



PERFORMANCE
DEVELOPMENT
CONSULTANTS

COMPANY PROFILE



**PERFORMANCE
DEVELOPMENT
CONSULTANTS**

Merging Minds, Developing People



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ABOUT THE COMPANY

Established since 1995, Over 29 years of training and consulting experience in Malaysia and abroad. PSMB certified and registered training provider of Ministry of Finance Malaysia.



Pioneer consultancy company specialising in Leadership Agility, Applied Behavioral Science, Business Simulation, Organizational Transformation and Leadership Development among others.

Work with clients internationally which includes Brunei, Indonesia, Vietnam, Singapore, Australia, United States, United Kingdom and the Middle East

Company's objective is to offer strategic information and services for human resource management and development.

Average annual trainings days by PDC in the last decade : 350 days

INTERNATIONAL PARTNER





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COMPANY TEAM

CHIEF
EXECUTIVE
OFFICER

FINANCE, HR &
ADMINISTRATION

RESEARCH &
DEVELOPMENT

BUSINESS
DEVELOPMENT

TRAINING &
CONSULTANCY

COMPANY BACKGROUND

FORMATION

Formed in early 1995 by a group of professionals in the human resources and management field, has more than 29 years experience in Malaysia as well as abroad

VISION

We envision ourselves to be the market leader as an innovative solutions provider in performance management, consultancy services, training and development

MISSION

- Our goal is to become a totally customer driven organization by constantly reaching for excellence in our work and techniques vis-à-vis upholding high ethical values
- We diversify our business to fit the current market needs and contribute toward continuous development of our employees, community and nation
- As a responsible corporate entity, we engage in activities for the betterment of our society

GOALS

- To offer strategic and current information and services related to human resource management and development
- To empower the Malaysian public as well as private sectors to increase productivity, improve performance and gain recognition as a progressive and innovative organization



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OUR GLOBAL REACH

NORTH AMERICA

- Leadership Program (**Chicago**)
- Partnership with CHALLY - A Talent Predictive Assessment (**USA**)
- Partnership with ATSD Atlanta (**Georgia USA**)
- Partnership with Profiles International - Profile XT Assessment (**Texas, USA**)
- EAP (Washington DC USA) Leadership Program (**New York**)

MIDDLE EAST

- Personal Development Program (**Bahrain**)
- PETRONAS Building Leadership Program (**Dubai**)
- Leadership Program (**Saudi Arabia**)
- HR Consultancy (**Saudi Arabia**)



OUR GLOBAL REACH

ASIA

- Personal Development Program **(Singapore)**
- Leadership Program **(Vietnam)**
- Leadership Program **(Turkmenistan)**
- CELEMI Presentation Partners Meeting **(Bali, Indonesia)**
- PETRONAS Building Leadership Program **(Jakarta)**
- Dialog Building Team Relationship **(Bangkok, Thailand)**
- CELEMI Tango **(Bangkok, Thailand)**
- CELEMI Enterprise **(Malaysia, Singapore, Jakarta)**
- CELEMI Apples & Oranges **(Singapore, Philippines)**
- Personal Development Program, Leadership Program, HR Consultancy, Business Simulation and etc. **(Malaysia)**
- CELEMI Sustainability **(Shanghai, China)**

OCEANIA

- CELEMI Apples & Oranges **(Sydney)**

EUROPE

- Leadership Program **(London)**
- Partnership with CELEMI - Business Simulation **(Sweden)**



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AZMAN SHAH DATO' AZIZ

Psychotherapist .Principal Trainer .
Consultant . Coach

CHIEF EXECUTIVE OFFICER

Azman Shah is an experienced **psychotherapist, international speaker, trainer-cum-consultant and a coach** who designs customized effective training programs to accommodate the unique needs of each organization. He was one of the pioneers advocating the concept of **Emotional Intelligence** at the workplace in Malaysia since 1995.

Azman earned his M.A in Sport Sciences and M.S. in Counselling Psychology from West Virginia University, USA. He had **13 years** of valuable experience in the United States, training and consulting on human performance in many notable organizations such as the United States Department of Agriculture, US Department of Justice, the Internal Revenue Service, American Correctional Association and the Department of Transportation. Local clients that he had served include Nestle, Sime Darby, Nippon Paint, Petronas, Maybank, Standard Chartered, HSBC, KWSP, LHDN, Ministry of Education, Ministry of Defense and MIDA.

He is currently the **CEO of Performance Development Consultants**. PDC is a consultancy that upholds excellent standards in incorporating the latest techniques, ideas and tools in the field of management to help organizations achieve their maximum potential.



Training Forte

Emotional Intelligence. Coaching & Counseling.
Mentoring. Leadership. Teambuilding.
Communication & Interpersonal Skills.
Stress Management. Change Management.
Behavioural Prediction. Learning Agility

Experience and Certifications

- **Established Partnership with CELEMI**

Azman is the key person to conduct CELEMI's wide range of business simulation products in the ASEAN region

- **Provided Consultation Services (Local and Abroad)**

1. United States Department of Agriculture
2. US Department of Justice
3. Internal Revenue Service / American
4. Correctional Association
5. Department of Transportation
6. PETRONAS Carigali, Capability Management

- **Achievements**

1. Founder and CEO of Performance Development Consultants (PDC)
2. President of Malaysian Bumiputera Training Providers Association (MBTA)
3. Member of Malaysian Training Providers Association (MATPRO) - 2014
4. CELEMI Asia-Pacific (APAC) Global Partner
5. Adjunct Professor at City University (Corporate Executive Development Unit)
6. Certified Saville & Holdsworth Occupational Tester Ltd (SHL)
7. ASTD Certified Coach since 2012
8. One of the Panel of Psychotherapist in The Mind Faculty Psychology Centre

- **Career and Academic Counsellor and Lecturer**

1. West Virginia University
2. Melwood Training Center
3. Family Health Service, Morgantown, USA
4. University of Malaya
5. Montgomery General Hospital, Maryland
6. Clarksburg General, West Virginia
7. Adjunct Professor at City University

- **Certifications**

Azman is the key person to conduct CELEMI's wide range of business simulation products in the ASEAN region

- **Achievements**

2000

- ATD (Association for Talent Development) Conference Speaker for 360 Degree Feedback (U.S.A)

2018

- Speaker in BSTD (Bahrain Society for Training and Development)

2019

- ASEAN HR Award (Malaysia Category)
- Emotional Intelligence Coaching by HR Hub

2020

- Penjana HRDF Initiative

2021

- Speaker of Exploring New Business Solutions Through CELEMI Business Simulation (HRDC)

2022

- The National Human Capital Conference & Exhibitions (NHCCE)

2023 CERTIFICATE OF RECOGNITION BY HRDC

- High Performing Trainers and Training Providers Bootcamp
- Malaysian Bumiputera Trainers Association (MBTA) (HRD Awards - Training Community Representative Committee)
- MBTA - National Training Week Participation
- Panelist - National Training Index 2023



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OUR COMPANY SERVICES

ASSESSMENT CENTRE

Our assessment centre is equipped with various tests, exercises, interview methods and profiling activities that can identify and improve your employees' attitude and perception at work. These tools can be utilized to do a systematic assessment on the potential of employees on current performance and other factors. The various tools are listed below :

Myers Briggs Type Indicator (MBTI)

A useful instrument in analyzing personality type, with possible indications of work preferences and tendencies of individuals.

Central Test Personality Inventory Report (CTPI-R)

CPTI – R is an assessment that analyzes and measures traits, a candidate's profile can be generated that provides a snapshot of their suitability for a leadership position in your organization. A key feature of this assessment is the customization of the traits to be assessed, such that it can be aligned with your organization's corporate competency model.

Big Five

The Big Five model of personality is widely considered to be the most robust way to describe personality differences. It is the basis of most modern personality research.

Profile XT

Profile XT is the most technologically advanced, state-of-the-art system available today for measuring human potential & predicting job performance

- Thinking & reasoning Styles
- Occupational Interest
- Behavioral Traits

360° Feedback

A competency based process that gathers structured feedback from a number of sources (Boss, Peers, Subordinates & Self) about the performance of an individual or team. Report can be used for succession planning, manpower planning and can be tied back to your appraisal system



A mental health advocate estimates mental health issues among employees may have cost Malaysia **RM14.46 billion**

37% of workers say their mental health and well being has been negatively impacted during the pandemic

42% of those affected said their employer did not provide them with support

PDC's Solution :

- Mastering Emotional Intelligence
- Resilient Leadership
- Building Emotional Agility
- Building Positive Attitude & Mindset
- Stress and Time Management
- Building Mental Resilience 2.0
- Cognitive Approach to Stress
- Improving Mental Health Well-Being In The Workplace



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TRAINING & DEVELOPMENT

Our training courses are tailored to the specific needs and requirements of our clients. The customization is in the following areas:

Case Studies

Relevant to the clients' scenario

Examples, Formats and Statistics

gathered from the client

Contents of the Training Notes

practical tools and methodology

The Approach

to suit the target group and clients' specific objective

BUSINESS SIMULATION

CELEMI is PDC's business partner specializing in **learning solutions**. We help companies rapidly make change happen and improve business performance by developing people's skills, motivation and knowledge.

Through our **business simulations** and **custom solutions** we help you recreate corporate challenges and situations.

- **CELEMI** Decision Base
- **CELEMI** Enterprise
- **CELEMI** Apples & Oranges
- **CELEMI** Agile Move
- **CELEMI** The Medici Game
- **CELEMI** Sustainability
- **CELEMI** Synchronicity
- **CELEMI** Tango



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LEADERSHIP DEVELOPMENT PROGRAMS

PDC past experience in leadership development programs include working with Multinational corporations conducting them internationally. We have conducted Leadership Programs for Petronas in **New York, Chicago, London, Dubai, Saudi Arabia, Turkmenistan, Vietnam and Jakarta.**

- Senior Management Program
- Senior Leadership Development Program
- Management Development Program
- Leadership Development Program
- Middle Management Development Program
- Executive Development Program
- Non-Executive Development Program



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SURVEYS AND ASSESSMENTS

We conduct surveys which are customized according to our clients' needs, and are developed to identify the root cause of problems. We employ our expertise in doing objective analysis of accumulated data with reference to the unique situations that our clients experience at their respective workplaces. We also provide valuable recommendations and strategies on how to achieve the desired results or standards.

Some of the surveys what we are conduct:

- Employee Opinion Survey
- Customer Satisfaction Survey
- Mystery Shopper
- Cultural Survey

We also help our client to set up Assessment Centres and we offer

- Profiling and Assessment tools as per point 1 (Assessment Centre)
- Business Simulations
- Case Studies
- Role Plays
- Written Exercises
- Scenario-Based Testing
- Business Presentations
- Competency-Based Assessment
- Management Briefing and Report



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LIST OF TRAININGS

Established since 1995, over 29 years of training and consulting experience in Malaysia and abroad. PSMB certified and registered training provider of Ministry of Finance Malaysia.

EMOTIONAL INTELLIGENCE (EI)

- Mastering Emotional Intelligence
- Leading Self with The Essence of EQ
- Emotional Intelligence: The Secret Ingredients
- Personal Leadership via Emotional Intelligence
- Emotional Intelligence for Leaders

LEADERSHIP DEVELOPMENT

- IHSAN Leadership
- CELEMI Enterprise
- CELEMI Decision Base
- Empowerment Through Leadership and Communication Excellence
- CELEMI Synchronicity - Stakeholder Management
- High Performance Coaching
- Lead Towards Success
- Selfless Leaders
- HIPO Assessment

CUSTOMER SERVICE

- Enhance Service Excellence
- Handling Difficult Customers

OFFICE MANAGEMENT

- Personal Assistant and Secretaries Skills

PERSONAL DEVELOPMENT

- Mindfulness
- Self Reliance - Building Mental Resilience
- Positive Work Culture
- Striving Towards Excellence
- Mindset for Success

CORPORATE IMAGE

- Branding and Public Relations
- Office Etiquette / Protocol
- Projecting a Professional Image

MANAGERIAL / SUPERVISORY PROGRAMMES

- Supervisory Skills
- Sharpen Your Communication Skills
- Conflict Management
- Fit for the Future - Creativity & Problem Solving
- Planning & Organizing: Eat That Frog
- Self Mastery - Complete Guide to Actualize your Potentials
- Championship Mindset
- Masterclass Behavioral Psychological Leadership
- Improving Leadership Acumen Through Behavioral Science (LABS)
- CELEMI Apples & Oranges

COMMUNICATION

- Business Communication Skills
- Communication & Influencing Skills
- Effective Business Writing
- Power Up Your Presentation Skills
- Conflict Resolution Skills

TEAMBUILDING

- Champion Mindset - Create a Winning Culture

OTHERS

- Finance for Non-Finance
- Sustainability with L.I.P.A.S
- Acquiring New Talent for Stronger Workforce
- Building quality culture for continuous improvements
- Succession Planning
- Balanced Scorecard and Managing KPI for Performance Effectiveness
- Managing Generation Gaps



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OUR HAPPY CLIENTS



**ACADEMIC
INSTITUTIONS**



**INFORMATION
TECHNOLOGY**



**AUTOMOTIVE
INDUSTRY**



**PROPERTIES &
CONSTRUCTION**



**BROADCAST
STATION**



TELECOMMUNICATIONS



HEALTHCARE



**TRANSPORTATION &
LOGISTICS**



HOTELS/RESORTS



OIL AND GAS INDUSTRY



**FINANCIAL
INSTITUTIONS**



MANUFACTURING



**GOVERNMENT
AGENCIES & GLCS**



ENERGY & RESOURCES



**MANAGEMENT
CONSULTANTS**



PLANTATION



INSURANCE



**FAST MOVING
CONSUMERS GOODS**



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TOP SELLING COURSES



CELEMI DECISION BASE

Six capital-intensive companies are competing for customers in a highly competitive, rapidly changing marketplace. Their challenge is to make the right investments at the right time – and to get the required return.

- Improved productivity through better **teamwork, communication and appreciation**
- Building **strategic** and **analytical thinking skills** through experiential learning generated within simulation scenarios
- Analyzing **market forecasts**, shifts and threats and **opportunities**
- Be able to take **better decisions** for optimal allocation of **limited resources**



CELEMI ENTERPRISE

Six companies compete for the same customers in a dynamic marketplace. They will have to balance short-term results with long-term value, defining their future strategy and putting it into action – FAST.

- **Target and sell** to preferred customers
- Meet customer demands by developing an attractive and profitable **product portfolio**
- Deliver with excellence by getting the most out of **people** and **processes**
- Create strong, sustainable **brand value**



CELEMI APPLES & ORANGES

The company, A&O Inc., is losing market share, faces demands from suppliers and has an increasing number of customers. It is in desperate need of a new and disciplined financial strategy.

- Read and interpret **financial statements**
- Identify critical elements that affect profitability
- Analyze **key performance** indicators derived from the **balance sheet**
- Explore the **cause-and-effect** relationships governing a company's financial statement



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TOP SELLING COURSES

SUSTAINABILITY WITH L.I.P.A.S

What is Sustainability?

Sustainability is about **maximizing value** for customers, employees and society, while minimizing emissions, impact on biodiversity and waste... and making a profit.

1) Useful when: As a tool, it provides our clients with a projection of what a **sustainable transformation** may look like to their business. Perhaps even facilitate some **scenario planning exercises**, so as to ensure a more well thought-out sustainability strategy.

2) Description: It's not just a training program; it's a **framework** that **guides** organizations in their **sustainability journey**. By combining Celemi Sustainability with the foundational knowledge from **L.I.P.A.S**, we're offering something revolutionary to our clients.

MASTERING EMOTIONAL INTELLIGENCE

Emotional intelligence (otherwise known as emotional quotient or EQ) is the ability to **understand, use, and manage** your own emotions in **positive ways** to relieve stress, communicate effectively, empathize with others, overcome challenges, and defuse conflict. Emotional intelligence helps you **build** stronger relationships, succeed in your personal life or work, and achieve your career and **personal goals**. It can also help you to connect with your feelings, turn intention into action, and make informed decisions about what matters most to you.

- Learn to Effectively Self-regulate Different Areas In Your Life Achieve Proper Emotional Intelligence To **Build Healthy Networks**
- Apply Emotional Intelligence Formulas And Principles In Your Daily Life To Ensure Effective **Self Regulation And Control**
- Dive Deep And Understand The Link Between Your **thoughts, Feelings, Emotions And Behavior**



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TOP SELLING COURSES



MASTERCLASS IN BEHAVIORAL PSYCHOLOGICAL LEADERSHIP

Through a careful blend of **behavioral sciences** and practical strategies, the program offers invaluable insights into how leaders can **enhance their EQ**, cultivate authentic connections, and inspire their teams to achieve **remarkable results**.

- Learn how to address **human emotions**, engage effectively with Behavioral Science
- Learn how to use insights and methods from Behavioral Science to develop **solutions to live issues**
- **“Leadership and leading people”** and applying the principles and psychology of human behaviours to drive **“change”** and make the **right decisions**
- Understand different **human behaviors and personalities** and learn how to respond to individuals.
- Better in **handling challenges** and pitfall in managing one’s **emotions** as leaders



IHSAN LEADERSHIP

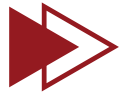
This program will **deep dive** into traits of **IHSAN leaders**, provide insights on how IHSAN leadership concept helps **leaders and followers** work together to create a better world for all. They are guided by the principles and are **committed to create a society** that is built on these values.

- Help participants to **reflect** on their **personal values** and beliefs and relate to their **leadership style**
- Provide participants with a **comprehensive understanding** on IHSAN Leadership
- Help participants **explore an ethical dimensions** of leadership in Islam
- **Develop** their leadership style according to IHSAN concept



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TOP SELLING COURSES



STAKEHOLDER MANAGEMENT

This program will help participants to **understand and apply** stakeholder engagement strategies to help the organization to **achieve better outcomes**, whether it's education, connection, engagement or profit.

- Achieve goals by **enhancing trust** and cooperation
- Deal **effectively** with challenging behaviors
- Will be able to **identify and categorize** stakeholder
- Apply strategies to gain **cooperation and support**



The Power of Mentoring: Transforming Lives and Organizations

Mentoring, a highly **effective tool** for **management and leadership** development, is customization at its **highest level**. Mentoring will offer specific, one-on-one learning from trusted, experienced, respected colleagues or superiors **identified** within Hong Leong stations, who are insightful about the subtleties of the organization and its **intricacies**.

- Equip your management/ executive team with the **mentoring skills** to guide and assist their mentees towards **successful organizational goals**.
- Build the **right mindset** and **highly skilled team** that knows how to support your company goals.
- Equipped **selected Talent** from grade Manager and above on **what is mentoring** and **how to become a good mentor** to below level



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TOP SELLING COURSES



BUILDING MENTAL RESILIENCE

This program offers a real **value-added opportunity** for participants, especially managers and above to identify and **provide a healthy workplace** so their employees can **enhance** their **personal mental resilience**.

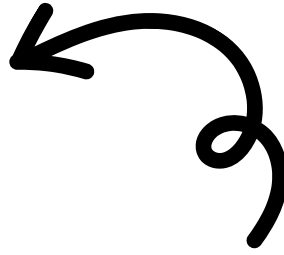
- Maintaining a **positive workplace** by **instilling mental wellness** strategies for self and your team members
- Creating and **sustaining a positive mental attitude** especially during tough and difficult times.
- **Identifying stressors** and learning specific **techniques** to reduce stress
- Learning the **strategies on improving mental health** and preventing negative wellbeing



LEARNING AGILITY

Leaders have to be **more agile** today than they were ever before. Adapting to continuously evolving business strategies, working with people across cultures having **cross-functional resources** to handle, and taking on dynamic assignments on a real-time basis, all demand that leaders **be flexible and agile**.

- Understand the **process** of **continually and rapidly** learn, unlearn and relearn mental models and practices
- Able to **discern patterns and linkages**, able to make new connections between different concepts
- The need to be open to **new ideas and experiences** to improve learning
- How to apply learning in new and **changing contexts** to achieve desired results



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