



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:

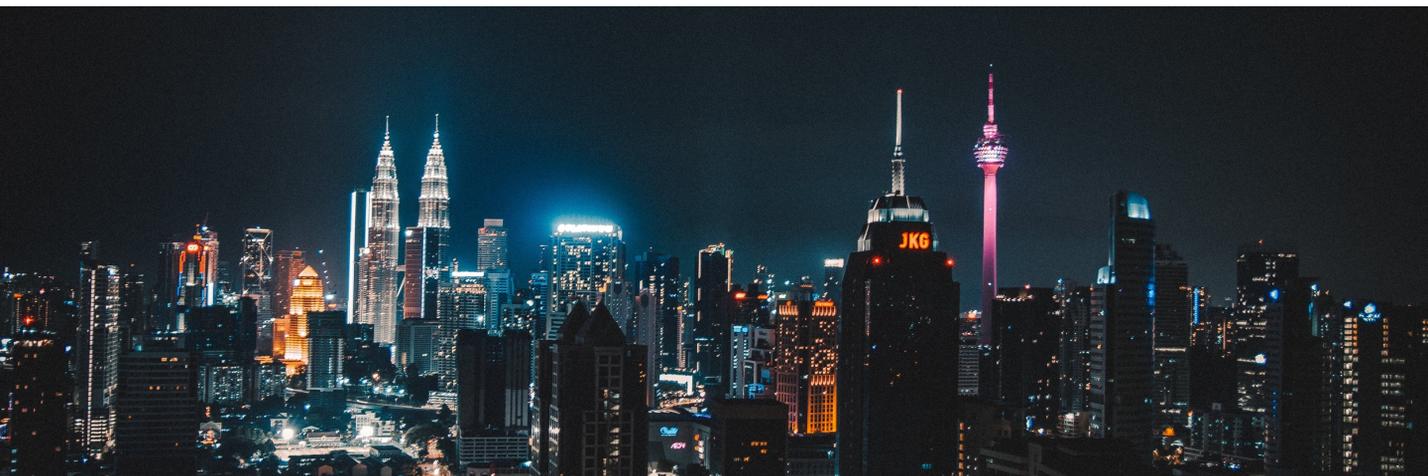
- **the leadership** of the organisation act in a transformational way (hence, the six secrets); and
- **the people** in the organisation embrace a new way of working (hence, the 8 Steps BFR Methodology)

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



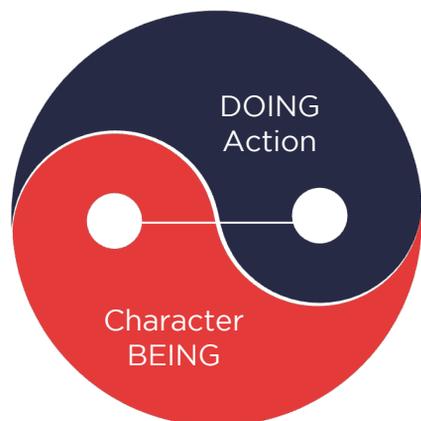


Our approach to transformation is effective in driving **real** change

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'.

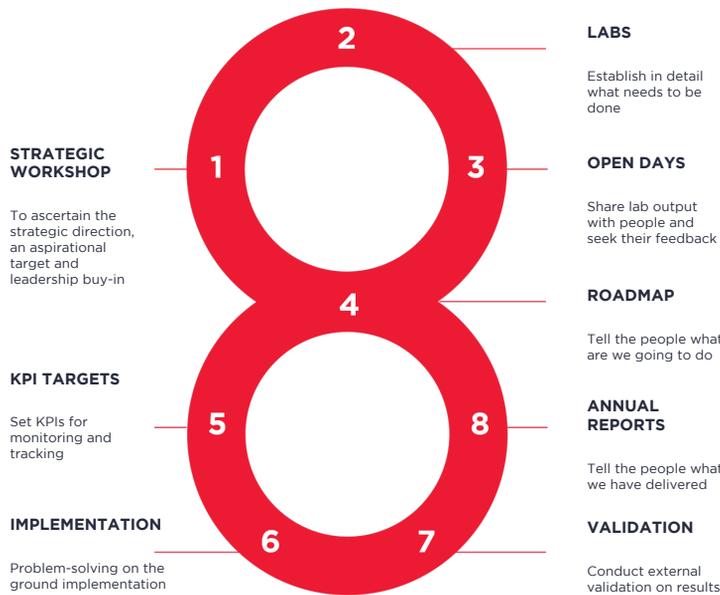
It's when an individual or a group demonstrates the actions (doing) of change which is fueled and enabled by embodying the characters (being) of effective leadership, that transformation takes effect and becomes inevitable.

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



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

Awards and recognition

2014



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)

2020

2021

2022



PEMANDU Associates

2021 Award Winner

Consultancy Company of the Year | Malaysia

- PEMANDU Associates was awarded Consultancy Company of the Year (Malaysia) by Corporate Livewire for three years in a row

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Our Services

Beyond the 8-steps BFR Methodology© and 6 Secrets of Transformation©, we provide strategic advisory and operational support to our clients. Providing tailored solutions allow us to be laser focused and pragmatic in addressing specific pain points to achieve the desired results.

Strategic Workshop
Design & Facilitation



Lab Design &
Facilitation



Delivery Unit Setup,
Project Management Office
Setup & Implementation
Support



Business Turnaround
Anchored on Segmented
Profit & Loss Analysis
(SP&L)



Technology & Digital
Solutions



Strategic Advocacy
& Activism



Marketing &
Communications



Leadership &
Management Trainings



Strategic Workshop Design & Facilitation

Unclear direction or lack of focus is a common challenge faced by both government and private organisations when driving change, which will almost guarantee failure in action.

This is where we help leaders to collectively define the True North, obtain alignment, establish a clear mandate, and ensure accountability to deliver as a collective.



What it takes for a successful Strategic Workshop

- A compelling case for change to trigger action
- Commitment from leadership to drive and oversee transformational change
- Compulsory attendance from leadership and key decision makers over workshop duration
- Dedicated space and time to discuss, challenge, and align ideas

Expected outcome and output

- A measurable and time bound “True North”
- Buy-in and consensus amongst leadership and decision makers
- Clear and approved mandate with identified sponsors and champions
- Immediate next steps and action items for identified focal persons

Lab Design & Facilitation

They say “too many cooks, spoil the broth” – but we disagree! When organisations do not define the specific role and expected output for each party involved from the start of the project, it eventually becomes a problem. A consultative approach to co-create solutions is the secret sauce to our Lab facilitation method, in which buy-in and alignment by all stakeholders is achieved throughout the process.

Each Lab session is designed to develop in depth plans based on the strategic direction set by the leaders. It will divide the participants into workstreams to problem solve inherent and long-standing issues; and set specific action points and KPIs to achieve the agreed “True North”.



What it takes to deliver a successful Lab

- Appointment of full-time lab members by leadership and decision makers
- Lab members with relevant knowledge, skills, and experience to achieve the agreed True North
- Availability of latest data and information to formulate solutions
- Frequent validation sessions with leadership to ensure alignment and buy-in

Expected outcome and output

- Pragmatic and implementable solutions (Making the Most approach)
- Detailed analysis and justification to support solutions and recommendations
- Detailed “3-feet” implementation plans
- KPIs and KPI dictionaries
- Budget and resource requirements

Delivery Unit Setup, PMO Setup & Implementation Support

We love a polished, well-thought-out blueprint. But too many of these documents end up being 'shelved' because it remains as plans on paper, often without detailed "3-feet" implementation plans, and therefore not actioned upon.

Our experience as a government delivery unit and project management office allows us to help organisations operationalise their plans and stay on course to successfully complete their transformation journey.



What it takes to establish a successful Delivery Unit or PMO

- A direct reporting line to the leadership (i.e. President, Prime Minister, CEO)
- Dedicated time to provide weekly updates to leadership and decisions makers
- Commitment from leadership to make decisions and drive problem solving meetings

Expected outcome and output

- Clear governance structure, reporting mechanism, and reporting cadence
- Institutionalisation of agreed working norms
- Executive friendly and detailed performance dashboards
- Weekly, monthly, and annual reports

Business Turnaround

anchored on segmented profits and loss analysis (SP&L)

Here's the hard truth: A business may have achieved record-breaking sales, yet it may be no more profitable than it was the year before.

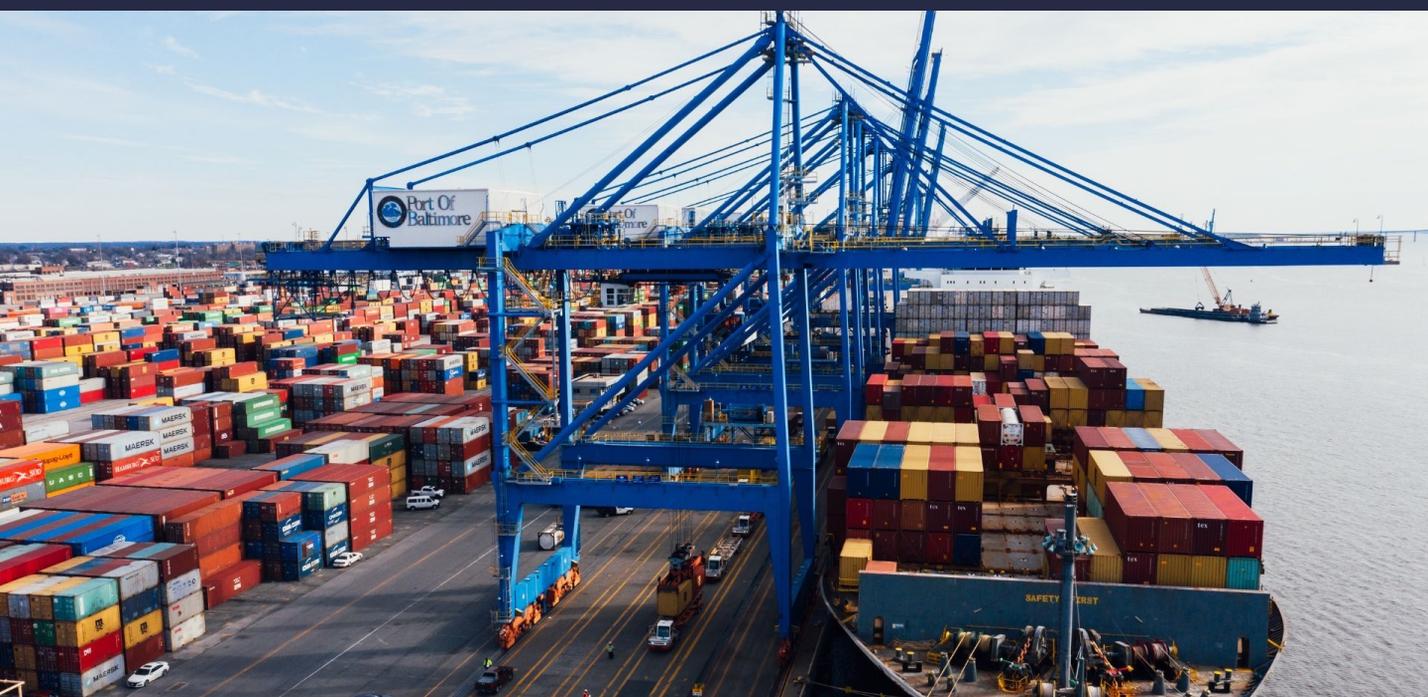
Our expertise helps uncover the true business efficiency of an organisation through our segmented profit and loss analysis. This detailed approach dissects a company's revenue levers and cost drivers to its lowest common denominator, allowing the formulation of new and targeted business initiatives to initiate an impactful business turnaround

What it takes to successfully complete a SP&L Analysis

- Mandate from the CEO and CFO to run the SP&L exercise; alignment with CFO on business and financial assumptions adopted as part of approach
- Availability of financial data and business information
- Clinic sessions with Business Units to understand respective revenue and cost drivers
- Weekly review with management team to review SP&L analysis

Expected outcome and output

- SP&L analysis of organisation and by business units; identification of revenue levers and cost drivers at lowest common denominator
- List of specific business initiatives with "3-feet" plans to address identified gaps across organisation
- Financial projections and business impact of each specific initiative to ensure company turnaround



Technology & Digital Solutions

In today's fast pace environment, many organisations still struggle to effectively harness the true power of data, where complex data sets into sharp executive insights, instantly. The old adage of "too many systems, too little integration" still rings true today,

As part of our 360° strategy & implementation offering, our digital solution services and tools are seamlessly integrated to help organisations easily analyse data that's customised in a manner that best suits the business or project.



What it takes to successfully utilise our Digital Tools

- Clear understanding of organisation's digital maturity and digital direction to adopt the right solutions at the right time
- Clear understanding of use cases and its outcomes to maximise adoption of services
- Clear understanding of user base and high-level requirements

Expected outcome and output

- Digital strategies and blueprints
- Customised dashboards
- Business process improvements
- App and web development
- Data analytics

Strategic Advocacy & Activism

In today's complex and interconnected world, strategic advocacy and activism plays a pivotal role in influencing positive change. It serves as the compass guiding organizations through the intricate landscape of public opinion, policy, and social impact

'Winning Coalitions' is an important aspect of driving effective change in both – governments and private corporations. We specialise in crafting strategic narratives that help advocate the case for change and impact to key stakeholders as part of a holistic transformative journey.



What it takes to successfully influence positive change

- Clarity in its mission and core objectives
- A clear and compelling case for change to drive awareness and manage perception
- Strong and visible support from leadership and key stakeholders to convey the importance of change
- Allocation of resources to initiate and maintain communication efforts and activities

Expected outcome and output

- Positive policy, legal, and regulatory changes
 - Maximised exposure of topic or organisation with enhanced legitimacy and credibility
 - Consistent narrative by Key Opinion Leaders to drive awareness
- Holistic and sustained communication strategy and tactics

Marketing & Communications

Brands are now operating in a highly complex marketing and communication environment – where the audiences' attention span have reduced to mere seconds. Moreover, the media landscape is evolving at rapid pace, making it extremely difficult for brands to 'catch up' and compete.

Our approach stays grounded on the organisation's True North and audience insights in producing pragmatic and high impact communication strategies and tactics, coupled with implementation support.



What it takes to successfully deliver impactful campaigns

- Clear understanding of business objectives, business direction
- Clear understanding of customer base, customer segmentation, and brand image
- Improved perception & love of brand or product
- Increase of sales or customer acquisition

Expected outcome and output

- Overarching strategy that holds the campaign together via multiple touchpoints
- On-brand creative approach, tactics and implementation
- Competitive, audience and market insights and analysis
- Improved awareness, knowledge and recall of brand or product

Leadership & Management Training

In today's dynamic business landscape, the role of effective leadership cannot be overstated. Leadership isn't just a title; it's a transformative force. Recognizing the pivotal role leaders play in driving innovation, fostering collaboration, and navigating change, it's imperative that each leader is constantly motivated and inspired to drive organizational performance.

Our leadership and management training breaks down the 6 Secrets of Transformation[®] methodology for leaders to adopt and apply into tangible actions for the organisation to grow!



What it takes to successfully harness our Leadership & Management Training

- Dedicated and uninterrupted time allocated to leaders to attend full training session
- Dedicated and conducive space to allow for discussions and exchange of ideas

Expected outcome and output

- Adoption of the Big Fast Results mindset and action
- Improved moral and collaboration between leaders and working team
- Pragmatic and applicable best practices to adopt to drive organisational challenge for immediate action

Don't just take our word for it, Here's what our clients and partners have to say about us

“

PEMANDU Associates' ability to drive performance stems from its design features, innovative tools, as well as how it works with others.

”

World Bank

*Driving Performance from the Center:
Malaysia's Experience with PEMANDU Associates*

“

PEMANDU Associates has proven its impact and quick turnaround through development of performance dashboards, PMO operating model, and strategic frameworks for clients in Saudi Arabia.

”

Private & Confidential Client

Company Based in Saudi Arabia

“

PEMANDU's systematic approach towards problem-solving in the labs to be very effective, which ultimately led to the realisation of catalytic high impact projects.

”

Tanfeedh Delivery Unit

Oman

“

We recommend PEMANDU Associates for engagements that require effective coordination of stakeholders and developing tangible initiatives.

”

Miri City Council

Malaysia

“

The team's collaboration with us has successfully pushed through several critical initiatives based on their data analyses and recommended strategies.

”

Top Glove Corporation Bhd

Malaysia

“

PEMANDU's relentless commitment and professionalism contributed to the success of the National Higher Institute Open Day, from Start to End.

”

Ministry of Higher Education

Malaysia

“

If you want to transform yourself and your organisation to achieve big, fast results, you have to relentlessly pursue the game of the impossible.

I believe that by taking the road of realistic targets, people consign themselves to mediocrity.

Consequently, they will never achieve their full potential and they do not achieve big, fast results. This is so in business, government and competitive sport •

”

IDRIS JALA
President and Chairman

PEMANDU
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