Customer's Needs
(Ever-changing + Pressing)

Are Organizations Prepared?

Customer's Needs
(Ever-changing + Pressing)

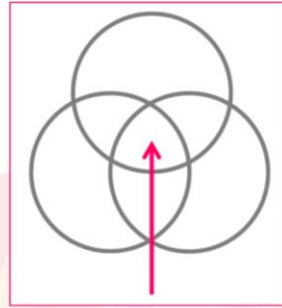**Are Organizations Prepared?**

**Are organizations ready
to take up the challenge?**

**Optimize Human Resource with
effectiveness & efficient!**

Customer's Needs
(Ever-changing + Pressing)

Are Organizations Prepared?

Are organizations ready to take up the challenge?

Optimize Human Resource with effectiveness & efficient!
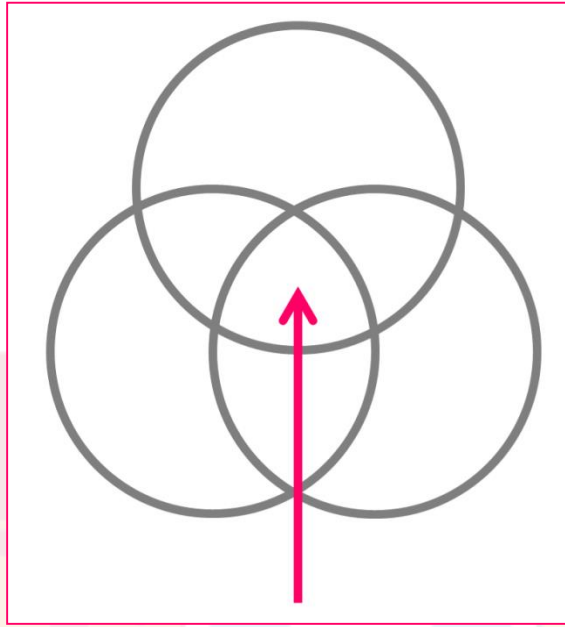
Fail to optimize human resource!

Fail to fulfill customers' needs!
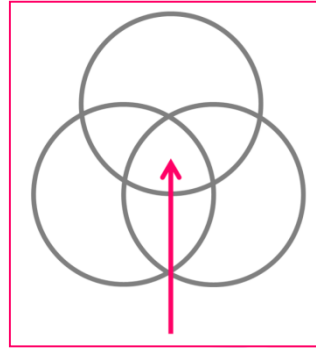
Failed organization!

How to optimize Human Resource?
The workforce must be able to ANSWER & ACT in response to these questions...

**Are your customers willing to pay for your services
as the rate you want?**

**Are you able to deliver the services that you promised,
continuously?**

Who are the people that are satisfied with your service?

Can your customers trust you?
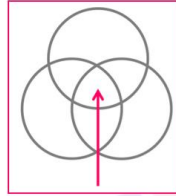
Are your customers **willing to pay** for your services as the rate you want?

Are you **able to deliver** the services that you promised, continuously?

Who are the people that are **satisfied** with your service?

Can your customers **trust** you?

The workforce will be able to answer these 4 Questions when they have a …

Private Equity Mindset

and not

Operational Mindset

Operational Mindset

Private Equity Mindset

Activities
Resources
Budget/Cost*

Product/Service
Customers
Value Proposed
Channel of Communication
Customer Relationships
Revenue
Activities
Resources
Budget/Cost
Networking*

The integration of
Private Equity Mindset
in the workforce can be done through...

Business Model Canvas (BMC)

Powerful Strategy

Product/Services/Task:	Design For:	Design by:	Date:	Ver:'

8. Key Partners

Who will help you achieve your KA and KR?

7. Key Activities

What must you do to build your 'CS, VP, CH, CR, R$, KR, KP & C$'?

6. Key Resources

What resources do you need to achieve your 'CS, VP, CH, CR, R$, KP & C$'?

2. Value Proposition

How do you assist your customer with their problems?

What is the edge that you can offer to your customer compared to your competitor?

Within Cost
Within Time
Within Quality
Within Safety
Within Environment

Reality Check:
This is what the customer wants and they don't care what you do!

4. Customer Relationship

How will you become memorable to your customers?

(Emotional Matters)

3. Channel

How do you communicate with your customer?

- How do they AWARE?
- How do they EVALUATE?
- How do they BUY?
- How will you DELIVER?
- How will you FOLLOWTHRU?

(Logical Matters)

1. Customer Segment

Who is your customer?

9. Cost Structure

How much capital do you need?
(Total Cost KR + KA)
(Budget)

5. Revenue Stream

What is your source of revenue?
(Tangible/Intangible)
(KPIs)

Are your customers **willing to pay** for your services as the rate you want?

Are you **able to deliver** the services that you promised, **continuously?**

Who are the people that are **satisfied** with your service?

Can your customers **trust** you?

Product/Services/Task: **Design For:**   **Design by:**   **Date:**   **Ver:'**

8. Key Partners	7. Key Activities	2. Value Proposition	4. Customer Relationship	1. Customer Segment
Who will help you achieve your KA and KR?	What must you do to build your 'CS, VP, CH, CR, R$, KR, KP & C$'?	How do you assist your customer with their problems?	How will you become memorable to your customers?	Who is your customer?
	6. Key Resources	What is the edge that you can offer to your customer compared to your competitor?	(Emotional Matters)	
	What resources do you need to achieve your 'CS, VP, CH, CR, R$, KP & C$'?	Within Cost Within Time Within Quality Within Safety Within Environment	**3. Channel** How do you communicate with your customer?	
		Reality Check: This is what the customer wants and they don't care what you do!	- How do they AWARE? - How do they EVALUATE? - How do they BUY? - How will you DELIVER? - How will you FOLLOWTHRU? (Logical Matters)	

9. Cost Structure	5. Revenue Stream
How much capital do you need? (Total Cost KR + KA) (Budget)	What is your source of revenue? (Tangible/Intangible) (KPIs)

In the completion of BMC, problems often arise in the individual/teams; relating to the mindset.

How to overcome the Self's mindset
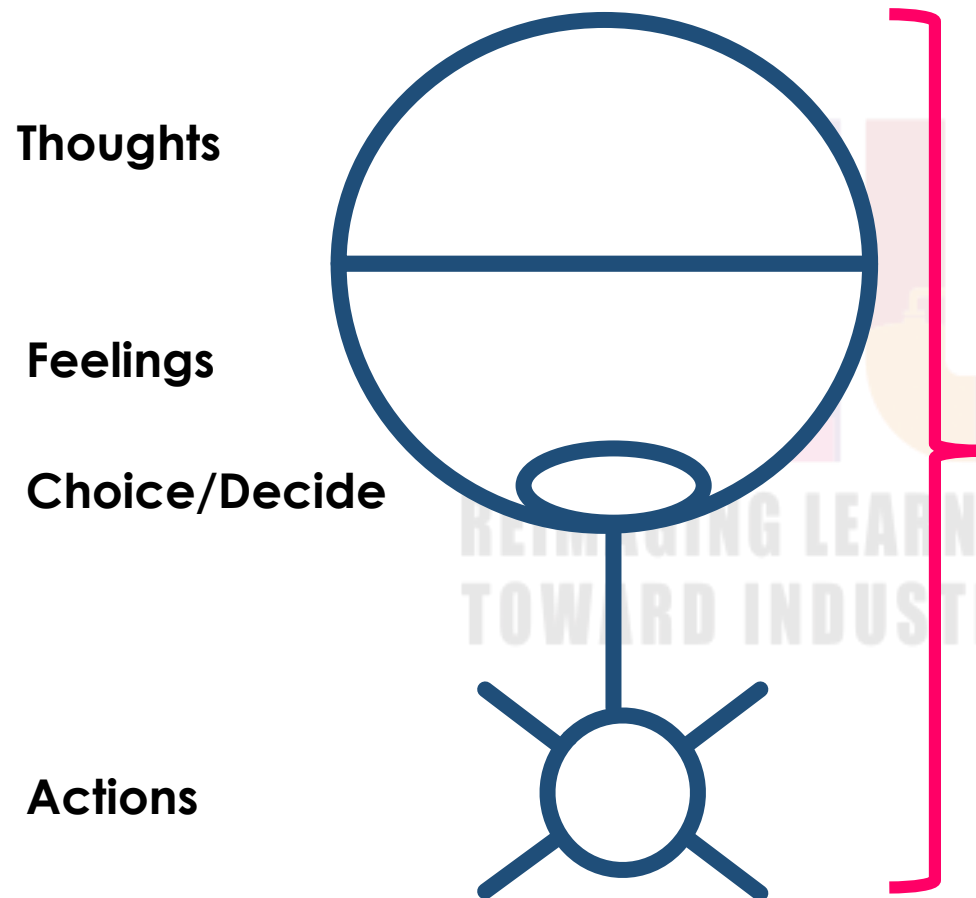
Thoughts

Feelings

Choice/Decide

Actions

Powerful Self

Understanding the Self

Understanding how Self operates

Build the Self's 'Packaging Expertise'

How to overcome the Team's Mindset

Purpose & Values

Empowerment

Morale

Recognition and Appreciation

P.E.R.F.O.R.M.
(Powerful Team)

Relationships and Communication

Optimal Performance

Flexibility

Powerful Strategy

Product/Services/Task:	Design For:	Design by:	Date:	Ver:'

8. Key Partners	7. Key Activities	2. Value Proposition	4. Customer Relationship	1. Customer Segment
Who will help you achieve your KA and KR?	What must you do to build your 'CS, VP, CH, CR, R$, KR, KP & C$'?	How do you assist your customer with their problems?	How will you become memorable to your customers?	
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		Reality Check: This is what the customer wants and they don't care what you do!	- How do they AWARE? - How do they EVALUATE? - How do they BUY? - How will you DELIVER? - How will you FOLLOWTHRU? (Logical Matters)	

| 9. Cost Structure	5. Revenue Stream
How much capital do you need? (Total Cost KR + KA) (Budget)	What is your source of revenue? (Tangible/Intangible) (KPIs)

Hakcipta Terpelihara @ Mior Azli 2006

Powerful Self

Understanding the Self

Understanding how Self operates

Build the Self's 'Packaging Expertise'

P.E.R.F.O.R.M. (Powerful Team)

Purpose & Values — Empowerment — Relationships and Communication — Flexibility — Optimal Performance — Recognition and Appreciation — Morale

CONSULTATION OF CULTURE OF CHAMPIONS (CCC)

Creating Powerful Strategy

Intervention of Culture of Champions 1

Creating Powerful Strategy

Creating Powerful Self

Creating Powerful Team

Intervention of Culture of Champions 2

Creating Powerful Self

Intervention of Culture of Champions 3

Creating Powerful Team

The Formation of the Culture of Champions in an Organization.

CONSULTATION OF CULTURE OF CHAMPIONS (CCC)

(1) PLAN

Discussion with organizational leaders on their organizational goals, challenges they face and how CCC can assist their organizations.

(2) DO

Implementation of 3 Interventions of CCC; to develop their understanding in building Culture of Champions in their organizations.

Intervention of Culture of Champions 1

Creating Powerful Strategy

Intervention of Culture of Champions 2

Creating Powerful Self

Intervention of Culture of Champions 3

Creating Powerful Team

Creating Powerful Strategy + Creating Powerful Self + Creating Powerful Team

(3) CHECK

Coaching: Assimilate the ideas of CC 1, CC 2 and CC 3 in their duties; to achieve goals and overcome challenges in their organizations.

(4) ACTION

Coaching: Identify the gaps in Results achieved and plan for improvements to achieve their goals and overcome challenges.

The Journey of TNBD Rawang

These interventions would not have been successful if it was not for the active participation from TNBD Rawang. The identified active participation are as follows:

1) A <u>committed involvement</u> from the management team at all levels of intervention.

2) The management team ensures the <u>application of knowledge</u> gained from the intervention programs; <u>committed to realize the vision</u> of making TNBD Rawang as the 'Center of Excellence'.

3) The upper management was ready to <u>receive and listen</u> to all challenges faced by TNBD Rawang's workforce.

4) <u>Unlimited support</u> for the TNBD Rawang vision from all levels of the workforce.

5) The sense of <u>humbleness</u> in acquiring knowledge during interventions and <u>grit</u> displayed by executives and 'informal leaders' of TNBD Rawang in leading this intervention so that the organization can achieve its vision.

CONCLUSION

The success of CCC is dependent on the leader's stamina in <u>leading</u> and <u>monitoring</u> the application of CCC amongst his employees. Its success is also dependent on the commitment of its taskforce in <u>coaching</u> their team members in achieving their goals. If executed successfully, the leader will be able to bring his employees to another level of improvement; with the optimum use of energy, cost and time.