personal Effectiveness

Physical · Facilitated

CATEGORY 3

Team Retreats & Rejuvenation

HRDF-Claimable*

Team Rejuvenation & Connection Retreat

A structured retreat focused on rebuilding team bonds, informal connection, and restoring collective energy. Suitable for cross-functional or department-wide groups.

Programme Outcomes

- Relaxation & informal bonding
- Renewed collective team energy
- Improved cross-team rapport
- Shared team identity & morale

Audience: Cross-functional teams

Level: Open to All Levels

HRDF: Personal Effectiveness; Communication

Physical — Facilitated

Leadership Reset & Alignment Retreat

Designed for management teams to step back, reflect on direction, align on priorities and re-energise leadership focus. Facilitated with structured reflection exercises.

Programme Outcomes

- Strategic reflection & clarity
- Leadership alignment on goals
- Structured goal-setting session
- Renewed leadership confidence

Audience: Managers & Leaders

Level: Intermediate

HRDF: Management & Leadership

Physical — Facilitated

Wellness-Inspired Team Retreat

A holistic retreat combining wellness activities, team bonding experiences and mental recharge opportunities — ideal for departments experiencing burnout or low morale.

Programme Outcomes

- Mental refresh & recharge
- Morale & positivity building
- Team well-being enhancement
- Work-life harmony awareness

Audience: Departmental teams

Level: Open to All Levels

HRDF: Personal Effectiveness

Physical — Facilitated

** HRDF claimable when structured as formal learning with facilitated activities and guided reflection per HRD Corp guidelines.*

FIND YOUR FIT

Who Is This For?

Match the right training to your team's role.

Finance & Accounts

- E-Invoicing (all 3 courses)
- SME Tax Fundamentals
- Financial Statement Analysis
- Excel & Data Analytics
- PowerPoint Essentials

HR & People

- Employment Act 1955
- Termination & Dismissal
- Payroll Administration
- DISC: Managing People
- Performance Appraisal

Sales & Business Dev

- Sales Excellence
- Customer Psychology
- Key Account Management
- Negotiation Skills
- TikTok / Digital Marketing

Operations & Admin

- Excel Essentials / Advanced
- Project Management
- Agile & Scrum
- Supply Chain Basics
- Time Management

IT & Digital Teams

- ChatGPT & Generative AI
- Cybersecurity Awareness
- Power BI & Data Analytics
- Power Automate
- Digital Marketing Strategy

Leadership & C-Suite

- Leadership Skills for Managers
- Critical & Creative Thinking
- ESG & Sustainability
- Corporate Governance
- Leadership Retreat

All Staff

- Anti-Bribery (ABAC)
- PDPA Awareness
- Occupational Safety (OSH)
- Presentation & Public Speaking
- Wellness Programmes

Marketing & Comms

- TikTok Mastery
- CapCut Video Editing
- Content Creation
- Digital Marketing Strategy
- English Writing Skills

AT A GLANCE

Complete Training Course Catalogue

30+ Courses · All HRDF-Claimable

Finance & Accounting

E-Invoicing Implementation & Planning	1–2D	Finance / All
E-Invoicing Enhancement & Updates	1D	Finance
E-Invoicing Comprehensive Guide	1D	All Staff
SME Tax Fundamentals	1D	SME / Finance
Financial Statement Analysis	1D	Managers

HR & Labour Law

Employment Act 1955 (Revised 2022)	1–2D	HR / Supervisors
Termination & Dismissal (IR)	1D	HR / Managers
Payroll Administration & the Laws	1–2D	HR / Payroll
HR for Non-HR Managers	1D	All Managers
Performance Appraisal & KPI Setting	1D	Managers / HR

Compliance & Governance

Anti-Bribery & Anti-Corruption (ABAC)	1D	All Employees
Personal Data Protection Act (PDPA)	0.5D	All Employees
Occupational Safety & Health (OSH)	1–2D	All Employees
ESG & Sustainability Fundamentals	1D	Managers
Corporate Governance Essentials	1D	Senior Mgmt

Sales, Marketing & Digital

Sales Excellence & Closing Techniques	1–2D	Sales Teams
Customer Psychology & Experience Design	1D	Sales / Service
Key Account Management	1D	Senior Sales
TikTok Mastery for Business	1D	Marketing / SME
CapCut Video Editing for Business	1D	Marketing / All
Digital Marketing Strategy	1–2D	Marketing Teams
ChatGPT & Generative AI for Work	1D	All Employees
Cybersecurity Awareness	0.5D	All Employees
Power BI & Data Analytics	1–2D	Analysts / Mgrs

Admin, Operations & Leadership

Excel Essentials / Advanced Excel	1–2D	All / Intermediate
PowerPoint & English Writing Skills	1–2D	All Staff
Project Management Fundamentals	1–2D	Project Teams
Agile & Scrum Methodology	1D	IT / Project
Leadership Skills for Managers	1–2D	Managers
DISC: Managing People	1D	Managers / Teams
Presentation & Public Speaking	1D	All Employees
Problem Solving & Decision Making	1D	All Employees

Wellness & Retreats

TCM & Aromatherapy Stress Relief	1D	All Employees
Workplace Wellness & Energy Mgmt	1D	All Employees
Team Rejuvenation Retreat	1–2D	Cross-func Teams
Leadership Reset Retreat	1–2D	Managers / Leaders
Wellness-Inspired Team Retreat	1–2D	Dept Teams

HOW IT WORKS

Simple 5-Step Enrolment Process

01

Initial Consultation

Meet your Hello Penny consultant to discuss training needs, headcount, and your HRD Corp levy balance.

02

Programme Selection

Browse our 30+ courses across 3 categories. We help match the right programme to your team's goals.

03

HRDF Levy Check

We verify your HRD Corp balance and recommend SBL-Khas for zero upfront cost or SBL as preferred.

04

Enrolment & Sign-off

Complete the enrolment form and sign the Training Authorisation Agreement with Smart Seed Consultancy.

05

Training & Claim

Smart Seed delivers the programme and manages the full HRD Corp claim submission on your behalf.

Ready to get started? Speak with your Hello Penny consultant today — no upfront cost required under SBL-Khas.

READY TO UPSKILL YOUR WORKFORCE?

Let's build a programme that fits your team,
your timeline, and your HRD Corp levy.

+6011 7118 1949

hellopenny1018@gmail.com

hello,

Penny Matters

Your B2B Sales Growth Partner

Marketed by
Hello Penny Sdn. Bhd.
202601016208 | 1678305-P

Training by
Smart Seed Consultancy
HRD Corp Registered Training Provider