

**Leadership Inc.**

Your Partner in Managing Change



# Success Story of Leadership Inc.

## Leadership Workshop

### Case Study – Automotive Industry

Nani Subarto, Leadership Inc., Indonesia



# INDONESIA



**Capital and Largest City**

**Jakarta**

**Government**

**Unitary Presidential  
Constitutional Republic**

**Land**

**1,9 Million km<sup>2</sup>**

**Water**

**3,2 Million km<sup>2</sup>**

**2011 Census**

**237,424,363 people**

**Density**

**124.66/km<sup>2</sup>**

**Total GDP (2013 est)**

**\$946.391 billion**

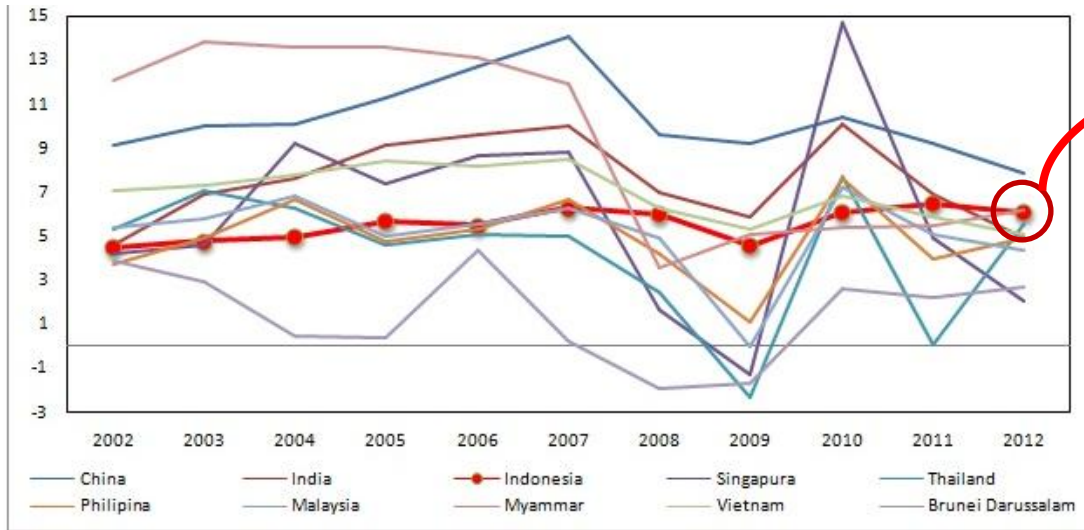
**Per Capita (2013 est)**

**\$3,816.802**



# INDONESIA

## Economic Growth in ASEAN, China and India (2002 – 2012)



- Indonesian's economic has been progressing steadily
- Indonesian's Income per Capita in 2012 = 3,660 USD
- Ample business opportunities for investors

## GDP and Income Per Capita in ASEAN, China and India (2002 – 2012)

Negara	PDB (US\$ Billion)			Pendapatan Perkapita (US\$)		
	2010	2011	2012	2010	2011	2012
Indonesia	708.378	846.450	894.854	2.981	3.512	3.660
Thailand	318.908	345.672	376.989	4.992	5.395	5.848
Malaysia	246.828	287.943	307.178	8.737	10.085	10.578
Singapura	227.382	259.849	267.941	43.865	49.271	49.936
Philipina	199.591	224.771	240.664	2.123	2.345	2.462
Vietnam	103.575	122.722	137.681	1.174	1.374	1.523
Myanmar	45.380	51.444	54.049	742	824	849
Brunei Darussalam	12.371	16.362	16.852	29.852	38.534	38.801

Sumber: International Monetary Fund, World Economic Outlook Database, October 2012

## ABOUT US

# ORGANIZATION TRANSFORMATION



**SOLUTION PARTNER**

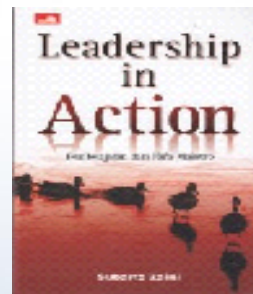
# Leadership Inc.

*Your Partner in Managing Change*

- Leadership Inc. has accumulated tracks record in business consulting. Initially, it was named MAS Consulting Group, and was founded on October 28<sup>th</sup>, 1981, by Mr. Subarto Zaini.
- Has a long time relationship with Persona Global for more than 23 years now.
- In 2003 MAS Consulting Group changed its name to become Leadership, Inc.
- Leadership Inc. clientele consists of more than 60 organisations: 93% Government and 7% Private Sectors.
- Types of our clients' industry : Manufacturing, Banking, Oil & Gas, Services, etc.



**SUBARTO ZAINI  
(FOUNDER)**



**Leadership In Action:  
Learning from The Great Leaders**



**Leadership Agenda:  
Indonesian Corporation 21st Century**

# OUR SERVICES

- Organizational Alignment Survey
- Organizational Agility Profile
- Customer Value Survey
- Customer Experience Audit
- Management Action Profile
- Execution Matrix
- Leadership Equivalent Assessment



- Social Style Profile Assessment
- Innovative Decision Making Profile
- Leadership Assessment Profile
- Sales Competency Assessment Profile
- Thinking Style Profile.

- Persuasive Communication
- Innovative Decision Making
- Effective Leadership for Performance & Change
- Emotional Capability

**Persona's tools strengthen our business services!**

## CORPORATE LEADERSHIP DEVELOPMENT PROGRAM

- In 1996, MAS Consulting conducted a survey on corporate leadership in Indonesia.
- Based on the survey findings, MAS Consulting developed a holistic leadership development model, that included:
  - ❖ Personal Mastery
  - ❖ Leadership Mastery
  - ❖ Business Mastery
  - ❖ Government Mastery
- Persona Global programs add colors to the Leadership Development programs.

## HOLISTIC APPROACH TO CORPORATE LEADERSHIP DEVELOPMENT PROGRAM

- On Becoming Proactive
- Powerful Presentation Skill
- **PG**



- Building Effective Team
- Leading Changes
- Servant Leadership
- Spiritual Enlightenment for Effective Leaders
- **PG**

- Strategic Management
- Finance for Non Finance
- Essential of Marketing
- Strategic Human Resources Management
- Service Excellence
- End-to-end Process
- Supervisory Management
- **PG**

- Understanding Business Ethics
- GCG – Concepts and Practices
- Enterprise Risk Management
- Developing Effective Audit Committee
- GCG based Board Leadership
- Corporate Social Responsibility – Concepts and Practices





## LEADERSHIP CASE STUDY in Automotive Industry

## Our Client's Profile in Brief



- 3 Factories and 2 supports division
- Production Cap. 4,2 M / year
- 1800 showrooms, 3600 service centers, 7400 spare parts centers
- Employees 19,630 (as of Dec 2012)

# Our Client's Profile in Brief: Business Line

**Holdings**

**Total Revenue 2012 = 1,134 B USD**

**Automotive**

**Information  
Technology**

**Infrastructure  
and Logistic**

**Financial  
Service**

**Mining and  
Heavy  
Equipment**

**Agribusiness**

**10,4 % \*)**

**Our Client**

**Business  
Unit**

...

**Business  
Unit**

**Business  
Unit**

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**Business  
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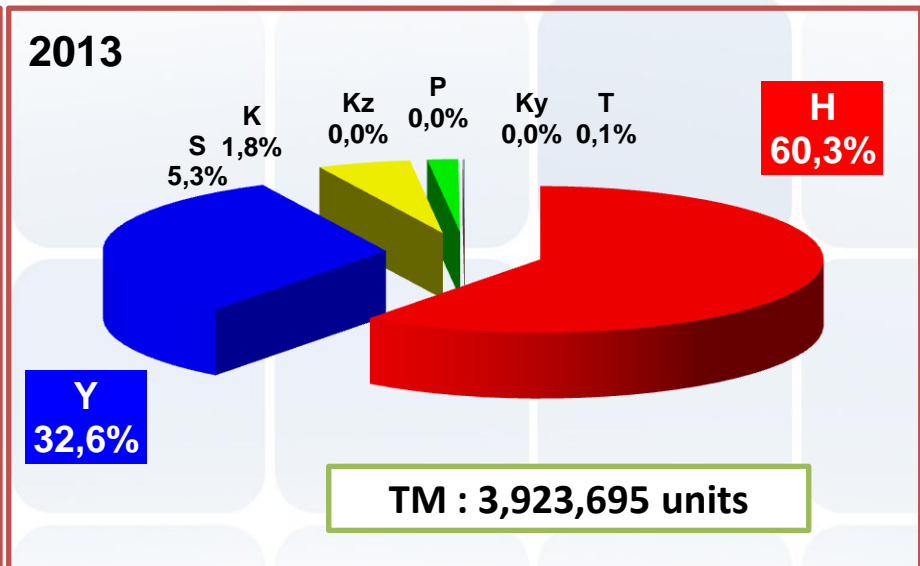
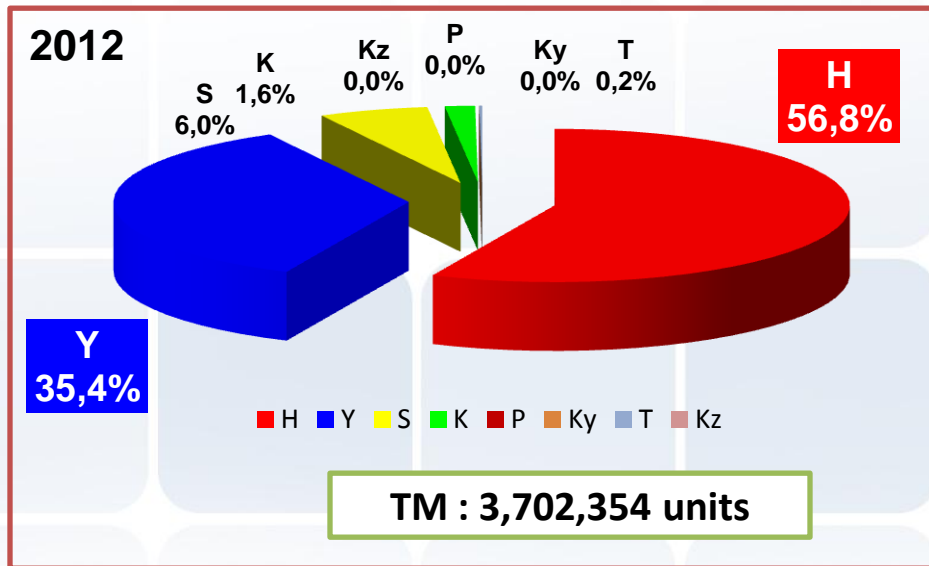
**Business  
Unit**

...

**\*) % of Total Revenue, 2<sup>nd</sup> Largest Contribution to Holdings**



# Our Client's Profile in Brief



GROWTH	
Total Market	6.0%
H	12.5%
Y	-2.6%
S	-6.2%
K	13.1%
TVS	-29.9%
KZ	N/A

## Effective Leadership for Performance (Goals)



	Accountable	Clear Expectation	Clear Goals	Long Term	Strategy	Priorities
■ Our Client's Manager	0,046	-0,043	0,119	0,144	-0,114	-0,037
■ Main Dealer Manager	-0,080	-0,086	0,082	0,004	-0,144	0,024

- The positive tendency : Clear Goals
- Other factors need further development.
- Both parties should be aware of the need to continuously develop the practices of clear expectations / direction in order to have positive long term business impacts.

## Effective Leadership for Performance (Reward / Recognition)

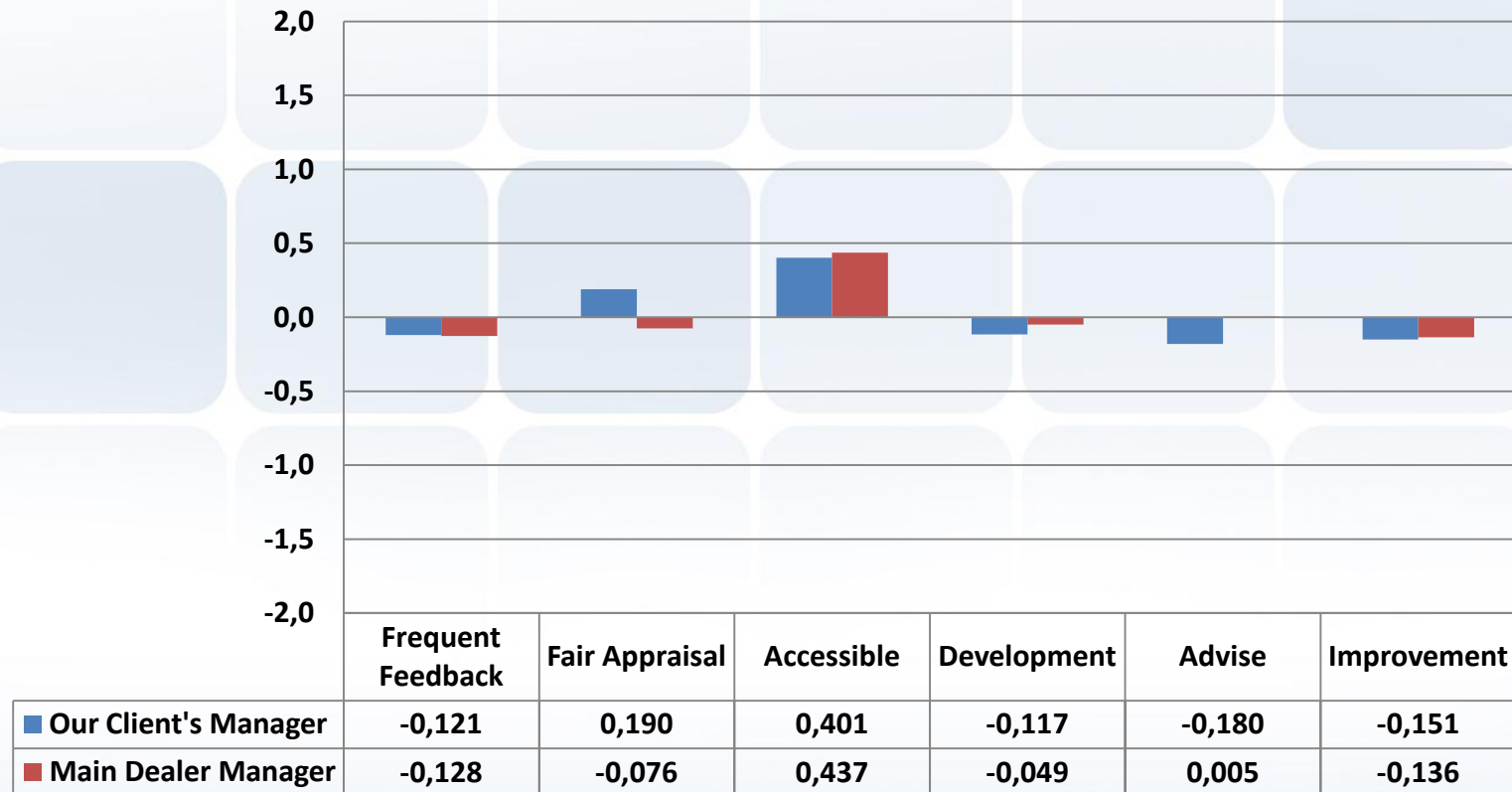


	Celebrate Team	Effort Valued	Gives Credit	Recognizes	Praise	Support Team
■ Our Client's Manager	-0,786	0,098	-0,028	0,367	-0,528	0,137
■ Main Dealer Manager	-0,580	0,088	-0,002	0,314	-0,749	0,248

- Most of the managers lacks the practices of Non-Financial Recognition, especially in Celebrating Team and Praising.



## Effective Leadership for Performance (Coaching)



- This chart shows insufficient practices of competency development process of coaching while emphasizing on achieving results.

## SUMMARY AND RECOMMENDATION

### Result:

The Leadership Practices in the Client's managers are lower than that of the Main Dealer's managers.

The three leadership functions surveyed indicate that these behaviors and practices will need to be further developed.

### Recommendation: to be followed up

Recommendations will be proposed by Leadership Inc.

## FUTURE PROJECTS

- **According to Post-Training Evaluation, 100% of the participants recommend to continue the project**
- **Our Client's total employee is 19,630 people (as of Dec 2012)**
- **652 participants has joined the Training (as of July 2013)**
- **So, more than 18,000 people are Potential to be developed !!**





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**THANK YOU**