

CRISIS SNAPSHOT REPORT

Tracking the HRDF Crisis

DATA FROM 19.6.2018 – 26.6.2018



Human Resources Ministry
Human Resources Development Fund
Minister
misappropriation
allegations
chief executive
related
government
PUTRAJAYA
Trending Topics

The report has been jointly produced by
Harvestmedia and the Crisis Management Centre

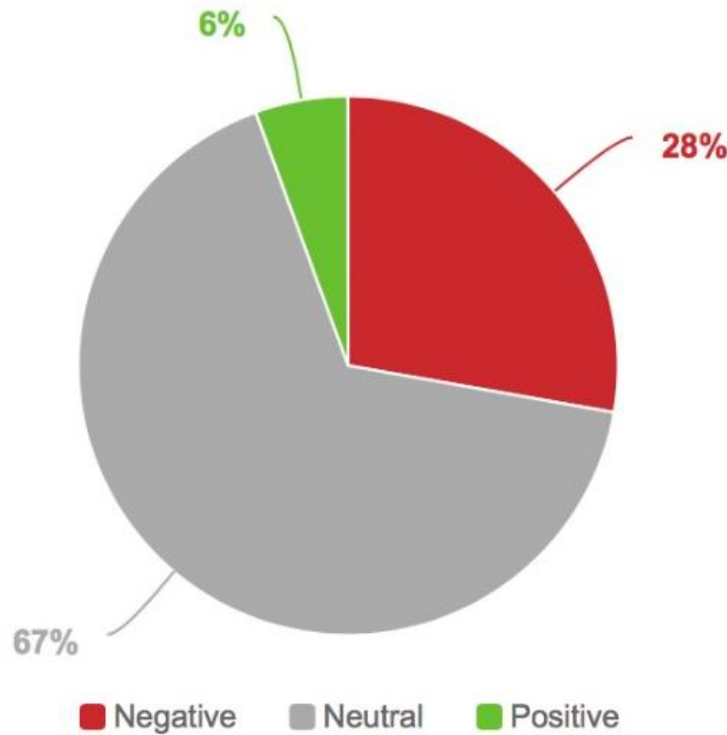


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DATA INSIGHTS & CRISIS ANALYSIS

SENTIMENT

HRDF'S has multiple unresolved issues which has lead to negative sentiments across the internet.



The ratio is highly unhealthy (more than 3 times the BN to PH sentiment ratio leading up to GE14) if these issues persist without any solutions provided by the parties involved, based on the predictive modelling provided, it will escalate the negative percentage to a new height.

Generally the negative sentiments revolve around keywords such as “misappropriation”, “Human Resources Ministry”, “HRDF training” and “Putrajaya” continued negative perception might taint the current Government's efforts and lead to an image of being inefficient. Therefore, it should be their utmost priority to clear, clean and change the perception in both traditional and digital media.

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Keywords and topics pertaining the HRDF in Malaysia. Keywords such as “misappropriation” has draw a lot of unnecessary negative sentiments which has led the public to believe that HRDF misused government's funds. From the point of crisis tracking there is a clear inflection point of when the crisis started to trend on digital media. This is not to draw away from the reality that certain facts prior to the crisis have now come to light and are now part of the narrative. Many see the town hall session with the new Minister of Human Resources as the beginning of this crisis, what the data is unable to show is the number of shares that the short video which Dato' Sri Ganes shared his views with the minister has been distributed over WhatsApp.



Trending Topics

ANALYSIS OF THE CRISIS

The HRDF Crisis has impacts on various levels, including the key individuals, the organisation itself, the community and related industry, it has reached the national level and is part of the national conversation.

PERSONAL IMPACT

The impact on key individuals involved in this crisis has been dramatic, the data shows that individuals closely linked have seen spikes in their names appearing in social media.

COMMUNITY / INDUSTRY IMPACT

The community and industry related to training and human capital development are highly aware of the crisis and failure to address the issues will see that community.

ORGANISATIONAL IMPACT

The impact will be seen on several fronts, notably the organisation may face talent retention issues in near to medium term future as staff will not want to be associated with the organisation's current negative perception.

NATIONAL IMPACT

The crisis at HRDF is seen in the broader context of the reforms taking place in the country at the moment, this may in fact help the organisation recover for multiple reasons including the overload of information about reforms taking place in the country.

MOVING FORWARD

HRDF have the opportunity of current media attention to present to the public and the business community that they can be trusted and that they have an important role to play in the future of the country or they may face challenges should the new government look to implement structural reforms and a rationalization exercise at the expense of the organisation. The current investigations will continue to have a negative impact on the organisation, failure to address the crisis will increase the negative trend.

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