



Taylor's Education Group



**TAYLOR'S COMMUNITY**  
Inspiring and Impacting The Community



# Taylor's Shuttle Champ

## Impact Report 2024

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*Taylor's Shuttle  
Champ*

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# Introduction & Objective

A dynamic collaboration with DuoSparks brought forth an unforgettable experience to an underserved community. The Taylor's Shuttle Champ Badminton Clinics, designed to empower and inspire, used sports psychology to build emotional resilience in its participants as it opened doors to exploring career pathways in badminton. The two-day clinic was held in December 2024 at Sunway X Park, engaging 30 participants comprising of a diverse mix of young locals and refugees. Participants honed their technique, motor skills, communication, and accuracy through 4 hours of training daily, and they also took part in a 1.5 hour workshop on sports psychology and emotional well-being.

# Program Overview

*Taylor's Shuttle  
Champ*

## PROGRAM MODULES



### **BADMINTON SKILLS & TECHNIQUES**

- Basics badminton training - footwork, service, high clear and lifts
- Technical skills drills
- Tactical match play



### **SPORTS PSYCHOLOGY WORKSHOP**

- Goal Setting
- Self Talk

## TIMELINE

**21 November - 20 December**  
*Recruitment*

**21 December**  
*Class 1 and 2*

**22 December**  
*Tournament Day*



# Participants Report

*Taylor's Shuttle  
Champ*



**100% from B40 background**



**TOTAL NUMBER  
OF PARTICIPANTS :**

29 people



**AGE RANGE :**

8-15 years old



**DEMOGRAPHIC :**

Selangor  
& Kuala Lumpur

# Class 1 Impact

*Taylor's Shuttle  
Champ*

21

December  
2024

29

participants  
(B40 youth)

Location:

X Park  
Sunway

## Key Topics:



Footwork training



Service training



High clear



Lifts

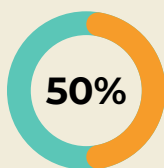
76%

satisfaction  
on overall  
program

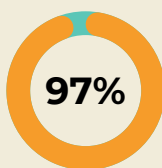


## Improvement on:

### Basic Badminton Training



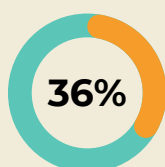
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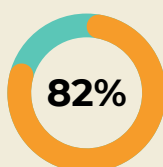
after

## Understanding on:

### Basic Badminton Training



before



after

## Take Home Learnings



"Sentiasa yakin  
dengan diri sendiri"



"Appreciate yourself  
more and never  
compare with others"



"Keyakinan diri amat  
penting bagi  
mendapatkan hidup  
yang bahagia"



# Class 2 Impact

*Taylor's Shuttle  
Champ*

21

December  
2024

29

participants  
(B40 youth)

Location:

X Park  
Sunway

## Key Topics:



Technical Skills Drills



Tactical Match Play

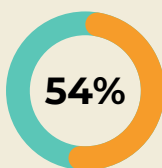
76%

satisfaction  
on overall  
program



## Improvement on:

### Technical Skills Drills

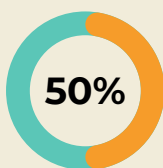


before

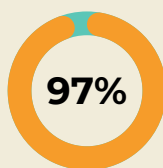


after

### Tactical Match Play



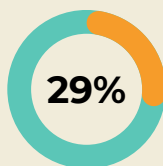
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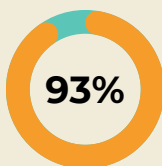
after

## Understanding on:

### Technical Skills Drills

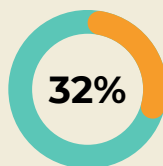


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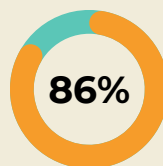


after

### Tactical Match Play



before



after

## Take Home Learnings



"Sentiasa yakin  
dengan diri sendiri"



"Appreciate yourself  
more and never  
compare with others"



"Keyakinan diri amat  
penting bagi  
mendapatkan hidup  
yang bahagia"

# Sport Psychology Workshop

*Taylor's Shuttle  
Champ* 

**21**  
December  
2024

**29**  
participants  
(B40 youth)

Location:  
**X Park  
Sunway**

## Key Topics:



**Goal Setting**



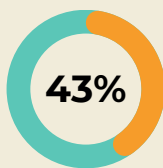
**Self-Talk**

**76%**  
satisfaction  
on overall  
program



## Improvement on:

### Goal Setting



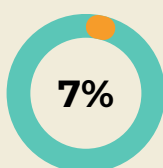
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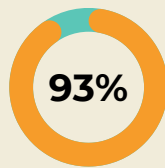
after

## Understanding on:

### Self-Talk



Negative



Positive

## Take Home Learnings



*"Sentiasa yakin  
dengan diri sendiri"*



*"Appreciate yourself  
more and never  
compare with others"*



*"Keyakinan diri amat  
penting bagi  
mendapatkan hidup  
yang bahagia"*



# Tournament Impact



**22 DECEMBER 2024**  
**X PARK SUNWAY**  
**8.00AM - 2.00PM**



**28 CONTESTANTS**



**2 CATEGORIES**



**12 WINNERS**



**3 VOLUNTEERS**

# Tournament Setup

*Taylor's Shuttle  
Champ*

## DIVISIONS SEGREGATION

During the two classes, Duo Sparks' coaches assessed all 29 participants to gauge their proficiency and skill levels in badminton. Recognizing a significant disparity in experience among the participants, the coaches recommended dividing them into two divisions. Division 1 comprises experienced and more skilled players, whereas Division 2 primarily consists of beginners and casual players.

## CATEGORIES SEGREGATION

In order to provide every participant with multiple game-playing opportunities, we implemented group stages and a round-robin approach in both divisions. Division 1 is Single Court. Interestingly, Division 2 engages in a unique half-court format for single-player matches, intensifying the competition and enhancing the enjoyment factor. Altogether, two categories were contested in the event.



# Overall Feedback

**In general, this program achieved our overall agreed objective:**

- 1.To educate and provide opportunities to our beneficiaries in pursuing career as professionals in Badminton.
- 2.Promoting healthy lifestyles in our communities through sports.
- 3.As a platform to expand our participants pool for our next projects targeting youth

## PRE EVENT

- Registration at the first place was a bit slow but getting better reaching the deadline.
- Planning and communication with Coach Daphne was smooth and she is really helpful in arranging the modules
- We have to reach out our past participants and alumni from CSR programme to increase number of participants.

## DURING EVENT

- 29 participants registered and came for both classes
- However, only 28 participants were coming to the tournament day.
- Few parents request to organise other sports related class for the adults
- Volunteers were very committed and helpful throughout the program. Some provide extra initiative to find sponsors

## POST EVENT

- Impact measurement responses from participants are slow since they have no commitment anymore
- Request received from participants and volunteers for next sport related program

# Winners List

*Taylor's Shuttle  
Champ*

## 1st Division Single Court

MUHAMMAD HADHI AQASHAH BIN NORNIZAM

MUHAMMAD HAZIQ BIN MOHD AFIQ AFFANDY

AZMEL ISKANDAR BIN AHMAD AZIZI

NIK MUHD AMIR BIN NIK MUHD AKHIR

AHMAD FARIS BIN ZAIDI

RIZQY SAIFULHISHAM BIN ABDULLAH

ZULAIKHA FARHANIM BINTI MOHD KAMAL

## 2nd Division Single Half Court

MUHAMMAD TRISTAN AL-FATEH BIN MOHD RAZIF

DAARINI A/P RAMESH

HASLIZA SAKINAH BINTI ABDUL RAHIM

NUR FATIN AMIELDA BINTI ABDULLAH



# Participants List

*Taylor's Shuttle  
Champ* 

1. **NUR QAISARA ALISHA BINTI MOHD AZRIN**
2. **NUR QISYA ADELIA BINTI MOHD AZRIN**
3. **HASLIZA SAKINAH BINTI ABDUL RAHIM**
4. **THUSHEIINDER ASARI A/L VELAN**
5. **DAARINI A/P RAMESH**
6. **MUHAMMAD TRISTAN AL-FATEH BIN MOHD RAZIF**
7. **FADHLUL IRSYAD ADRIZ BIN MOHD ZABRI**
8. **IKRIMATUL JANNAH ADRIZ BT MOHD ZABRI**
9. **NORSYAZRIN ALIA BINTI MOHD NOOR**
10. **NIK NUR QAIREEN BINTI NIK KUROZALI**
11. **MUHAMMAD HARITH BIN MOHD AFIQ AFFANDY**
12. **NUR FATIN AMIELDA BINTI ABDULLAH**
13. **IKRIMATUL BALQIS ADRIZ BINTI MOHD ZABRI**
14. **ZARA AMANDA BINTI MOHAMAD RIZWAN**
15. **AIDIL ZAFRI BIN MOHAMAD RIZWAN**
16. **NUR QALESYA ALIA BINTI MOHD AZRIN**
17. **MUHAMMAD SYABIL HIDAYAT BIN ISKANDAR**
18. **MUHAMMAD HAZIQ BIN MOHD AFIQ AFFANDY**
19. **SYAZA NUR NAMEERA BINTI MOHD RAZIF**
20. **AHMAD FARIS BIN ZAIDI**
21. **NIK ZIKRY ASYRAAF BIN NIK KUROZALI**
22. **AZMEL ISKANDAR BIN AHMAD AZIZI**
23. **MUHAMMAD HADHI AQASHAH BIN NORNIZAM**
24. **NIK MUHD AMIR BIN NIK MUHD AKHIR**
25. **MUHAMMAD ADAM RIZQY BIN AMIRUL ADLI**
26. **RIZQY SAIFULHISHAM BIN ABDULLAH**
27. **AZWAN QUSYAIRI BIN ABDULLAH**
28. **ZULAIKHA FARHANIM BINTI MOHD KAMAL**
29. **NURSUHAILI BINTI HAMEED**

# Pictures from the program



# Creating more future leaders



<https://csr.taylorsedu.my/taylorscommunity/>



[www.instagram/taylors.community/](http://www.instagram/taylors.community/)



<https://www.linkedin.com/showcase/taylorscommunity>



<https://www.youtube.com/channel/@taylorscommunity1687>



[www.facebook.com/taylorscommunity](http://www.facebook.com/taylorscommunity)



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