



**PROGRAM
2025**



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.

HOW 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
- Three 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.

SEASONAL PROGRAMS

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

ASSESSMENT SERVICES

Assessment of potential and competencies to help organizations 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.



prasmul-eli

PUBLIC PROGRAMS

The purpose of these program are to inspire and enrich business perspectives.

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.

Short Programs aim to inspire and expand business perspective, Various topic has been categorized to give understanding of hard skills and soft skills to develop participant's competence and ability to become a reliable resource to achieve company goals.

OUR NEW PROGRAMS

SHORT COURSE

1. PMP Exam Preparation
2. Managing Fraud in Business - Financial Perspective
3. Improve Assessor Capabilities
4. How to Design Development Program based on Assessment Center Result

SEASONAL PROGRAM

5. Impactful Sustainability Report
6. ESG for Leaders: Lead the Change or Be Left Behind
7. ESG in Action: from Plan to Impact
8. Stakeholder Engagement for Sustainable Change

SHORT PROGRAMS 2025

A. LEADERSHIP			%&"\$\$!"#\$	JAN	FEB	MAR	APR	MAY	JUN	JUL	AGT	SEP	OCT	NOV	DEC	Investment *
	First Line Leadership: Becoming Effective Leader	offline	3		21 - 23		5-7		6-8		15-17		16-18			9-11	Rp. 7.200.000
	Unlock Your Leadership Potential: The Power of Effective Followership	offline	2									19-20					Rp. 6.900.000
	Neuro Leadership	offline	2									5-6			4-5		Rp. 7.000.000
	Self Leadership : Personality Perspective	offline	3				11-13							14-16			Rp. 6.900.000
	Team Leadership : Becoming Flexible Leader	offline	2			11-12								8-9			Rp. 6.900.000
	C-Level	offline	4			18-21						12 - 15					Rp. 16.000.000
	Transformational Leadership	offline	2										3-4		18-19		Rp. 7.500.000
B. MANAGING FINANCIAL																	
	Finance for Non Finance Professionals	offline	2		22-23				6-7		15-16		9-10		11-12		Rp. 6.900.000
		online	2				5-7							7-8		9-10	Rp. 4.300.000
	Financial Analysis	online	2										23-24				Rp. 4.300.000
		offline	2					22-23				19-20			26-27		Rp. 6.900.000
	Applied Merger Acquisitions	offline	2										17-18				Rp. 7.000.000
	Corporate Valuation	offline	2				18-19					26-27					Rp. 7.000.000
	Value Creation analysis: Financial Feasibility Study	offline	2								9-10			14-15			Rp. 7.200.000
	Managing Fraud in Business - Financial Perspective	offline	2											21-22			Rp. 7.000.000
C. MANAGING CUSTOMER																	
	Customer Satisfaction & Relationship Program	offline	2										16-17		11-12		Rp. 6.700.000
	Digital Marketing Fundamental	online	2									26-27					Rp. 4.100.000
		offline	2												18-19		Rp. 6.800.000
	Managing Strategic B2B Accounts	offline	2											8-9			Rp. 6.800.000
	Marketing Pricing Strategy	offline	2										2-3				Rp. 6.800.000
	Strategic Brand Management	offline	2											22-23			Rp. 6.800.000
D. MANAGING OPERATION																	
	PMP Exam Preparation <small>NEW</small>	offline	5						20-22, 27-28								Rp. 12.000.000
	Project Management 101 (Waterfall & Agile)	offline	2										9-10			2-3	Rp. 6.600.000
	Agile with Scrum	offline	3							10-12					18-20		Rp. 7.000.000
	Business Process Redesign	offline	2												25-26		Rp. 7.000.000
	Supply Chain Management	online	2					29-30					23-24				Rp. 4.200.000
	The Real Project Management	offline	2			18-19					22-23				4-5		Rp. 7.000.000
E. INNOVATIVE STRATEGY																	
	Business Development Planning	offline	2			4-5								21-22			Rp. 7.600.000
		online	3									12-14					Rp. 4.500.000
	Design Thinking for Business Innovation	offline	2			18-19				10-11			2-3		11-12		Rp. 7.600.000
	Strategic Business Analysis	offline	2			11-12					22-23			14-15		2-3	Rp. 7.600.000
		online	3					22-24									Rp. 4.600.000
	Growing Business through Strategic Alliances	offline	2									5-6					Rp. 7.500.000
	System Thinking & Complex Decision Making	offline	2									12-13			18-19		Rp. 7.000.000

F. PRACTICAL SOFT SKILLS IN BUSINESS		%&"\$\$!"#\$	JAN	FEB	MAR	APR	MAY	JUN	JUL	AGT	SEP	OCT	NOV	DEC	Investment *
	Effective business communication: Writing and Presentation	offline	3											4-6		Rp. 6.000.000
	Applied Negotiation Techniques	offline	2,5			11-13			3-5			9-11		4-6		Rp. 6.500.000
	Problem Solving & Decision Making	online	3					20-22			5-7					Rp. 4.100.000
		offline	3											25-27		Rp. 6.800.000
G. MANAGING HUMAN RESOURCES																
	HR Today : Building Employee Experience	offline	2					27-28					1-2			Rp. 7.000.000
H. ASSESSMENT DEVELOPMENT																
	Feedback in Assessment Center <small>NEW</small>	online	2							9-10			1-2			Rp. 3.900.000
	Improve Assessor Capabilities <small>NEW</small>	online	2						17-18							Rp. 3.900.000
	How to Design Development Program based on Assessment Center Result <small>NEW</small>	offline	1								19					Rp. 4.100.000

* All investments are subject to 11% or 12% VAT based on goverment regulation.



Online: 08.00 am – 12.15 pm

(Via Zoom)



Offline: 08.30 am – 04.00 pm

At Prasetiya Mulya Campus,
Cilandak - Jakarta Selatan

Early Bird:

- Investment fee deduction of 10% for payments made 5 (five) days prior to the program commencement

Group or Bundling Discount:

- For corporate partnership or deals, please contact our Business Partnership Officer +62 811-1991-1168 (Phone/Whatsapp)

TRAINING PROGRAM MATRIX

		Target Level	STAFF	OPERATIONAL LEVEL	MIDDLE MANAGEMENT LEVEL	STRATEGIC LEVEL
		Role or Position Examples	Staff, Officer	BOD-4 or Below Supervisor, Assistant Manager, Line Manager	BOD-2 or BOD-3 Manager, Senior Manager, General Manager	BOD or BOD-1 Director, VP, C-Level
MODUL	TOPIC					
ASSESSMENT DEVELOPMENT	Feedback in Assessment Center		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	How to Design Development Program based on Assessment Center Result		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Improve Assessor Capabilities		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
INNOVATIVE STRATEGY	Business Development Planning		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Design Thinking for Business Innovation		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Growing Business through Strategic Alliances		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Strategic Business Analysis		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	System Thinking & Complex Decision Making		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
LEADERSHIP	C-Level		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	First Line Leadership: Becoming Effective Leader		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Neuro Leadership		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Self Leadership : Personality Perspective		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Team Leadership : Becoming Flexible Leader		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Transformational Leadership		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Unlock Your Leadership Potential: The Power of Effective Followership		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MANAGING CUSTOMER	Customer Satisfaction & Relationship Program		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Digital Marketing Fundamental		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Managing Strategic B2B Accounts		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Marketing Pricing Strategy		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Strategic Brand Management		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
MANAGING FINANCIAL	Applied Merger Acquisitions		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Corporate Valuation		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Finance for Non Finance Professionals		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Financial Analysis		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Managing Fraud in Business - Financial Perspective		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
MANAGING HUMAN RESOURCES	Value Creation analysis : Financial Feasibility Study		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	HR Today : Building Employee Experience		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
MANAGING OPERATION	Agile with Scrum		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Business Process Redesign		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	PMP Exam Preparation		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Project Management 101 (Waterfall & Agile)		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Supply Chain Management		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	The Real Project Management		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
PRACTICAL SOFT SKILLS IN BUSINESS	Applied Negotiation Techniques		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Effective business communication : writing and presentation		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Problem Solving & Decision Making		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

SEASONAL PROGRAMS

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

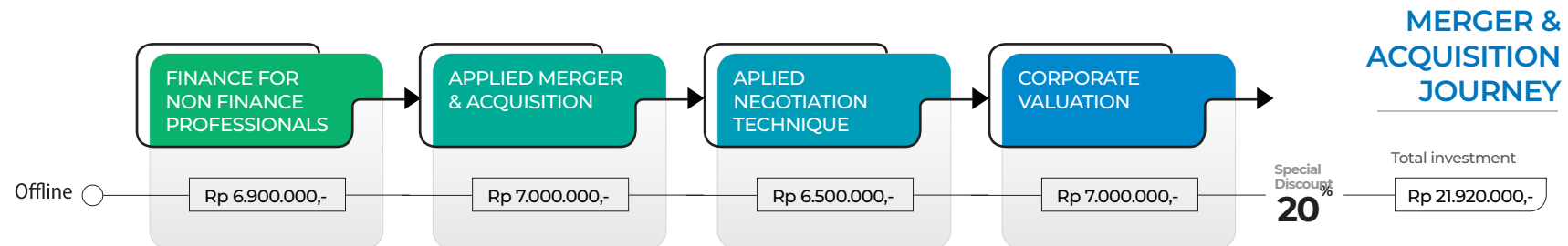
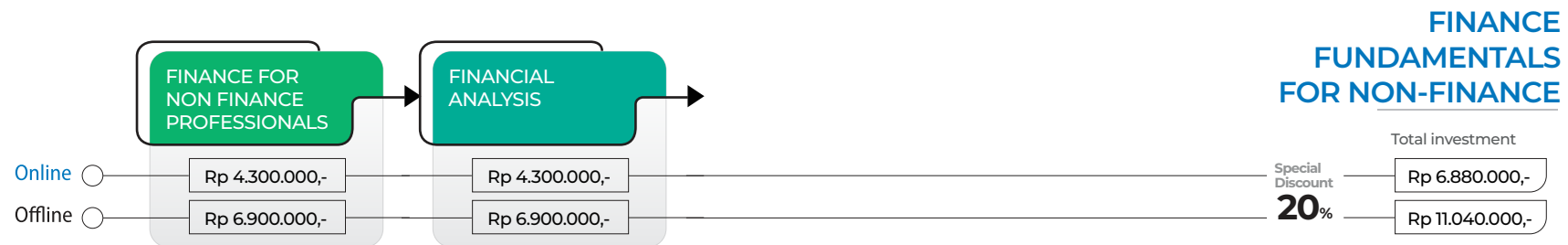
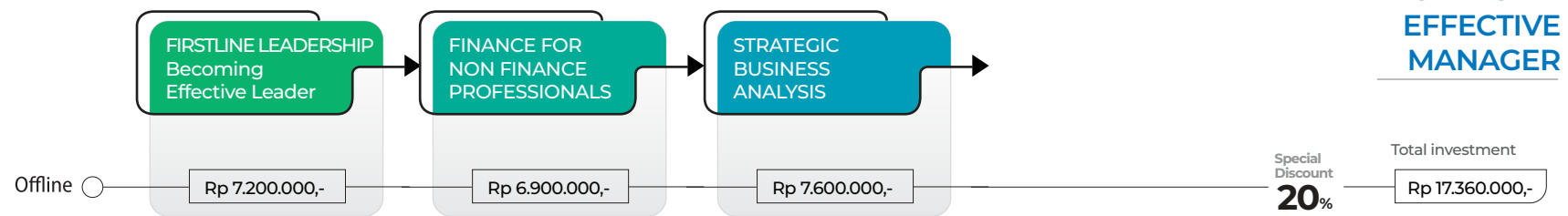
Starting in 2025, prasmul-eli is introducing a range of services focused on ESG (Environmental, Social, and Governance), including specialized 2-day workshops. These workshops are designed to provide participants with a comprehensive understanding of ESG principles and practical strategies for integrating sustainability into their business practices, fostering a positive impact on both the environment and society. Beyond offering these services, prasmul-eli is fully committed to embracing and implementing ESG values within its own operations, supporting long-term sustainability and responsible growth.

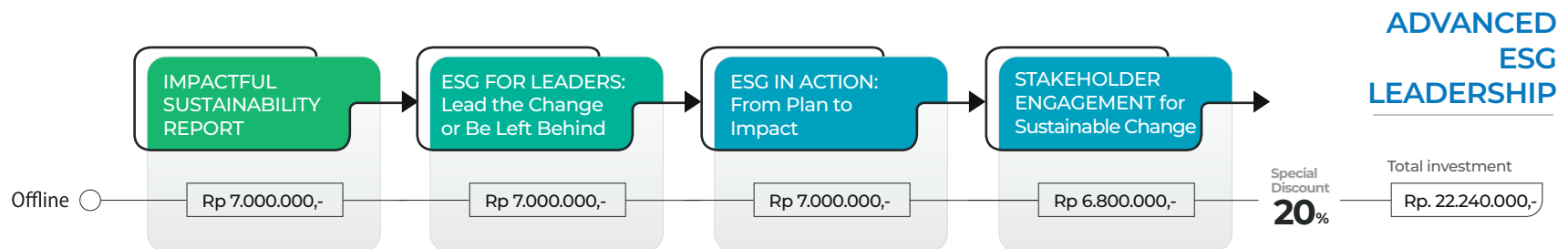
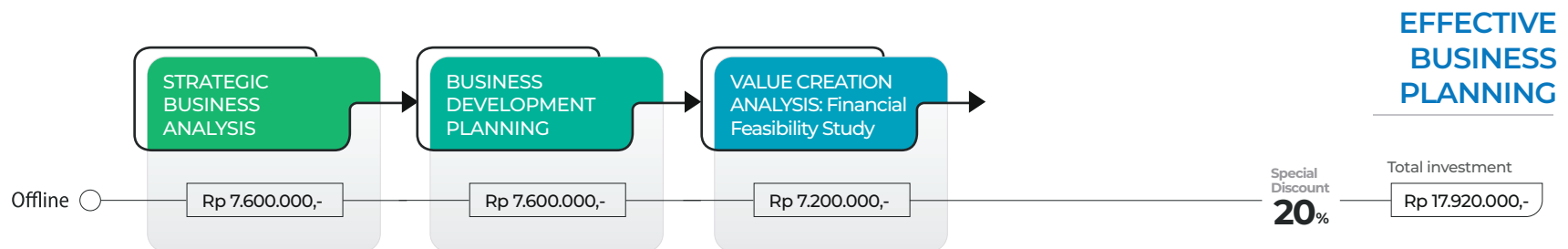
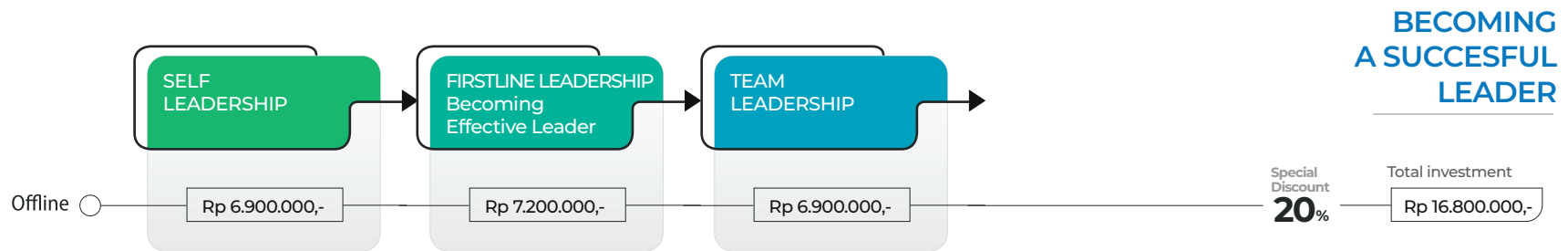
	TOPIC	DATE	INVESTMENT
1	Impactful Sustainability Report	26-27 August 2025 25-26 November 2025	Rp. 7.000.000
2	ESG for Leaders: Lead the Change or Be Left Behind	23-24 September 2025	Rp. 7.000.000
3	ESG in Action: from Plan to Impact	21-22 October 2025	Rp. 7.000.000
4	Stakeholder Engagement for Sustainable Change	11-12 November 2025	Rp. 6.800.000

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LEARNING JOURNEY

* Subject to 11% VAT
* Terms and Condition applied





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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 Prasetya 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	Method	Duration	FEB - APR	JUN - AUG	OCT - DEC	Investment
General Business Management	Hybrid	3 Months	Starts: 5 Feb	Starts: 20 Jun	Starts: 8 Oct	IDR 17,500,000
Marketing Management	Hybrid	3 Months	Starts: 7 Feb	Starts: 13 Jun	Starts: 8 Oct	IDR 18,000,000
Financial Management	Hybrid	3 Months	Starts: 7 Feb	Starts: 18 Jun	Starts: 10 Oct	IDR 18,000,000
Human Resources Management	Hybrid	3 Months	Starts: 5 Feb	Starts: 20 Jun	Starts: 10 Oct	IDR 18,000,000
Operation Management	Hybrid	3 Months	Starts: 7 Feb	Starts: 13 Jun	Starts: 8 Oct	IDR 18,000,000
Business Strategy	Offline	3 Months	Starts: 7 Feb	Starts: 18 Jun	Starts: 9 Oct	IDR 18,000,000

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Early Bird:

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

Group or Bundling Discount:

For corporate partnership or deals, please contact our Business Partnership Officer +62 811-1991-1168 (Phone/Whatsapp)



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IN COMPANY TRAINING (ICT)

A blurred background image showing several business professionals in white shirts. One person is holding a smartphone, and another is holding a pen over a document. The image is bright and out of focus, serving as a backdrop for the text.

IN COMPANY TRAINING (ICT)

Our short programs and Certificate Business Management (CBM) also can be applied as In Company Training, that can provide flexibility for your company to develop numbers of employees in a specific topic or class. We can discuss the schedule, place, and company's needs in order to gain maximum learning result for employees, management, and business.

Flexible
Schedule

Special
Investment

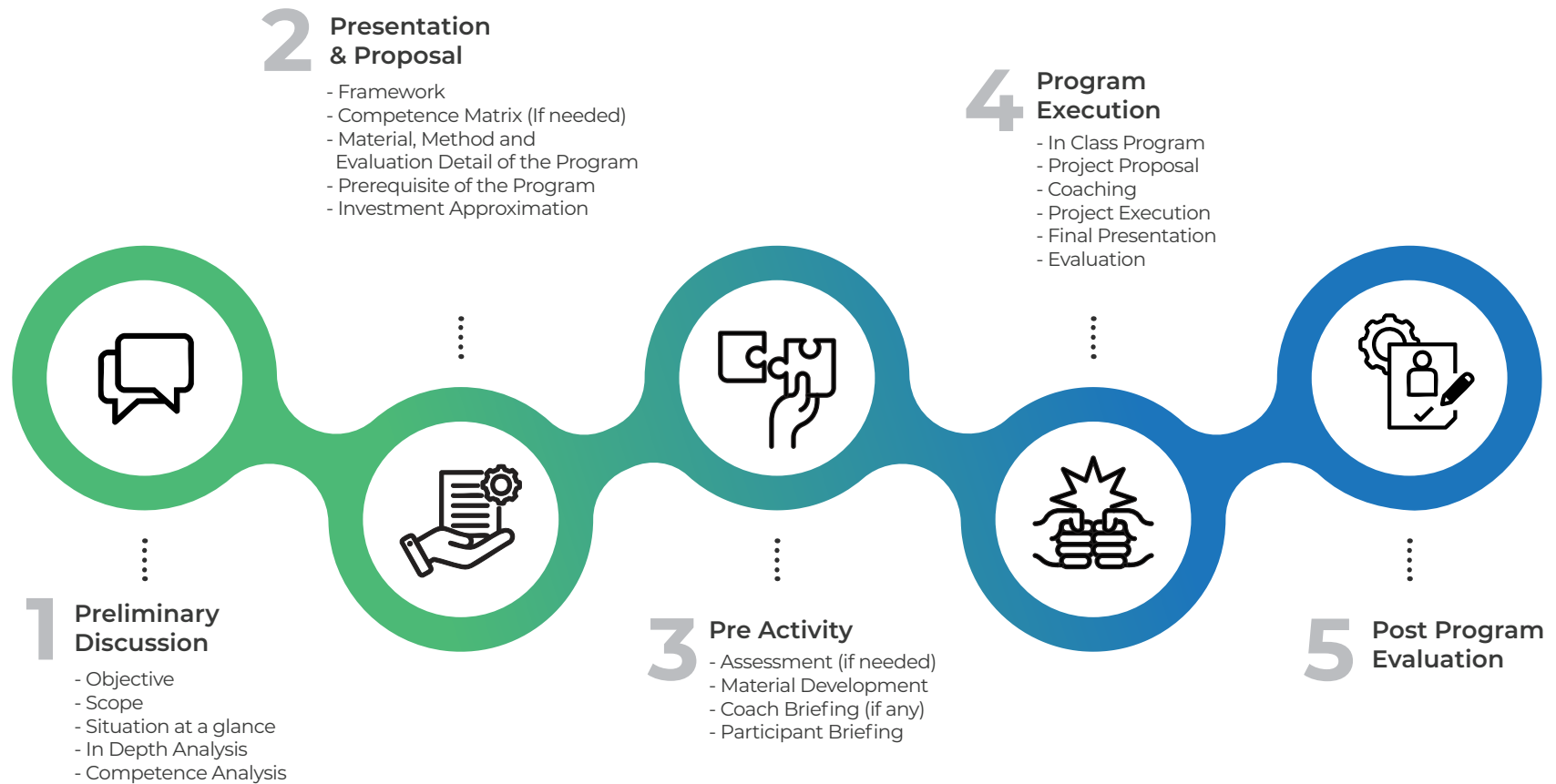


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CUSTOMIZED PROGRAMS

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

THE STEPS



SAMPLE OF DEVELOPMENT PROGRAM

CANDIDATE POOL

Pre Assessment

PROPOSAL — COACHING — FINAL

GRADING



Pre Act

Participant Briefing
Coach Briefing
Pre Evaluation

In Class Program

In class discussion
Task Assignment
Role play
Case exam



Post
Evaluation
Feedback

Level 1

Reaction

Level 2

Learning

Level 3

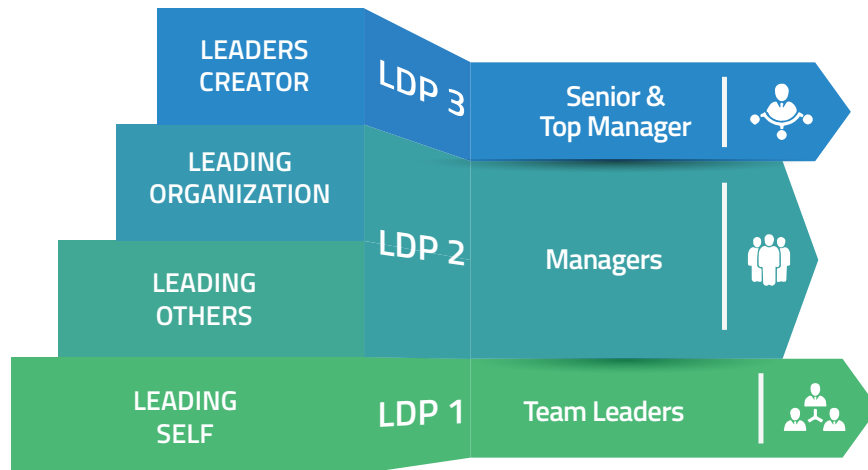
Behaviour
(Post Assessment 360)

Level 4

Result

Based on Kirkpatrick's 4 levels of training evaluation

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.

A person in a dark suit and patterned tie is gesturing with their right hand over a document on a light-colored desk. A white cup of coffee sits on a saucer to the left. The background is a bright window with a view of a city. The image is overlaid with a dark blue and teal geometric design on the right side.

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ASSESSMENT SERVICES

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.

PUBLIC ASSESSMENT PROGRAM

1 Competency Assessment Program

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**.

Each program uses the following tools: Case Analysis, Presentation, Role Play, and Competency Based Interview.

Investment /participant	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
	<ol style="list-style-type: none"> 1. Concern for Order 2. Business Awareness 3. Digital Literacy 4. Analysis 5. Continuous Improvement 6. Supervising Others 7. Teamwork 8. Customer Orientation 	<ol style="list-style-type: none"> 1. Leadership 2. Business Acumen 3. Digital Savvy 4. Partnership Building 5. Adaptability 6. Operation Management 7. Result Focus 8. Coaching 9. Communication 	<ol style="list-style-type: none"> 1. Digital Leadership 2. Global Business Savvy 3. Customer Focus 4. Building Strategic Partnership 5. Strategic Orientation 6. Driving Execution 7. Driving Innovation 8. Developing Organizational Capabilities 9. Leading Change 10. Managing Diversity
	<div>IDR 8.000.000</div> <div>+add on one on one feedback IDR 1.000.000</div>	<div>IDR 9.000.000</div> <div>+add on one on one feedback IDR 1.500.000</div>	<div>IDR 11.500.000</div> <div>+add on one on one feedback IDR 2.000.000</div>

Please contact us for further information competency dictionary.

We also provide separate competency-based interview programs that can be performed independently or with other programs

Competency Based Interview (CBI)		Investment
Competency Based Interview O-LAP	CBI - O	Rp. 1.000.000
Competency Based Interview M-LAP	CBI - M	Rp. 1.200.000
Competency Based Interview S-LAP	CBI - S	Rp. 1.500.000

2 Online Potential Assessment Program

Any business day (Monday to Friday) by Appointment

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

Investment /participant	EOP ELI ONLINE PROFILER	EWAT ELI WORK ATTITUDE TEST	CALIPER PROFILE
	Online potential assessment tool that identifies intellectual capability (Learning Agility, General Intelligence) and personality profile (Work Approach, Personality Type)	ELI Work Attitude Test (EWAT) is an online assessment tool which measures attitude at work that was based on PAULI test. It is best suited for selection in large numbers of participants which functions as cutoff tools. *EWAT can only be purchased with EOP.	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.
	IDR 500.000 +add on one on one feedback IDR 500.000	IDR 250.000 +add on one on one feedback IDR 500.000	IDR 2.500.000 +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)

3

Assessment Development Program (Short Program)

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

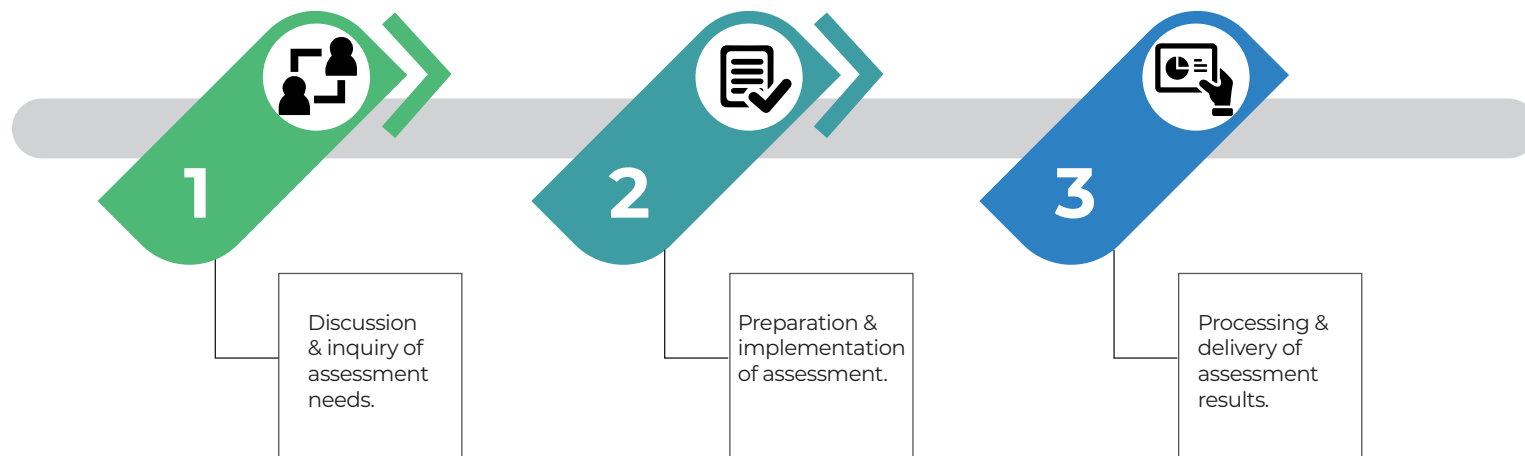
Program Name	Intended Participant	Date	Investment *
Feedback in Assessment Center	<ul style="list-style-type: none">• Assessors Assesment Center• Managers• HR Functions in Organization	9 - 10 July 2025 1 - 2 October 2025	Rp. 3.900.000
Improve Assessor Capabilities	<ul style="list-style-type: none">• Assessors Assesment Center• Managers• HR Functions in Organization	17 - 18 June 2025	Rp. 3.900.000
How to Design Development Program based on Assessment Center Result	<ul style="list-style-type: none">• HR Functions in the Organization• Managers	19 August 2025	Rp. 4.100.000

Available on public dates and in house training. Please contact us for further information.

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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

1

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



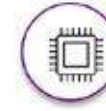
Marketing &
Commercial



HR



Operation



Technology



Legal

3

Assessment Development Program

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.

MATRIX FOR ASSESSMENT SERVICES SCENARIO

		Level	Staff	Operational Level	Middle Management Level	Strategic Level
		Role or Position Examples	(Staff, Officer)	BOD-4 or Below Supervisor, Assistant Manager, Line Manager	BOD-2 or BOD-3 Manager, Senior Manager, General Manager	BOD or BOD-1 Director, VP, C-Level
Clients Needs		Program Type				
1	External Selection Selection process for positions with candidates from outside the organization	Potential Assessment	- EOP - EOP & EWAT	- EOP	- EOP / CALIPER	- CALIPER
		Behavioral Competency Assessment		- CBI Level OLAP - O-LAP"	- CBI Level MLAP - M-LAP	- CBI Level S-LAP - S-LAP
2	Internal Selection or Promotion Selection process for positions with candidates from within the organization (for similar level or promotion)	Potential Assessment		- EOP	- EOP / CALIPER	- CALIPER
		Behavioral Competency Assessment		- CBI Level OLAP - O-LAP	- CBI Level MLAP - M-LAP	- CBI Level S-LAP - S-LAP
		Technical Competency Assessment			- SQ	- SQ
3	Talent Profiling Potential and behavioral competencies identification for talents regarding future leadership roles	Potential Assessment	- EOP - EOP & EWAT	- EOP	- EOP / CALIPER	- CALIPER
		Behavioral Competency Assessment		- CBI Level OLAP - O-LAP - 360	- CBI Level MLAP - M-LAP - 360	- CBI Level S-LAP - S-LAP - 360
		Assessment Result Feedback		- 1-on-1 Feedback Level OLAP	- 1-on-1 Feedback Level M-LAP	- 1-on-1 Feedback Level S-LAP
4	Pretest and Posttest Development Program Comparison of behavioral competencies before and after development program	Behavioral Competency Assessment		- 360 - CBI Level OLAP	- 360 - CBI Level MLAP	- 360 - CBI Level SLAP

Notes:

This matrix is for recommendation purpose only. Different combinations can be applied based on needs or requests.

Role or position examples are for illustrative purpose only, as different organization might use different titles depending on the scopes and responsibilities

LABEL	TOOL
EOP	ELI Online Profiler
EOP & EWAT	ELI Online Profiler & ELI Work Attitude Test
CALIPER	CALIPER Profiler
O-LAP	Assessment Center - Operational Level Assessment Program
M-LAP	Assessment Center - Management Level Assessment Program
S-LAP	Assessment Center - Strategic Level Assessment Program

LABEL	TOOL
CBI	Competency Based Interview (Level O-LAP, M-LAP, atau S-LAP)
360	360 Multirater Feedback
SQ	Strategic Qualification Assessment (Asesment Teknis)
1-on1 Feedback	1-on- Feedback Hasil Asesmen Potensi atau Kompetensi (Level O-LAP, M-LAP, atau S-LAP)

ELI **impact**

IN NUMBERS

44

Years

Industry
experience



55.544

Participants

Since 2012



2.052

Companies

Trust Us



1.692

Programs

Has been
delivered



85.517

Learning Hours

Has been
conducted



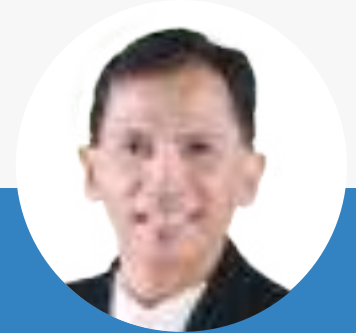
OUR RESIDENT CONSULTANTS & ASSESSORS

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.



ALFRED ALBERT TUWAHATU

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.



IR. GERHARD SITANGGANG

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.



RUBEN SARAGIH

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 Briggs Type Indicator) Certification, Certified Neuro Linguistic Programming (NLP) Practitioner and Certified Financial Planner (CFP). Wahyuningsih is a Resident Consultant at prasmul-eli.

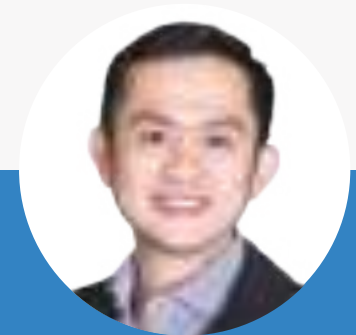


WAHYUNINGSIH

Michael Wehandy is a seasoned business practitioner with expertise in business planning, strategic management, innovation, and digital strategy. Currently he is serving as VP of Business Management at prasmul-eli, he has also served as a director at various companies in the e-commerce, FMCG, and cosmetics sectors.

As a consultant across industries—from banking to automotive—Wehandy is known for his practical approach that combines theory, case studies, and workshops. He designs structured management development programs to produce superior talent at various levels.

Committed to innovation, Wehandy is a LEGO® Serious Play certified trainer, bringing gamification as a creative tool in building business solutions. In addition, he hosts the podcast "Berani Melangkah," which discusses practical and relevant business strategies for today's professionals.



MICHAEL WEHANDY, MM, MBA

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.



SWITOMO SANTOSO

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.



MAWAR SHEILA

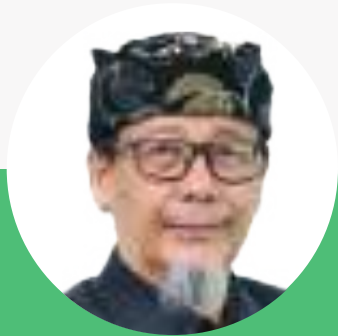
Ruby has core expertise in Brand Management and Marketing Communication. His competence and interest in the marketing world enabled him to head the marketing departments of several companies in various industries including Information Technology and Telecommunications with major exposure in Fast Moving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



DR. RUBY HERMANTO

Herry Ginanjar is a professional with more than 3 decades of experience in ESG, stakeholder management, strategic planning, project management, government & public affairs, and corporate governance. He has expertise in bridging the relationship between companies and regulators, Herry has successfully led various strategic initiatives that strengthen business resilience, improve regulatory compliance, and promote sustainable development practices. His main focus includes ESG, sustainability, risk management, Lean Six Sigma, corporate communication, and corporate governance in a complex and dynamic work environment.



HERRY GINANJAR

Eli Djurfanto has held senior leadership positions at several prominent financial institutions, including serving as President Director at PT FWD Asset Management and Director at PT First State Investment Indonesia. His experience also includes key roles such as Head of Fixed Income & Money Market at PT Manulife Asset Management Indonesia, Vice President at ABN AMRO Private Banking, and Director at ABN AMRO Investment Management. Throughout his professional career in investment management, Eli was part of the Asian Fixed Income Team at First State Investments Hong Kong and contributed to cross-border investment management. His career reflects a strong commitment to the Indonesian financial sector, particularly in capital market investments.



ELI DJURFANTO

Ibnu Agung M is a seasoned Human Capital executive with over two decades of experience in human resource management, organizational development, talent development, and change management. He has successfully led HR functions across several major financial institutions, overseeing operations for more than 14,000 employees, including a large field workforce, and managing teams of over 100 HR professionals. His leadership has been instrumental in designing and executing end-to-end human capital strategies that align business goals with people development, while enhancing employee engagement and experience through structured, impactful initiatives.



IBNU AGUNG M

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. Currently, T. Zilmahram is the Deputy Director of Assessment Service at prasmul-eli.



DRS. T. ZILMAHRAM

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.



GARDHIKA WASKITA PAKQI

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.



HERJUNO TISNOAJI



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FMCG & RETAIL



OTHERS



INFORMATION & REGISTRATION

08.30 AM until 04.30 PM Western Indonesia Time

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