



# The Pursuit of Big, Fast Results .

Our commitment to help clients break into a new era of transformed success.

## “I love **‘Big, Fast Results’** (BFR) That is my personal motto in life. It sums up my personal way of getting things done”

In the world of management consulting today, the business and political landscapes are constantly changing, creating both exciting opportunities and tough challenges. As strategic advisors and seasoned implementors, we find ourselves right at the heart of these changes, ready to help our clients navigate through complexities and find new paths. In this time of ongoing transformation, our commitment to doing great work remains strong. We're excited about the responsibilities and possibilities that come with helping our clients succeed in this vibrant landscape.

In our own work at PEMANDU Associates, I am proud to say that we have stayed true to the cause of approaching each new opportunity with a renewed drive towards a steadfast goal: to deliver Big Fast Results for our clients and partners. But as always, beyond the business or socioeconomic results we've helped our clients deliver, we're most proud to have seen transformational leaders rise within our clients' organisations as well as our own! I believe deeply that in transformational leadership, there are no failures - only successes and lessons learned.

As we continue to navigate the ever-evolving landscape of the business world, it becomes increasingly evident that our success hinges on our ability to adapt and innovate. In the coming years, we anticipate a myriad of global trends that will shape the way we operate and interact on a global scale. From advancements in technology to shifts in consumer behavior, these trends will not only challenge us but also present unparalleled opportunities for growth and development.

Crucially, as we set our sights on the future, the dynamics of the workforce are evolving. The workplace of tomorrow is characterized by its flexibility, diversity, and a commitment to lifelong learning. Embracing these changes, we are dedicated to cultivating a work environment that fosters creativity, encourages collaboration, and empowers our talented team to thrive amidst the challenges and possibilities that lie ahead. Together, we embark on this journey, confident in our ability to not only meet but exceed the demands of a dynamic and interconnected world.

As we embark on this exciting journey into the future, let us remember that true leadership lies not only in navigating change but also in inspiring others to rise with it. As a growing team with a global footprint, we are not just witnesses to these transformative times; we are architects of the future. Let our shared vision, relentless dedication, and unwavering passion propel us forward to achieve our common goals together.

### **IDRIS JALA**

President and Chairman



## Where we started

### We are your agents of transformation

PEMANDU Associates is a Malaysian-based private consultancy firm focused on public sector transformation, business turnaround and communications. We work closely with the highest level of government and top executives to help deliver their national and business objectives in a sustainable and inclusive manner.

Our work is anchored by the proven Big Fast Results (BFR) 8-Step Methodology© and 6 Secrets of Transformation.

### First-hand experience as a Government Delivery Unit

The Performance Management and Delivery Unit (PEMANDU) was established in 2009 under the Prime Minister's Department to steer Malaysia's National Transformation Programme and realise its vision in becoming a High-Income Nation.

In 2017 PEMANDU handed its transformation mandate back to the Government of Malaysia, subsequently evolving into a private consultancy firm, now known as PEMANDU Associates where we continue to deliver transformation work across other countries and organisations.



# Who we are

## Our Vision

A new-frontier Consultancy on transformation and business turnaround. In other words, as a consulting firm, PEMANDU Associates strives to be at the global frontier or cutting edge in transformation and business turnaround.

## Our Mission

To help clients transform themselves to achieve big, fast results. When we work with clients, we collaborate and equip them with the capabilities and tools which are used to develop and implement transformational initiatives to inevitably achieve Big Fast Results.

## How we do it

Using our proprietary Big Fast Results (BFR) Methodology:

- **6 Secrets of Transformational Leadership**
- **8 Step BFR Methodology**

In a nutshell, PEMANDU Associates believes that an organisation can only transform to achieve big fast results when:

- **the leadership** of the organisation act in a transformational way (hence, the six secrets); and
- **the people** in the organisation embrace a new way of working (hence, the 8 Steps BFR Methodology)

## Where we have worked with clients to achieve **Big Fast Results™**

We have worked with 29 countries (and counting), including;

**For the Governments** of Malaysia, Oman, Saudi Arabia, Tanzania, Rwanda, Ethiopia, Russia, Sri Lanka, India, Pakistan, Saint Lucia, Nigeria, Lesotho, and more

**For corporate clients** in various sectors including airline, airport, universities, railway, plantations, electronic payments, furniture, engineering maintenance, port, gloves, telecommunications, and more



# Our goal is a simple one...

To help organisations transform and achieve **Big Fast Results™**

Why Big Fast Results™?

Because it's what matters most

- It's what separates Dreamers from Doers.

We have developed proprietary methodologies that inspire and support clients to achieve "impossible" targets.

Our BFR methodology addresses 8 common challenges faced by public and private sector organisations

- 1 Unclear direction or lack of focus
- 2 Lack of commitment amongst leadership
- 3 High level plans that does not translate into clear implementable actions
- 4 Rigid or bureaucratic implementation processes
- 5 Silo mentality and work approach within teams
- 6 Unheard or unobtained public or employee demands, input, or feedback
- 7 Poor accountability by leadership, decision makers, & implementing teams
- 8 Lack of transparency and trust



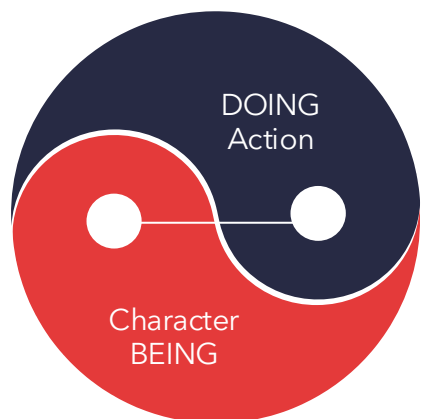


Our approach to transformation is effective in driving **real** change

Whether you're leading a big or a small team through transformational change, achieving the desired outcomes are **never** easy. But we will share with you a secret - The 'yin' and 'yang' of transformation lies in the 'doing' and 'being'.

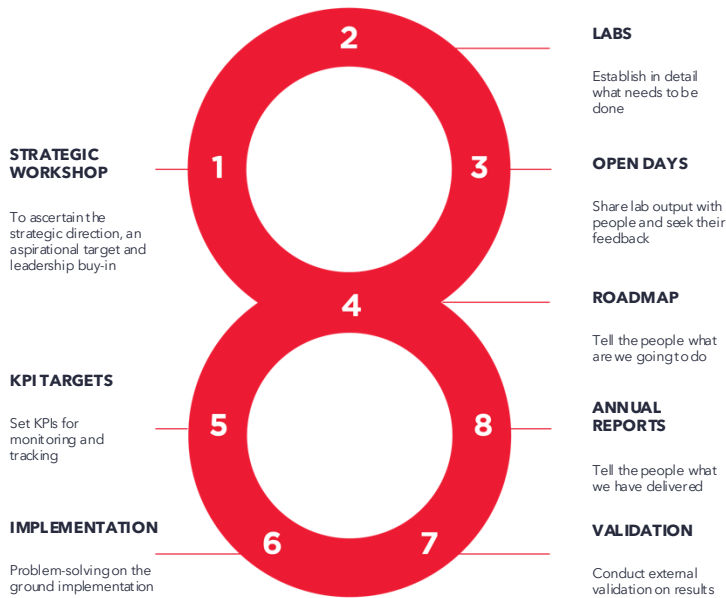
It's when an individual or a group demonstrates the actions (doing) of change which is fueled and enabled by embodying the characters (being) of effective leadership, that transformation takes effect and becomes inevitable.

8 Step BFR Methodology©



6 Secrets of Transformation©

# Our 8-steps BFR Methodology© guides us to effectively turn strategies into action



## DOING

This methodology is a radical and structured approach designed to help overcome the 8 common challenges faced by governments and organisations, allowing full transparency and accountability during your transformation journey.

*These established and renowned institutions have documented our methodology and its effectiveness in driving performance*



**THE WORLD BANK**



**Harvard Business School**



**PRINCETON UNIVERSITY**

# Our 6 Secrets of Transformation© empower us to actively challenge conventional norms

## BEING

Our 6 Secrets of Transformation© will drive your organisation towards sustainable success through its leaders. It ensures that they embrace leadership qualities and mindsets that will enable them to not only implement operational transformation in your organisation but also unlock their full potential as an effective leader.

- 1 Game of the Impossible
- 2 True North
- 3 Discipline of Action
- 4 Situational Leadership
- 5 Winning Coalitions
- 6 Divine Intervention

Our methodology and approach is tailored for the world. The common language? **"Results"**

PEMANDU Associates continues to expand its international footprint to deliver Big Fast Results. The firm combines deep experience in public policy and corporate strategy across various sectors with a strong focus on delivery and implementation.



### **ASIA**

Bhutan  
India  
Malaysia  
Nepal  
Pakistan  
Sri Lanka  
Vietnam

### **OCEANIA**

New Zealand  
Papua New Guinea

### **MIDDLE EAST**

Jordan  
Oman  
Saudi Arabia

### **EUROPE**

Russia

### **CARRIBEAN**

St Lucia  
Turks & Caicos Islands  
Trinidad & Tobago

### **AFRICA**

Botswana  
Djibouti  
Ethiopia  
Lesotho  
Namibia  
Nigeria  
Rwanda  
Senegal  
Somalia  
South Africa  
Tanzania  
Uganda  
Zambia



# PEMANDU Associates has supported clients across various sectors and fields through its Big Fast Results™ methodology



Retail



Biotechnology



Cost of Living



Education



Telecommunication



Low Income Households



Transport & Logistics



Finance & Economic Enablers



Urban Development



Governance & Regulations



Healthcare



Water



Energy



Manufacturing



Mining



Agricultural & Plantation



Rural Development



Safety & Enforcement



SME Development



Electrical & Electronic



Tourism



Trade



Environment



Fisheries



Human Capital Development

# Stronger Together to Deliver Results

PEMANDU Associates is proud to join forces with Cordence Worldwide, amplifying our impact on a global scale. This partnership enhances our ability to deliver tailored, effective solutions across diverse industries by leveraging the collective expertise of Cordence's global network.



# Collaboration is in Our DNA, Global Reach, Local Expertise

Our shared values and commitment to collaboration drive us to achieve exceptional results. By working closely with Cordence's member firms, we blend local insights with global perspectives, ensuring that our clients benefit from best-in-class strategies and implementation.

Through our alliance with Cordence Worldwide, PEMANDU Associates gains access to an extensive network of professionals and resources. This partnership allows us to offer a unique combination of deep local knowledge and global best practices, delivering innovative solutions that address complex challenges.



# Tailored Solutions for Every Challenge

Our partnership empowers us to deliver tailored solutions for both public and private sector transformation. This collaboration equips us to address challenges from strategy to execution, by leveraging global reach and expertise.

**Our Beliefs:** Vision, authenticity, bravery, collaboration, inclusivity, entrepreneurship.

**Our Behaviors:** We are responsive, agile, hardworking, honest, and challenge where necessary.

Our 10 **consultancy firms** across the Americas, Asia Pacific, and Europe provide a global perspective and exceptional thinking, backed by **18 years of collaboration.**

## Cordence Worldwide Global Presence

### Americas:

**USA:** Atlanta, Austin, Basking Ridge, Bellevue, Charlotte, Chicago, Denver, Houston, Los Angeles, Nashville, New York, Orlando, Philadelphia, Portland, Seattle, St. Louis, Tallahassee, Washington DC

**Canada:** Vancouver

**Brazil:** Rio de Janeiro, São Paulo, Brasília, Belo Horizonte

### Asia Pacific:

**Australia:** Melbourne, Sydney, Brisbane

**India:** Delhi, Chennai, Mumbai, Bangalore

**Japan:** Tokyo

**Singapore:** Singapore

**South Korea:** Seoul

**Malaysia:** Kuala Lumpur

### EMEA:

**Austria:** Vienna

**Denmark:** Copenhagen

**France:** Lille, Lyon, Marseille, Nantes, Paris, Toulouse

**Germany:** Berlin, Düsseldorf, Frankfurt, Hamburg, Munich, Stuttgart

**Hungary:** Budapest

**Italy:** Milan, Rome

**Netherlands:** Amersfoort, The Hague

**Romania:** Bucharest, Cluj

**Switzerland:** Lausanne, Zurich

**UK:** London, Manchester

**South Africa:** Johannesburg

**Saudi Arabia:** Riyadh

**United Arab Emirates:** Abu Dhabi, Dubai

**Tanzania:** Dar es Salaam

# Our Global Alliance Footprint

**10**

**Partner Firms**

**60+**

**Offices in 21 Countries**

**5,000+**

**Consultants**



## Member Firm Contact Information

### Asia Pacific

**MALAYSIA,  
TANZANIA**

**PEMANDU Associates**  
Web site: [www.pemandu.org](http://www.pemandu.org)  
Email: Ridzwan Hamzah  
[ridzwan.hamzah@pemandu.org](mailto:ridzwan.hamzah@pemandu.org)



**SOUTH KOREA**

**Key To Way**  
Web site: [www.keytoway.kr](http://www.keytoway.kr)  
Email: Young Kwon  
[young.kwon@keytoway.kr](mailto:young.kwon@keytoway.kr)



**JAPAN**

**GENEX Partners**  
Web site: [www.genexpartners.com](http://www.genexpartners.com)  
Email: Taku Oike  
[toike@genexpartners.com](mailto:toike@genexpartners.com)



**AUSTRALIA**

**State of Matter**  
Web site: [www.sofm.com.au](http://www.sofm.com.au)  
Email: Ian McRae  
[ianm@sofm.com.au](mailto:ianm@sofm.com.au)



**INDIA,  
SINGAPORE**

**Avalon Consulting**  
Web site: [www.consultavalon.com](http://www.consultavalon.com)  
Email: Santosh Sreedhar  
[santosh.sreedhar@consultavalon.com](mailto:santosh.sreedhar@consultavalon.com)



### EMEA

**THE NETHERLANDS**

**Twynstra Gudde**  
Web site: <https://www.twynstragudde.nl>  
Email: Jan-Willem de Kleuver  
[jwk@t.g.n](mailto:jwk@t.g.n)



**GERMANY, AUSTRIA, SWITZERLAND,  
HUNGARY, ROMANIA, ITALY,  
DENMARK, SAUDI ARABIA, UAE**

**Horvath & Partners**  
Web site: [www.horvath-partners.com](http://www.horvath-partners.com)  
Email: Olaf Reichel  
[oreichel@horvath-partners.com](mailto:oreichel@horvath-partners.com)



**FRANCE,  
SWITZERLAND**

**Oresys**  
Web site: [www.oresys.eu](http://www.oresys.eu)  
Email: Florent Stetten-Pigasse  
[florent.stetten.pigasse@oresys.eu](mailto:florent.stetten.pigasse@oresys.eu)



### Americas

**UNITED STATES OF AMERICA,  
UNITED KINGDOM**

**North Highland**  
Web site: [www.northhighland.com](http://www.northhighland.com)  
Email: Jeff Smiley  
[Jeff.Smiley@northhighland.com](mailto:Jeff.Smiley@northhighland.com)



**BRAZIL**

**EloGroup**  
Web site: [www.elogroup.com](http://www.elogroup.com)  
Email: Davi Almeida  
[davi.almeida@elogroup.com.br](mailto:davi.almeida@elogroup.com.br)



# Awards and recognition



Bloomberg



Bloomberg Philanthropies NESTA...

- Our methodology recognized by World Bank, Harvard University, and Princeton University
- Bloomberg Philanthropy and NESTA ranked PEMANDU amongst the top 20 most innovative government agencies
- Bloomberg Markets ranked Idris Jala amongst the top 10 most influential policy makers in the world
- Since 2014, Idris Jala has been lecturing at the Harvard Ministerial Leadership Programme on an annual basis



- 2020, PEMANDU Associates was awarded the top Global Chairmans award from World IT and Services Alliance (WITSA) for the Global
- COVID-19 Index (GCI). The GCI, (developed and managed by PEMANDU Associates) is the **only** global index on COVID-19 that is recognised by the World Health Organisation (WHO)



PEMANDU Associates

2021 Award Winner

Consultancy Company of the Year | Malaysia

- 2021, PEMANDU Associates was awarded Consultancy Company of the Year (Malaysia) by Corporate Livewire for three years in a row
- 2024, The 10<sup>th</sup> consultancy firm of Cordence Worldwide



PEMANDU  
ASSOCIATES

# contact us

PEMANDU Associates Sdn. Bhd.  
1212721-X

Level 21 Sunway Putra Tower,  
100 Jalan Putra,  
50350 Kuala Lumpur, Malaysia

✉ [enquiry@pemandu.org](mailto:enquiry@pemandu.org)

🌐 [pemandu.org](http://pemandu.org)

 [PEMANDU Associates](#)

 [@peopleofpemandu](#)