

A Partner for BUSINESS LEADERS

Prasetiya Mulya Executive Learning Institute (prasmul-eli) sees itself as a partner for business leaders who believe that people are the primary resource in developing and maintaining sustainable growth. It is an honor for us to be able to walk side by side with our partners on the long journey of developing human capital by providing integrative and contextual solutions in enhancing the capabilities, enriching the perspectives, elevating the confidence, improving the performance and shaping the future of your company.

prasmul-eli has become the trusted partner for many national, multinational companies, and government-related agencies in developing human capital to face the challenges of organization and business. prasmul-eli also a preferred partner for more than 30 years to help individuals to develop themselves in order to enhance the capabilities, to enrich the perspectives, to elevate the confidence, to improve performance, for shaping their future.

WHY WE EXIST

To bring inspiration and solution in developing human capital to become impactful global contributors.

WE DO IT

We always feel honored if we can contribute to providing solutions in developing, refreshing, expanding, and bridging discrepancy business people competencies. Business management solutions provided include Organization Development, Performance Management, Human Capital Development, Leadership Transition, and Grooming Leaders. We also feel proud if we could share thoughts/ideas to be one of the solutions to build a sustainable competitive advantage.



OUR SOLUTION

PUBLIC PROGRAMS

- Two to three days Short Programs Enrich the perspective
- Four months Certificate Programs Improve a deeper understanding in a certain field.

CORPORATE PROGRAMS

Contextual and systematic services according to organizational stages through various forms: in class programs, business improvement projects, executive coaching, team building, and other development programs.

ASSESSMENT SERVICES

Assessment of potential behavior and competencies to help individuals and organizations find and identify personal profiles and talents to support individual performance and organizational effectiveness.

CONSULTING SERVICES

Common areas of consulting services are long-term strategy development and organizational development, ranging from business strategy, change management, to customer experience.

SEASONAL PROGRAMS

Programs that held seasonally based on current global trends & challenges.

prasmul-eli

PUBLIC PROGRAMS

The purpose of these programs are to inspire and enrich business perpectives.

The assortment of subjects offered includes hard skills and soft skills to develop the competencies and skills of participants to become reliable resources in achieving the company's targets.

prasmul-eli short programs can also be implemented in the form of an In-Company Program, which provides space flexibility for companies that are eager to develop a number of its employees in a particular class as well as on their preferable time.



OUR NEW PROGRAMS

- 1. PMP Exam Preparation
- 2. Project Management 101 (Waterfall & Agile)
- 3. Agile Collaboration Tools
- 4. Strategic Alliances in Business
- 5. System Thinking & Complex Decision Making
- 6. Young Leader
- 7. C-Level
- 8. Transformational Leadership
- 9. HR Today: Building Employee Experience
- 10. Effective business communication: writing and presentation
- 11. Value Creation Analysis: Financial Feasibility Study

SHORT PROGRAMS 2024

A.	LEADERSHIP	Class	Days	JAN	FEB	MAR	APR	MAY	JUN	JUL	AGT	SEP	ост	NOV	DEC	Investment
1	First Line Leadership: Becoming Effective Leader	Offline	3	23-25		5-7		14-16		10.10		17-19			10-12	Rp. 7 000 000
2	Followership Mastery	Online Offline	3 2					28-29		16-18	20-21			5-7		Rp. 4.000.000 Rp. 6.800.000
3	Team Leadership : Becoming Flexible Leader	Offline	2			26-27		20 20			2021		8-9			Rp. 6.900.000
3	ream Leadership . Becoming riexible Leader	Online	3							23-25						Rp. 4.000.000
4	Self Leadership : Personality Perspective	Offline	3			19-21			05.07				15-17			Rp. 6.900.000
5	C-Level NEW	Online Offline	3						25-27		13-16					Rp. 3.800.000 Rp.16.000.000
6	Young Leader NEW	Offline	2								13-10		22-23			Rp. 6.500.000
		Offline	2				24-25						22 23	13-14		Rp. 7 000 000
7	Neuro Leadership	Online	2							2-3						Rp. 4.000.000
8	Transformational Leadership (NEW)	Offline	2									3-4				Rp. 7.500.000
В.	MANAGING HUMAN RESOURCES															
1	HR Today: Building Employee Experience NEW	Offline	2					7-8								Rp. 7.000.000
C.	ASSESSMENT															
1	Feedback in Assessment Center	Online	2						12-13							Rp. 3.800.000
D.	PRACTICAL SOFT SKILLS IN BUSINESS															
1	Applied Negotiation Techniques	Offline	2,5						4-6			17-19				Rp. 6.300.000
	, leb neg ve Segggggggggggggggggggggggggggggggg	Online	3			5-7	0.4							12-14		Rp. 4.000.000
2	Problem Solving & Decision Making	Offline Online	3				2-4				6-8			19-21		Rp. 6.500.000 Rp. 3.800.000
	Effective Business Communication:										6-8					·
3	Writing and Presentation	Offline	3		20-22											Rp. 6.000.000
E.	MANAGING FINANCIAL															
1	Finance for Non Finance Professionals	Offline	2	23-24				21-22		2-3		10-11		5-6		Rp. 6.900.000
		Online	2			6-7									17-18	Rp. 4.000.000
2	Corporate Valuation	Offline	2							16-17	40.44		16-17			Rp. 7.000.000
3	Introduction to Merger & Acquisition	Offline Offline	2 2				23-24				13-14			19-20		Rp. 7.000.000 Rp. 6.900.000
4	Financial Analysis	Online	2				25-24				6-7			13-20		Rp. 4.000.000
5	Value Creation Analysis: Financial Feasibility Study NEW	Offline	2							9-10	0-1					Rp. 7.000.000
F.	MARKETING															
1	Strategic Brand Management	Offline	2										22-23			Rp. 6.500.000
2	Managing Strategic B2B Accounts	Offline	2										8-9			Rp. 6.500.000
3	Customer Satisfaction & Relationship Program	Offline	2								20-21			26-27		Rp. 6.500.000
4	Marketing Pricing Strategy	Offline	2				00.00					3-4				Rp. 6.500.000
5	Digital Marketing Fundamental	Offline	2				29-30					24-25				Rp. 6.500.000

G.	MANAGING OPERATION	Class	Days	JAN	FEB	MAR	APR	MAY	JUN	JUL	AGT	SEP	ост	NOV	DEC	Investment
1	The Real Project Management	Offline	2		20-21									6-7		Rp. 7.000.000
_	The Hear Project Management	Online	2							9-10						Rp. 4.000.000
2	Agile with Scrum	Offline	2			19-20				22-23						Rp. 7.000.000
	Agile with Scrum	Online	2												3-4	Rp. 4.000.000
3	Business Process Redesign	Offline	2											26-27		Rp. 7.000.000
4	PMP Exam Preparation NEW	Offline	5					14-16, 29-30								Rp.12.000.000
5	Project Management 101 (Waterfall & Agile) NEW	Offline	2									10-11				Rp. 6.500.000
6	Agile Collaboration Tools NEW	Offline	1								20					Rp. 6.000.000
7	Supply Chain Management	Online	2				2-3					24-25				Rp. 4.000.000
н.	INNOVATIVE STRATEGY															
1	Design Thinking for Designer Incomplian	Offline	2		20-21				11-12			3-4				Rp. 7.600.000
1	Design Thinking for Business Innovation	Online	3											12-14		Rp. 4.500.000
_	Charlesia Duninana Anabaia	Offline	2							23-24			15-16		3-4	Rp. 7.600.000
2	Strategic Business Analysis	Online	3				23-25									Rp. 4.500.000
_	Business Davidsons at Blancing	Offline	2						4-5				22-23			Rp. 7.600.000
3	Business Development Planning	Online	3								13-15					Rp. 4.500.000
4	Strategic Alliances in Business NEW	Offline	2								6-7					Rp. 7.500.000
5	System Thinking & Complex Decision Making NEW	Offline	2								13-14					Rp. 7.000.000

 * All investments are subject to 11% VAT



Early Bird:

- \bullet Investment fee deduction of 10% for payments made 5 (five) days prior to the program commencement
- For corporate partnership or deals, please contact our Business Partnership Officer +62 811-1991-1168 (Phone/Whatsapp)

CERTIFICATE OF BUSINESS MANAGEMENT (CBM)

Conducted three times a week at 07.00 pm – 09.00 pm. (Monday, Wednesday & Friday)
Class will be delivered with blended method, online via Zoom Meeting & onsite at Prasetiya Mulya Cilandak Campus.
The programs are designed with the purpose of bringing deeper knowledge and insight.

This program is an intensive integrated management education program. Referring to a graduate program of business. CBM is designed to encompass all aspects of business management. The program uses a combination of teaching-learning methods, including lectures, case studies, seminars, group discussions, and group assignments.

CBM Programs can also be implemented in the form of In-Company Program, which provides space flexibility for companies which are eager to develop a number of its employees in a particular class as well as on their preferable time.

СВМ	FEB - APR	JUN - AUG	OCT - DEC	Investment
General Business Management	Starts: 12 Feb	Starts: 14 Jun	Starts: 9 Oct	IDR 16,500,000
Marketing Management		Starts: 14 Jun	Starts: 7 Oct	IDR 17,500,000
Financial Management		Starts: 12 Jun	Starts: 7 Oct	IDR 17,500,000
Human Resources Management	Starts: 7 Feb	Starts: 19 Jun		IDR 17,500,000
Operation Management	Starts: 12 Feb	Starts: 12 Jun		IDR 17,500,000
Business Strategy		Starts: 19 Jun		IDR 17,500,000

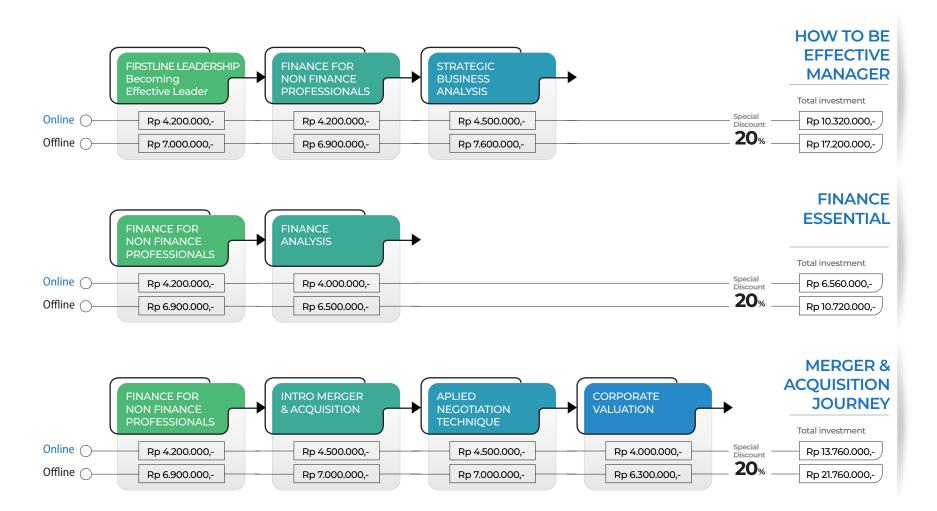
* All investments are subject to 11% VAT

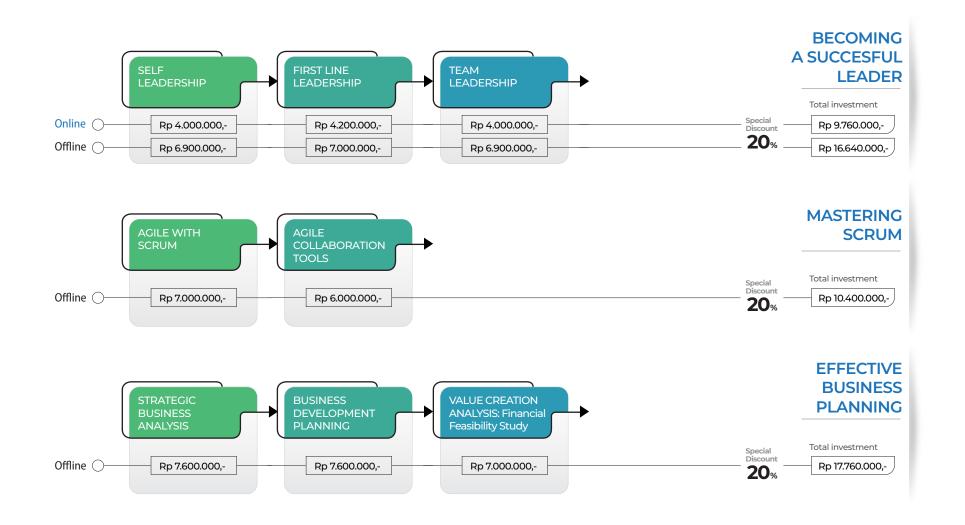
Early Bird:

Investment fee deduction of 7.5% for payments made 5 (five) days prior to the program commencement.

JOURNEY

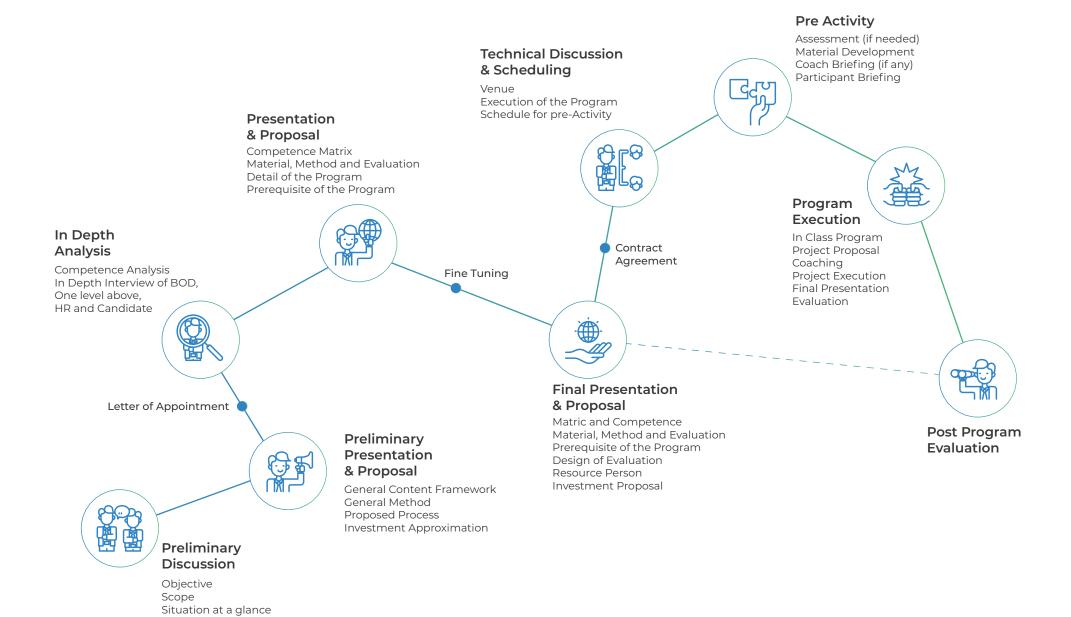
- *Subject to 11% VAT
- * Terms and Condition applied







THE STEPS



SAMPLE OF DEVELOPMENT PROGRAM

Candidate Pool Pre Assessment Proposal -Coaching -Final **Grading** Pre Act In Class Program Participant In class discussion Task Assignment Briefing Coach Briefing Role play Post Pre Evaluation Case exam **Evaluation** Feedback Level 3 Level 1 Level 2 Level 4 **Behavior** Assessment Post Assessment Post Assessment

result & Feedback

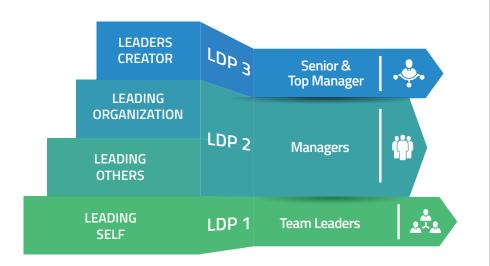
observation

Feedback

Center

/360 degree Survey

SAMPLE OF DEVELOPMENT PROGRAM





This is just a sample of development building blocks. Our design for each company is unique and contextual. EDP (Executive Development Program)
MDP (Management Development Program)
SDP (Supervisor Development Program)

This is just a sample of development building blocks. Our design for each company is unique and contextual.



PUBLIC ASSESSMENT PROGRAM

Public Assessment Program is an assessment program that uses prasmul-eli's dictionary of competencies and psychological aspects, as well as generic development programs in the field of assessment.

Competency Assessment Program

Investment

Any business day (Monday to Friday) by Appointment

A virtual or hybrid Assessment Center that uses prasmul-eli competency dictionary. There are 3 types of Competency Assessment Programs: S-LAP, M-LAP, and O-LAP.

O-LAP	M-LAP	S-LAP			
OPERATIONAL LEVEL ASSESSMENT PROGRAM	MANAGEMENT LEVEL ASSESSMENT PROGRAM	STRATEGIC LEVEL ASSESSMENT PROGRAM			
For Operational Level Managers	For Middle Level Managers	For Strategic Level Managers			
 Concern for Order Business Awareness Digital Literacy Analysis Continuous Improvement Supervising Others Teamwork Customer Orientation 	 Leadership Business Acumen Digital Savvy Partnership Building Adaptability Operation Management Result Focus Coaching Communication 	 Digital Leadership Global Business Savvy Customer Focus Building Strategic Partnership Strategic Orientation Driving Execution Driving Innovation Developing Organizational Capabilities Leading Change Managing Diversity 			
+add on one on one feedback IDR 7.000.000 IDR 1.000.000	+add on one on one feedback IDR 1.000.000	+add on one on one feedback IDR 10.000.000 IDR 2.000.000			

Please contact us for further information competency dictionary.

Online Potential Assessment Program

An assessment service that evaluates individual potential profiles using standardized psychometric tools.

	EOP ELI ONLINE PROFILER	ESAT ELI SIMPLE ABILITY TEST	CALIPER PROFILE
	Online potential assessment tool that identifies intellectual capability (Learning Agility, General Intelligence) and personality profile (Work Approach, Personality Type)	ELI Online Simple Ability Tool is an online assessment tool which measures Performance Oriented Test (Energy of Will, Persistence, Attention, Concentration, Thoroughness)	The Caliper Profile is an assessment instrument for measuring an individual's characteristics, potential, and motivations. This personality test, validated by more than five decades of research, measures personal attributes that help determine how someone will likely perform in a specific role.
tment	IDR 500.000 +add on one on one feedback IDR 500.000	IDR 50.000	+add on one on one feedback IDR 500.000

^{*}Special price for group or more than 3 participants

For special investment rate, please contact our advisers: information@prasmul-eli.co or +62 822 1111 1150 (phone/WhatsApp)

Assessment Development Program (Short Program)

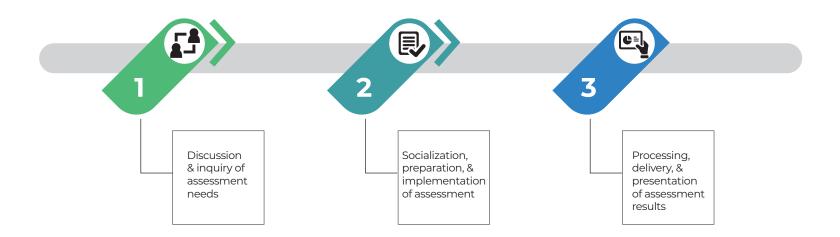
A capability improvement program in the field of assessment, both for assessor and feedback providers.

Program Name	Intended Participant
Feedback in Assessment Center	Line ManagerHR Functions in the OrganizationAssessor Assessment Center

> 12 - 13 June 2024 IDR. 3.800.000

CUSTOMIZED ASSESSMENT PROGRAM

Customized Assessment Program is an assessment program that can be tailored according to the needs of organization (including the use of an in-house competency dictionary) as well as specific development programs in the field of assessment



Customized Assessment Process

Customized Competency Assessment Program

A behavioral competency assessment program (Assessment Center) that uses customized competency dictionary, which can be tailored according to the needs of the organization. There are 2 types of Customized Competency Assessment Program: On-demand Assessment Center and 360 Multirater Feedback.

On demand Assessment Center	360 Multirater Feedback
This assessment is carried out by the assessor of prasmul-eli	This assessment is carried out by self, colleagues, superiors, and subordinates.

2 Strategic Qualification Assessment

A strategic capability assessment program that uses customized competencies dictionary, which can be tailored according to the organization's needs.

Some of the assessments of strategic capabilities that we have carried out













Finance

Marketing & Commercial

IR (

Operation

Technology

Legal

Assessment Development Program (Orientation Day)

An improvement program that provides knowledge and insight on behavioral and strategic qualification, and how to assess such competencies using Assessment Center and strategic qualification assessment.

OUR RESIDENT CONSULTANTS & ASSESSORS



DEDDI TEDJAKUMARA

Deddi has expertise and interest in the area of strategic management, business design innovation, strategic leadership, corporate finance, and not for profit management. In the last 25 years, he dedicated himself to teach and to conduct various learning program in the field of business management. He has also involved in business planning and strategic consulting for some well known companies in Indonesia.

As CPTD (Certified Professional in Talent Development) specialised in learning design, he also in-charge in designing and developing workplace learning and performance improvement program in many companies. Apart from being a learning designer, lecturer, facilitator, coach and consultant, he is also active as a speaker at seminars and public conferences as well as a resource person in internal discussions of business leaders on strategy and leadership. Deddi writes frequently on business and management subjects, and also presents his at public seminars. Currently, he serves as a Chief Executive Officer at prasmul-eli.

IDA JUDA

Ida is a business practitioner who has strong expertise and interest in the topic of Strategic Controlling, Enterprise Risk Management, International Business Finance, Strategic Controllership, Strategic Finance, Financial Restructuring, Valuation, and Corporate Finance. In the areas of development program, she dedicated her time to teach and facilitate various learning programs in the field of Financial

Management, Operation Management, as well as handling numerous high-level consulting projects and speaking engagements in several national public seminars in Indonesia and overseas.

Ida was a senior leader with a bunch of exposures in a corporate world as being CFO, Director, Senior Advisor, and Commissioner in the industry of manufacturing, pharmaceutical & healthcare, data & software, logistics, and consumer goods.

She holds an award for Ph.D. Dissertation: The influence of inflation on performance criteria and performance controlling, the Indonesian case from Eduard-Adolf-Stein Award. She is currently a Director and Commissioner in several organizations in the industry of property, pharmaceutical, healthcare, logistics, investment, outsourcing, digital, and consumer goods. She is a Vice Rector for External Affairs at University of Prasetiya Mulya. Ida also serves as Chief Financial Officer at prasmul-eli.





M.A ENDANG TATIANA

Endang Tatiana's deep interest are in talent and organizational development. In the areas of development program, she was involved in high-level program for developing business management capabilities and leadership, which are related to Organizational Development, Performance Management, and Human Capital Development in the form of coaching, mentoring, training, and consulting. She holds a Certified i4 Neuroleader, Level 2 Trainer from my Brain Institute, Australia. She is a Certified Professional Coach from Loop Indonesia. She is also a Certified Trainer for Interaction Management Techniques for an Empowered Workforce from DDI (Development Dimensions International), Certified MBTI (Myers Briggs Type Indicator) Suite of Instruments by CPP Asia Pacific, and Certified Situational Leadership by Ken Blanchard. Currently, Endang Tatiana is a Chief Operational Officer at prasmul-eli.

ALFRED ALBERT TUWAHATU

Alfred has expertise in branding and strategic marketing. He has a deep interest in the fields of Consumer Markets, Business Development, New Product Innovation, Marketing Communication and Brand Management. Alfred's brings with him an outstanding 20-year career in blue-chip consumer goods companies. In his early 30s, he was entrusted to be part of top management as Marketing Director in major multinational companies. Alfred has exposure to several market-leading companies in the industry of Healthcare, Fast Moving Consumer Goods, and Media. His marketing expertise covers developing Strategic Planning, building Brand Equity, developing Integrated Marketing programs, executing Marketing Research as well as developing people & organizations. Alfred is also a FORTH Innovation Facilitator, FORT Innovation Methodology, Netherland and he is serving as Vice President of Business at prasmul-eli.





GERHARD SITANGGANG

Gerhard is an expert in performance management and value innovation, which are among the topics he has facilitated together with various strategic management subjects. Gerhard has conducted corporate training, project coaching and consultancies for business and strategic in the industry of automotive, healthcare,

and resource-based industry. He has abundant experience in facilitating strategic planning, organizational behavior, culture development, and business models. Currently, he is a Resident Consultant at prasmul-eli.



SWITOMO SANTOSO

Switomo's core expertise includes Finance, Accounting, and Supply Chain. He also has exposure to MNCs, both local and abroad, with over 20 years in Retail, Automotive, Banking, Financial, and Manufacturing sectors. He has broad experience and interest in the field of financial analysis, branch development, sales performance management, retail marketing, as well as managerial accounting.

Switomo was awarded professional qualifications of CPMA (Certified Professional Management Accountant) and CFP (Certified Financial Planner). Switomo is a Resident Consultant at prasmul-eli.

MAWAR SHEILA

Mawar has a great expertise and interest in development and training program in the fields of organization as well as human capital development. She also delivers assessment and executive coaching program at various government agencies, state-owned companies, and leading private companies. In the areas of consulting, she has facilitated variety of development programs such as Leadership, Supervisory, Coaching, Counseling & Mentoring, Communication, Training for Trainers, Change Management, Conflict Management, Recruitment & Selection. She holds certification as an Associate Certified Coach (ACC) from International Coach Federation (ICF) and Certified Practitioner in Neuro-Linguistic Programming (NLP). She is a Resident Consultant at prasmul-eli.





RUBY HERMANTO

Ruby has core expertise in Brand Management and Marketing Communication. His competence and interest in the marketing world enabled him to head the marketing departments of several companies in various industries including Information Technology and Telecommunications with major exposure in Fast Moving Consumer Goods industry.

During his career, Ruby acquired experience in overseeing company wide strategy and execution of marketing communication, as well as Managing Research, Product Development, Budget Control and Business Planning. His current focus is Banking, Fast Moving Consumer Goods, and Telecommunication. Currently, he serves as a Resident Consultant at prasmul-eli in sharing his marketing acumen.



RUBEN SARAGIH

Ruben has expertise in leadership, performance management, and business processes. He has a strong interest in change management and happiness at work. He is a founder of Indonesia Happiness Club. Ruben has 20 years of career experience in a variety of large companies ranging from services, retail, distribution, and-

manufacturing which in the last 5 years at the level of directors. Ruben was awarded a professional qualification Certified Professional (Chief Happiness Officer) from Woohoo Happiness Academy, Denmark. He also holds CPC (Certified Professional Coach) from ICF (International Coach Federation), and MBTI Certified Practitioner (Myers-Briggs Type Indicator) by CPP Asia Pacific. He is currently a Resident Consultant at prasmul-eli.

WAHYUNINGSIH

Wahyuningsih is specialized in Human Resource and Personal Development subject, she's also has exposure for more than 20 years in banking company. She's experienced in the field of Employee Selection, Training Program and Personal Development, HR Services and HR Business Partner.

Wahyuningsih has certification in HR (Certified Human Resource Executive), CCL Leader Coach Certification, Recruitment Certification, MBTI (Myers Brigss Type Indicator) Certification, Certified Neuro Linguistic Programming (NLP) Practitioner and Certified Financial Planner (CFP). Wahyuningsih is a Resident Consultant at prasmul-eli.





MICHAEL WEHANDY

Michael Wehandy's expertise is in the subject of social media, digital marketing, and business development. Michael Wehandy has 12+ years of career and business experience in various companies from retail, FMCG, and luxury goods industries. He is certified of Family Business Management for ASEAN AOTS, Facebook Advertising training & mentoring by Facebook Singapore, Training of Trainers Google Digital Marketing by certified google Ground UK, and Instagram Masterclass by Evan Kimbrell. Michael Wehandy is a Resident Consultant of prasmul-eli.



T. ZILMAHRAM

T. Zilmahram has more than 25 years of experience in the field of assessment centers. He has been developing assessment center-based development methods for more than 15 years. This method was later known as Post Assessment Development (PAD), especially in the Telkom Group and in several BUMNs. He has served as Leader of the Telkom Assessment Center Unit, Coordinator of the Telkom Leadership Development Program, and a Director within the Telkom Group. T. Zilmahram has also served as Chair of the Indonesian Assessment Center Association (PASSTI) for 2 periods, Chair of the West Java Himpsi (Indonesian Psychological Association) and currently T. Zilmahram is trusted to serve as Chair of the Indonesian Psychological Council. Zilmahram completed his Psychology and Master studies in HR Management at UNPAD. He also attended studies related to Competency-Based HRM (CBHRM), Talent Management, Assessment, Coaching, and HRD in several places such as the University of Sydney Australia, RSM Erasmus University Netherland, Singapore Telecommunication Academy, Lucent Technology, etc. Currently, T. Zilmahram is the Deputy Director of Assessment Service at prasmul-eli.

GARDHIKA WASKITA PAKQI

Gardhika is an Industrial / Organizational Psychologist who graduated from Universitas Indonesia. He is also a Certified Assessor from Pacific Century Consulting Singapore. His previous background is Human Resource Practitioner from various industries, ranging from Broadcasting, Retail, EPC, and Academic Institution. Currently, Gardhika works as a Resident Assessor in prasmul-eli.





HERJUNO TISNOAJI

Herjuno is an Industrial / Organizational Psychologist who graduated from Universitas Gadjah Mada. He is also a Certified Assessor from Himpunan Psikologi Indonesia. His previous background comes from academic institution and human resource consultant. Currently, Herjuno works as a Resident Assessor at prasmul-eli.

SOME OF OUR PARTNERS

























































































































INFORMATION & REGISTRATION

08.30 AM until 04.30 PM Western Indonesia Time

Click here for registration

https://registration.prasmul-eli.co/

Information@prasmul-eli.co

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Tranfer Payment Procedure

Please transfer to:

PT Prasetiya Mulya ELI Account Number: 497 6700 988 Bank Central Asia Serpong Branch

Please send a copy of transfer payment with the complete information to:

finance@prasmul-eli.co





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www.prasmul.eli.co



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we **fit** rather than **fix**