

COMMUNIQUE 滿新

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Lost in Translation: *How the Digital Generation Is Struggling with Real Conversations at Work*

The modern workplace has undergone a dramatic transformation over the past decade. Digital tools have enabled faster communication, greater flexibility, and seamless collaboration across borders. However, while technology has enhanced connectivity, it has also unintentionally reduced opportunities for employees—particularly younger generations entering the workforce—to develop the art of real conversation.

Many members of Generation Z and younger Millennials have grown up communicating through screens. Text messages, emojis, voice notes, and social media interactions have become second nature. While these platforms provide convenience and efficiency, they often eliminate the nuances that make human communication effective, such as tone of voice, body language, active listening, and emotional intelligence.

As a result, organisations are increasingly reporting challenges related to workplace communication. Managers often observe that younger employees may avoid difficult conversations, struggle with providing or receiving constructive feedback, or prefer sending messages rather than addressing issues directly. Simple misunderstandings that could be resolved through a brief conversation can escalate when communication occurs solely through digital channels.

The consequences extend beyond individual interactions. Poor communication can hinder teamwork, slow decision-making, reduce employee engagement, and impact customer relationships. In a business environment where collaboration and adaptability are critical, the inability to communicate effectively face-to-face can become a significant organisational risk.

One contributing factor is the rise of remote and hybrid work environments. While these arrangements offer flexibility and improve work-life balance, they can also limit opportunities for spontaneous conversations, informal mentoring, and relationship-building. Employees may spend entire workdays communicating through emails, messaging applications, and virtual meetings without developing deeper interpersonal connections with colleagues.

Furthermore, digital communication often encourages brevity rather than depth. Messages are designed to be quick and efficient, leaving little room for context, empathy, or nuanced discussion. This can create misunderstandings and make it more difficult to build trust—an essential ingredient for effective teamwork and leadership.

Organisations cannot simply expect communication skills to develop naturally. Just as companies invest in technical training, they must also invest in developing human skills. Communication, active listening, conflict resolution, emotional intelligence, and relationship management should become integral components of learning and development strategies. Leaders play a crucial role by modelling open communication, encouraging dialogue, and creating psychologically safe environments where employees feel comfortable expressing ideas, asking questions, and engaging in constructive discussions.

The solution is not to reject technology but to balance digital efficiency with human connection. Organisations that successfully bridge this gap will cultivate stronger workplace relationships, more effective collaboration, and a culture where employees can communicate confidently across generations and communication styles.

In an age where technology continues to reshape how we work, the ability to engage in authentic, meaningful conversations remains a uniquely human advantage. The future of work will not be defined solely by digital competence but by the ability to combine technological fluency with strong interpersonal communication skills. For today's organisations, ensuring that employees do not become "lost in translation" may be one of the most important investments they can make in building resilient and future-ready workplaces.

Missed our recent WorkFix sessions on **Emotional Intelligence and Effective Communication** held in June 2026? Don't worry—it is not too late to continue your professional development journey. Our WorkFix learning series continues from July 2026 with a range of practical, workplace-focused sessions designed to help professionals build stronger interpersonal, leadership, and workplace effectiveness skills. Subscribe today and invest in the human skills that will set you apart in the future of work. Refer to Page 2 for the full WorkFix program and registration details.



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SALARY SURVEY

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SALES AND BUSINESS DEVELOPMENT

Head of Sales & Business Development	Minimum of 10 years' experience and a Bachelor's Degree in Business Administration, Marketing, or a related field. Responsible for developing and executing the organisation's overall sales and business growth strategy. This includes leading nationwide or regional sales operations, driving revenue growth, overseeing key customer relationships, identifying new market opportunities, and managing sales leadership teams.	RM 18,000 – RM 35,000
Sales Director/ Business Development Director	Minimum of 8 years' experience and a Bachelor's Degree in Business, Marketing, or a related discipline. Responsible for achieving revenue targets, expanding market share, managing strategic partnerships, and leading sales managers across multiple business units or territories.	RM 15,000 – RM 28,000
Senior Sales Manager/ Senior Business Development Manager	Minimum of 6 years' experience and a Bachelor's Degree in Business, Marketing, or a related field. Responsible for managing key accounts, leading sales teams, developing strategic sales plans, and driving new business acquisition while maintaining strong customer retention.	RM 10,000 – RM 18,000
Sales Manager/ Business Development Manager	Minimum of 5 years' experience with a Diploma or Bachelor's Degree. Responsible for achieving sales targets, managing client portfolios, developing business opportunities, negotiating contracts, and supervising sales executives. This includes securing contract deals with potential clients, driving sales channels and business growth, and ensuring strong retention of existing clients to support business sustainability.	RM 7,000 – RM 12,000
Assistant Sales Manager/ Assistant Business Development Manager	Minimum of 3 years' experience with a Diploma or Bachelor's Degree. Support the execution of sales strategies, manage selected customer accounts, assist in team supervision, and contribute to revenue growth initiatives. This includes supporting the sales team in sustaining the talent pipeline, retaining, and building strong client relationships, and networking with prospective clients.	RM 5,500 – RM 8,500
Senior Sales Executive	Minimum of 3 years' experience with a Diploma or Bachelor's Degree. Responsible for managing relationships with existing customers and potential clients, sourcing new clients, achieving sales targets, following up on enquiries, preparing client presentation decks, conducting presentations, preparing quotations, and identifying new business opportunities within assigned territories. <i>M.</i>	RM 3,000 – RM 5,500



CORPORATE PUBLIC TRAINING 2026

July 2026 - Sept 2026

July 2026

• Company Tax Records Management	01 & 02 July	• Mastering the Employment Act	13 & 14 July
• Licensed Manufacturing Warehouse	01 & 02 July	• Coaching Conversations that Drive Performance & Engagement	14 & 15 July
• Service Tax	06 & 07 July	• Forward Thinking: The Six Thinking Hats Workshop	15 & 16 July
• Strategic Procurement & Effective Tendering Strategies	06 & 07 July	• High Impact Presentation Skills	15 & 16 July
• ChatGPT, Gemini & Gamma (AI for Government Officers)	06 & 07 July	• Leadership 101: From Position Towards Production Leader	16 & 17 July
• Entrepreneurship 101: From Idea to Execution	07 & 08 July	• AI Prompting for Marketing & Sales	22 & 23 July
• Basic Bookkeeping & Accounting Skills	13 & 14 July	• Corporate Tax Strategies in Malaysia	22 & 23 July
• Branding with Social Media	13 & 14 July	• Unleashing Creativity & Critical Thinking	22 & 23 July
• Corporate & Executive Hypnotherapy Workshop	13 & 14 July	• Conflict Management & Stakeholder Conversations	23 & 24 July
• Dealing & Managing Conflict in the Workplace	13 & 14 July	• Anti-Corruption Mastery: Corporate Inviolability	27 & 28 July
• Mastering Employment & Industrial Relations Law	13 & 14 July	• Finance for Non-Finance Professionals	27 & 28 July

August 2026

• Corporate Tax Strategies in Malaysia	03 & 04 August	• The A to Z of Domestic Inquiry	12 & 13 August
• Financial Planning & Analysis (FP & A)	03 & 04 August	• Email Etiquette & Business Writing	17 & 18 August
• Warehouse & Inventory Management	03 & 04 August	• The Art of Negotiation & Conflict Resolution Skills	17 & 18 August
• Effective Hiring & Interviewing Skills	04 & 05 August	• Employee Motivation & Employee Engagement	18 & 19 August
• Operational Efficiency & Process Optimisation	05 & 06 August	• AI for Secretarial & Administrative Professionals	19 & 20 August
• Taxation for the HR Practitioner	05 & 06 August	• Leadership Management Skills for Executives	19 & 20 August
• Managing & Processing Payroll in Malaysia	06 & 07 August	• New Leadership in Today's Environment	19 & 20 August
• Emotional Intelligence at Work	10 & 11 August	• Re-Structuring Corporate Cash Flow & Treasury Management	19 & 20 August
• Sexual Harassment at Workplace & the Law	10 & 11 August	• AI: Generative AI for Content	20 & 21 August
• Communication & Relationship Skills	12 & 13 August	• Corporate Governance for Effective Fraud Prevention	26 & 27 August
• Digital Marketing: E-commerce	12 & 13 August		



September 2026

• Ensuring Financial & Tax Fitness	01 & 02 September	• Performance Improvement Plan	09 & 10 September
• Fundamentals of Effective Logistics Management	01 & 02 September	• Awaken Your Leadership Skills	14 & 15 September
• Managing & Processing Payroll in Malaysia	01 & 02 September	• Digital Marketing: Facebook & Google Ads	14 & 15 September
• Sustainable Supply Chain Management	01 & 02 September	• ChatGPT Mastery	17 & 18 September
• Corporate English Language	03 & 04 September	• Setting Up an Air-Tight Whistleblower Protection Management System	17 & 18 September
• Strategic Business Planning	03 & 04 September	• Canva Unleashed: Mastering Design & AI for Visual Impact	21 & 22 September
• Taxation for the Non-Finance Manager	03 & 04 September	• Performance Management	21 & 22 September
• AI for Marketer	07 & 08 September	• AI & Workplace Communication Productivity	22 & 23 September
• Colour Your Communication	07 & 08 September	• Customer Satisfaction Management	23 & 24 September
• Discipline & Performance Management	07 & 08 September	• Design Thinking: A Strategic Approach for Innovation	23 & 24 September
• Unleash High-Level Thinking & Solve Problems Successfully	07 & 08 September	• Writing Effective, Informative & Practical Job Descriptions	24 September
• AI-Enhanced Leadership Mastery	08 & 09 September	Managing Stress at the Workplace: How to De-Stress	28 & 29 September
• Prevention of Sexual Harassment, Power Harassment, Discrimination & Forced Labour	08 & 09 September		