



Ilmu Craft Asia Sdn Bhd

#1 Practitioner-Led Capability Transformation Firm

TRAINING

CONSULTING

COACHING

HRD Corp Registered Training Provider | All Programmes Claimable

The Diagnostic: Hidden Gaps Eroding Margins

Operational Inefficiency

Inefficiencies hidden in daily routines erode margins silently – rework, delays, and cycle time overruns go unmeasured.

Training Without Transfer

Training happens but behaviour doesn't change. Knowledge stays in the room; the workplace stays the same.

The gap is not knowledge — it is execution capability.

Managers Overloaded & Underequipped

Skillset gaps leave managers reactive, firefighting daily instead of leading strategic improvement.

HR Budget = Compliance, Not Performance

HRD Corp levy is spent on tick-box programmes – not on interventions that drive measurable business outcomes.



Malaysia's Premier Capability Transformation Partner for Industry

Ilmu Craft Asia Sdn Bhd is a practitioner-led training, consulting and coaching firm laser-focused on one outcome: measurable performance improvement.

Our programmes are designed and delivered by former MNC Directors and C-suite leaders — professionals who have managed billion-dollar supply chains, led enterprise transformations, and built high-performing teams across manufacturing, FMCG, banking, insurance, pharma and HR & OD.

We don't teach theory. We transfer real execution capability.



100+

Years Combined
MNC Leadership

6

Industry Verticals
Covered

100%

HRD Corp
Claimable

30+

Marquee Brands
Served

Why Choose ICA? The Blueprint for Real Capability

Generic HRD Trainers

Trainer Background

Academic / Facilitator

Programme Design

Generic off-shelf content

ESG Capability

None / outsourced

People & Culture

Generic HR training

Approach

Knowledge transfer only

Post-Training

Survey form. Done.

Consulting

Training only

Industry Depth

Cross-industry generalist

Measurement

Attendance & smiles

The ICA Difference

Former MNC Directors, Senior Managers & Leaders

Customised to your business context

Dedicated ESG practitioner (Dr. Victor)

ICF PCC-certified coach + OD specialist (Priya)

Behaviour & system change

Coaching + KPI review + follow-up

Training + Consulting + Retainer options

6 dedicated industry verticals

Pre/post KPI improvement metrics

Our Signature Methodology: The CRAFT™ Model

A proprietary 5-stage capability transformation system — not a training event, a business solution.



The Triad of Delivery



Corporate Training

- Practitioner-designed programmes for behaviour change
- 100% HRD Corp claimable – zero cost to employer
- In-house & public cohort formats
- Pre & post-training KPI measurement



Management Consulting

- Factory Transformation Sprints (90-day)
- S&OP Design & Implementation
- ESG Readiness Assessment & Roadmap
- Operational Gap Analysis & KPI Systems



Coaching & Mentoring

- Executive & leadership transition coaching
- Team performance & accountability coaching
- Post-training application reinforcement
- 1:1 & group coaching formats

Every engagement is anchored to your KPIs – not just learning objectives.

Programme Architecture: Operations, Technical, Digital & Sales

OPERATIONAL EXCELLENCE

- Lean Thinking for Corporate Teams
- Operational Excellence for Managers
- Process Optimization & VSM
- 5S & Kaizen

SUPPLY CHAIN & S&OP

- Strategic SCM
- S&OP Mastery
- Procurement & Vendor Optimization
- Inventory Management & Warehouse Lean

ESG & SUSTAINABILITY

- ESG Ready
- Sustainable Procurement
- ESG for Manufacturing
- Scope 3 for SMEs

AI & DIGITAL OPERATIONS

- AI-Powered Supply Chain
- Data-Driven Decision Making (Power BI)
- Smart Operations AI Tools
- Digital Analytics

KPI & PERFORMANCE

- KPI Design & Management
- Problem-Solving & RCA
- High-Performance Team Development
- Ops Performance Coaching

CONSULTING & TRANSFORMATION

- Factory Transformation Sprint (90-Day)
- Factory Readiness Assessment
- S&OP Design Consulting
- Gap Analysis Retainer

SALES & CHANNEL EXCELLENCE

- Consultative Selling
- Channel Sales Management
- Key Account Management

SALES TECHNIQUES

- Handling Objections
- Telesales Strategic Selling
- Negotiation with the Devil

COMMUNICATION

- Effective Presentation Skills
- Effective Business Communication
- Account Development Planning

Programme Architecture: People, Leadership & Culture

PURPOSE & STRENGTHS- BASED LEADERSHIP

- Purpose-Driven Leadership (2D)
- Strengths-Based Leadership (2D)
- Regenerative Leadership (2D)
- Leading Forward: Adaptive Leadership (1D)

EMOTIONAL INTELLIGENCE & COMMUNICATION

- Communicating with EI (1D)
- Conscious Communication
- The Power of Presence
- Leadership Storytelling

INCLUSION, SAFETY & WORKPLACE CULTURE

- Connected Generations (1D)
- Creating Safe Workplaces (Sexual Harassment Prevention) (1D)
- Building Psychological Safety (1D)
- Culture by Design

HR & ORGANISATION DEVELOPMENT

- Hiring with Purpose
- Human Energy at Work (Wellbeing)
- Purpose Alignment Lab
- Rebuilding Trust

EXPERIENTIAL & TEAM LEARNING

- Nature-Based Leadership Labs
- Community Impact Team Building
- City-Based ESG Challenges
- Coaching-Infused Team Programmes

ASSESSMENTS & DIAGNOSTICS

- CliftonStrengths®
- Barrett Cultural Values Assessment (CVA)
- Regenerative Culture Scan

Deep Vertical Expertise



Manufacturing & FMCG

Led by:
Yohan +
Kumaran

Lean, Supply Chain, S&OP, Operational Excellence, ESG for Ops.



Banking & Financial Services

Led by:
Sivananthan +
Stephen

Leadership, Sales Excellence, Financial Literacy, Team Performance.



Insurance & Sales

Led by:
Stephen
Francis

Sales Culture, High-Impact Selling, Client Engagement, Financial Advisory.



Pharmaceutical & Healthcare

Led by:
Shalini
Sabesan

GCP/GDP Compliance, Pharmacovigilance, Clinical Research, Regulatory Affairs.



Agriculture & Agroecology

Led by:
Kumaran
Krishnen

Lean Farming, Kaizen for Agriculture, Sustainable Operations, Yield Optimization.



HR, Leadership & Culture

Led by:
Priyadarshini

Purpose Leadership, Regenerative Leadership, EI, Culture, Inclusion, ESG People.

The Architects of Execution

Deep MNC leadership combined with specialist depth.

Yohan Vivegananathan

Mfg. Operations & Supply Chain

28+ yrs | LSS Black Belt | HRD Corp Trainer

Kumaran Krishnen

Lean Six Sigma & Agroecology

30+ yrs | LSS Green+Black Belt | UK Cert Teacher

Kumar Samidorai

Supply Chain & Int'l Trade

30+ yrs | LSS Black Belt | MBA (USA) | DPI Canada

S. Sivananthan

Leadership & Management

25+ yrs | MBA | MII Moderator | LIMRA Certified

Stephen Francis DTM, CFP

Sales & Financial Literacy

30+ yrs | DTM, CFP HSBC, CIMB, Citibank

Dr. Kuan Chi Meng (Victor)

ESG & Sustainability

30+ yrs | DBA | CCSD ESG Associate | IAC Coach

Shalini Sabesan

Pharma & Clinical Research

28+ yrs | APAC Audit Expert Clinical Trial Connect Chair

Priyadarshini

People, Leadership & Culture

20+ yrs | ICF PCC | CIPD L7 | CliftonStrengths® Coach

The Business Impact We Deliver



Performance Improvement

- 20–35% reduction in process cycle times
- Measurable OEE and productivity gains
- KPI dashboards built into daily operations



Financial Impact

- Cost reduction & waste elimination
- Improved inventory turns & carrying cost
- ROI-positive within first quarter



People & Capability

- Leaders who execute, not just manage
- Higher team engagement & accountability
- Sustainable behaviour change at all levels



Strategic & Organisational

- S&OP & supply chain alignment
- ESG compliance & competitive positioning
- Agile, resilient operations post-training

Trusted by Leading Organisations

ICA CLIENT ENGAGEMENTS

Bostik Malaysia

Fibertex Personal
Care

Philip Morris Int'l

ON Semiconductor

3M Malaysia

Panasonic Malaysia

Modenas

Danone Dumex

MK Land

Motorola
Semiconductor

OUR TRAINERS HAVE SERVED

HSBC

CIMB

Citibank

OCBC

Sun Life

Etiqa
Takaful

Maxis

Astro

Sunway
Group

Heineken

Toyota
Capital

Huawei

Keppel
Singmarine

ASNB

Bank
Muamalat

Pathways to Engagement

STARTER

Most Popular Entry Point

RM 6,000 – RM 15,000

1–2 Day In-House Training

- Customised to your industry
- HRD Corp claimable
- Pre-assessment included
- Post-training action plan

ACCELERATOR

Recommended for Teams

RM 20,000 – RM 45,000

Training + 60-Day Coaching

- 2-day programme + 4 coaching sessions
- KPI tracking included
- Manager capability building
- Monthly progress review

TRANSFORMATION

Maximum Business Impact

RM 50,000 – RM 120,000

90-Day Sprint / Retainer

- Gap assessment + Roadmap
- Programme design + delivery
- ESG / S&OP / Lean consulting
- Quarterly KPI review

Let's Craft Your Success

We partner with organisations to empower minds and deliver measurable performance improvement.

Contact us today to discuss how ICA can address your specific performance challenge.

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Start with a Free 30-Min Diagnostic

Book a complimentary Factory Readiness Assessment or Training Needs Analysis call with our principal consultant.

BOOK YOUR CALL TODAY



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