



**ilmu
Craft
Asia**

Empowering Minds • Crafting Success

TRAINING • COACHING • CONSULTANCY

ILMU CRAFT ASIA SDN BHD

Company Profile

HRD CORP
HUMAN RESOURCE DEVELOPMENT CORPORATION



Visit Our Website





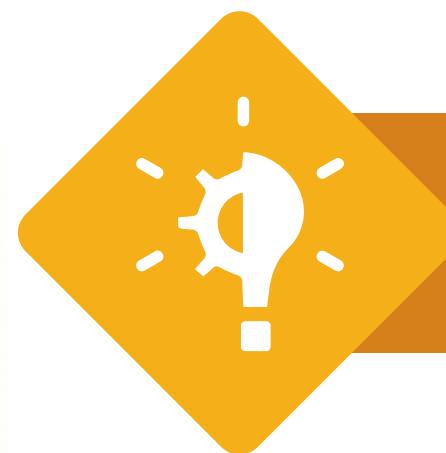
We Deliver Measurable Performance Improvement

Ilmu Craft Asia Sdn. Bhd. is a Malaysia-based training, coaching and consultancy provider focused on one thing: measurable performance improvement.

Our programmes are designed and delivered by seasoned practitioners with deep leadership experience across manufacturing & supply chain, banking & financial services, insurance & sales performance, and IT operations & security.

We combine practical frameworks, real workplace tools, and coaching-led facilitation to help organisations build stronger leaders, more capable teams, and performance-driven cultures.

Vision And Mission



Our Vision

To empower minds across Asia and craft sustainable success for individuals, organisations, and industries.



Our Mission

- Empower minds through practical training, consulting & coaching
- Build future-ready professional & leadership capabilities
- Translate knowledge into real business impact
- Deliver customised, industry-relevant solutions
- Foster continuous learning & sustainable success

Our programmes are designed and delivered by seasoned practitioners, not career trainers.

Our facilitators bring deep, practical leadership experience from the front lines of demanding industries.

Our Expertise is Forged in Real- World Leadership

This practitioner-led approach ensures every engagement is grounded in credible, applicable solutions.



Our Approach is Designed for Clarity, Structure, and Action



An Integrated Toolkit for Driving Performance



Corporate Training

Practical, engaging programmes designed for behaviour change and immediate workplace application. All programmes are HRD Corp claimable.

Coaching & Mentoring

We coach leaders and teams to improve clarity, execution, and performance, particularly in leadership transition and operational excellence.

Consultancy

We support organisations by linking training to execution, KPI improvement, and robust performance systems.

Key Capability Areas



Leadership & People Management

Leadership development, management transition, coaching skills, supervision excellence, performance culture, and people management through counselling.

Communication, Presentation & Public Speaking

Workplace communication, presentation mastery, influencing skills, and confidence-building for leaders and frontline teams—supported by strong Toastmasters/public speaking track records.

Sales Excellence, Client Engagement & Financial Literacy

Sales coaching, sales culture, high-impact selling, customer engagement, wealth/financial literacy and advisory skills—built from extensive banking/insurance leadership backgrounds.

Operational Excellence & Supply Chain Performance

Lean thinking, continuous improvement, root cause analysis, KPI management, procurement optimisation, logistics/warehousing, inventory performance, and S&OP capability building.

Agile, Service & Operational Management (IT / Operations)

Operations management, agile ways of working, ITIL process discipline, stakeholder management, and performance execution in complex environments.

Levels Of Training



Awareness & Fundamentals

Purpose: Build basic understanding and mindset. Introductory concepts & terminology. Awareness of tools, frameworks, and best practices. Suitable for beginners & new joiners



Application & Skills Development

Purpose: Develop practical, job-relevant skills. Hands-on exercises & case studies. Tools, techniques, and structured methods. Real workplace scenarios.



Advanced & Integration

Purpose: Deepen capability and cross-functional thinking. Advanced problem-solving & decision-making. Integration across functions or processes. Industry-specific applications.



Leadership & Strategic Impact

Purpose: Enable leaders to drive change and results. Strategic thinking & leadership behaviours. Change management & coaching skills. Business impact and performance alignment.



Mastery, Coaching & Sustainability

Purpose: Embed capability and sustain excellence. Coaching, mentoring & knowledge transfer. Continuous improvement culture. Long-term organisational capability building.

Reaction, Satisfaction, And Intention



Reaction

- Relevance of content
- Trainer effectiveness (practitioner-led delivery)
- Engagement & delivery style
- Learning environment



Satisfaction

- Quality of materials & activities
- Practical applicability
- Pace and structure
- Value for time invested



Intention

- Confidence to apply skills
- Behavioural intent
- Readiness for change
- Perceived business impact

Knowledge Retention



Knowledge Retention

Knowledge Retention refers to the extent to which participants remember, understand, and are able to recall key concepts, skills, and frameworks after a training programme over time.

How Ilmu Craft Asia Enhances Knowledge Retention

- Practitioner-led delivery using real industry examples
- Hands-on activities and case studies
- Repetition through application, not memorisation
- Job-relevant tools and templates
- Reflection and action planning



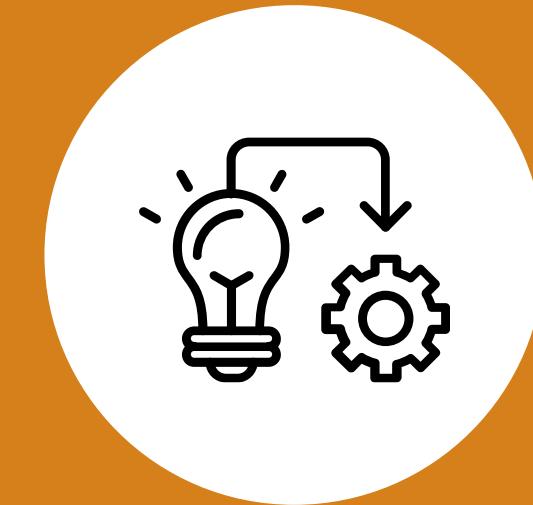
Application And Implementation



Application

Application refers to the initial and short-term use of newly acquired knowledge, skills, or tools in the workplace soon after training.

- Occurs immediately or shortly after training
- Focuses on individual behaviour
- Often experimental or situational
- May require guidance or support



Implementation

Implementation refers to the consistent, sustained, and structured integration of learned knowledge, skills, or practices into daily work routines, processes, or systems.

- Occurs over time
- Focuses on habit formation and system integration
- Embedded into team or organisational practices
- Less dependent on reminders or facilitation

Business Impact



Performance Improvement

- Increased productivity or efficiency
- Reduced errors, rework, or cycle time
- Improved quality, service, or delivery

Financial Impact

- Cost reduction or cost avoidance
- Revenue growth or margin improvement
- Better utilisation of resources

People & Capability Impact

- Improved leadership effectiveness
- Higher engagement and accountability
- Stronger problem-solving and decision-making

Process & Operational Impact

- Standardised best practices
- Improved workflow and governance
- Better cross-functional collaboration

Strategic Impact

- Stronger execution of business strategy
- Increased organisational agility
- Improved risk management and sustainability

Meet Our Team

Our team also brings capability in structured training design elements like adult learning, training needs analysis, programme design and assessment.



S. Sivananthan

Leadership & Management
Specialist Trainer

- Extensive leadership background in insurance, agency development, and human capital.
- Accredited Lecturer/Moderator with Malaysian Insurance Institute (MII) and LIMRA. Former Head of Training Academy (Ambank Group)
- **Trusted by:** Malaysian Insurance Institute, Etiqa Takaful, Sunlife, MCIS, Amanah Saham Nasional, Bank Muamalat, Prasarana, Panasonic, Huawei Technologies



Stephen Francis, DTM, CFP

Financial Services & Sales
Leadership Trainer

- Certified Financial Planner (CFP) with a career starting at HSBC in 1985.
- Specialises in sales training, coaching, financial literacy, and public speaking.
- **Trusted by:** HSBC, CIMB, OCBC, Citibank, Maxis, Heineken, Astro, Sunway Group.



Yohan Vivegananthan

Operations & Supply Chain Trainer
Lean Six Sigma Black Belt

- Over 28 years leading operations and transformation in multinational manufacturing.
- Expert in Lean Six Sigma, Supply Chain Excellence, S&OP, and KPI management.
- Known for practical, structured facilitation that drives operational excellence.

Trusted by: On Semiconductor, Philip Morris, Fibertex Personal Care, Bostik, Modenas, MAHB

Trusted By



The Leading Distribution Group



Ilmu Craft Asia's Training Centre.

Located in Seremban



Let's Craft Your Success

We partner with organisations to empower minds and deliver measurable performance improvement. Contact us to discuss how we can address your specific challenges.



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Seremban, Negeri Sembilan



HUMAN RESOURCE DEVELOPMENT CORPORATION

