



Excellence through Culture, Talent, and Change

***CHANGE** is the business survival, **CULTURE** is the market differentiator,
and **TALENT** is the competitive advantage*

2022

Jakarta ■ Hong Kong



Tjitra & associates is a management consultancy founded by Dr. Tjitra with offices in Jakarta and Hong Kong.

Since 1998, Dr. Tjitra and his team have build international track record in managing project at the global, regional and national level in 15+ different countries with business leaders from Asia, Europe & US.

A team of psychologist and strategist are dedicated to delivering measurable impact, by identifying and synergizing resources that will improve the organization's performance and enable them to achieve sustainable advantage, supported by over 20 years comprehensive research on **Culture, Talent and Change**

International Best Practices | Scientific Approaches | Local Wisdom



CULTURE



TALENT



CHANGE



tjitra.com



Excellence
in Practice
GOLD 2020

ASEAN's Largest
Leadership Accelerator



Pertamina's Massive & Urgent Challenge

High retirement rate by 2023

Significant maturity gap for talents

Acceleration for high numbers of talent
to fill senior leadership position

Aspiration

Potential

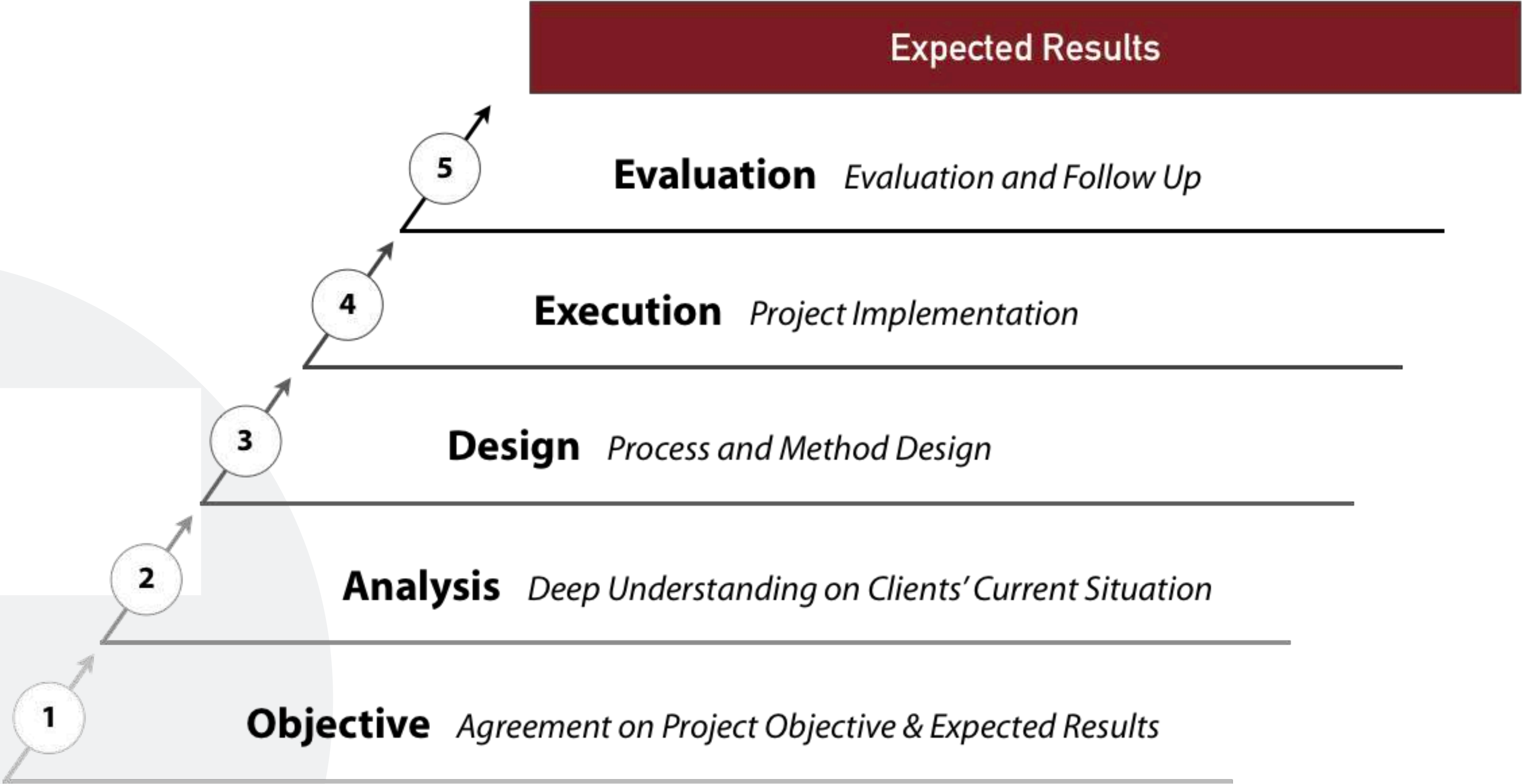
Performance



SCAN ME



Tailor-Made Solution with clear objectives and in-depth understanding at the beginning of the cooperation



How We Work: Consultancy Process





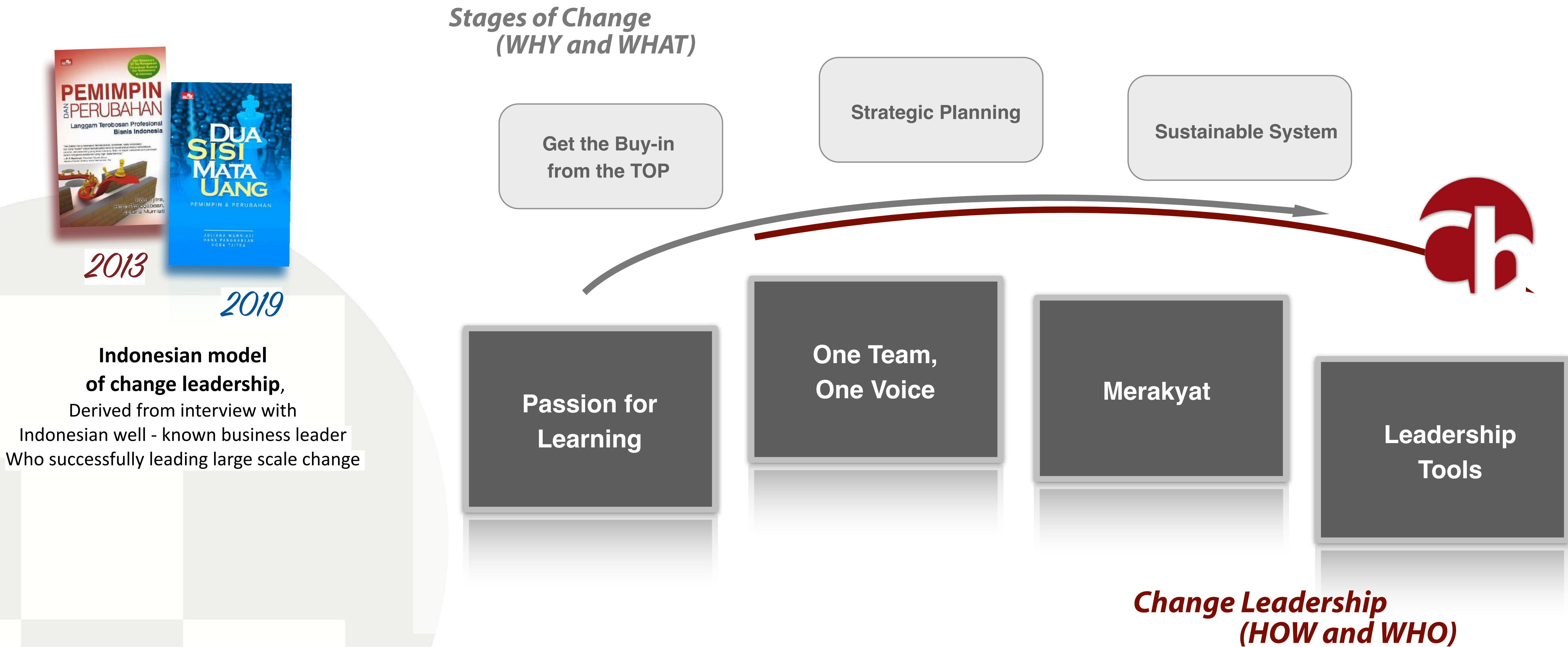
“CHANGE is the business survival”

We bring *in-depth understanding*
of *client's situation and needs*,
as well holistic approach in *highlighting the “human” side*
of a strategic change at the different stages.

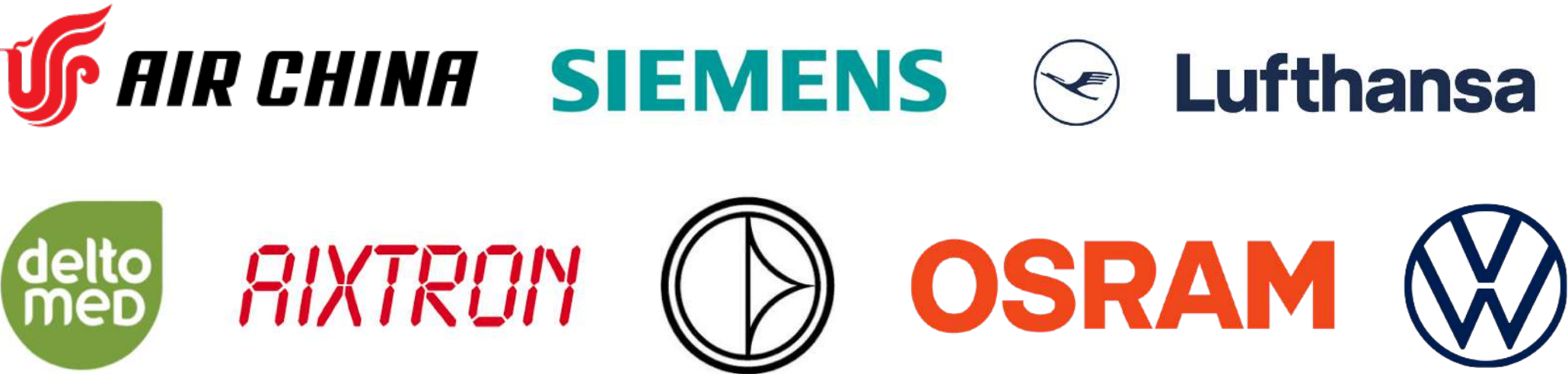
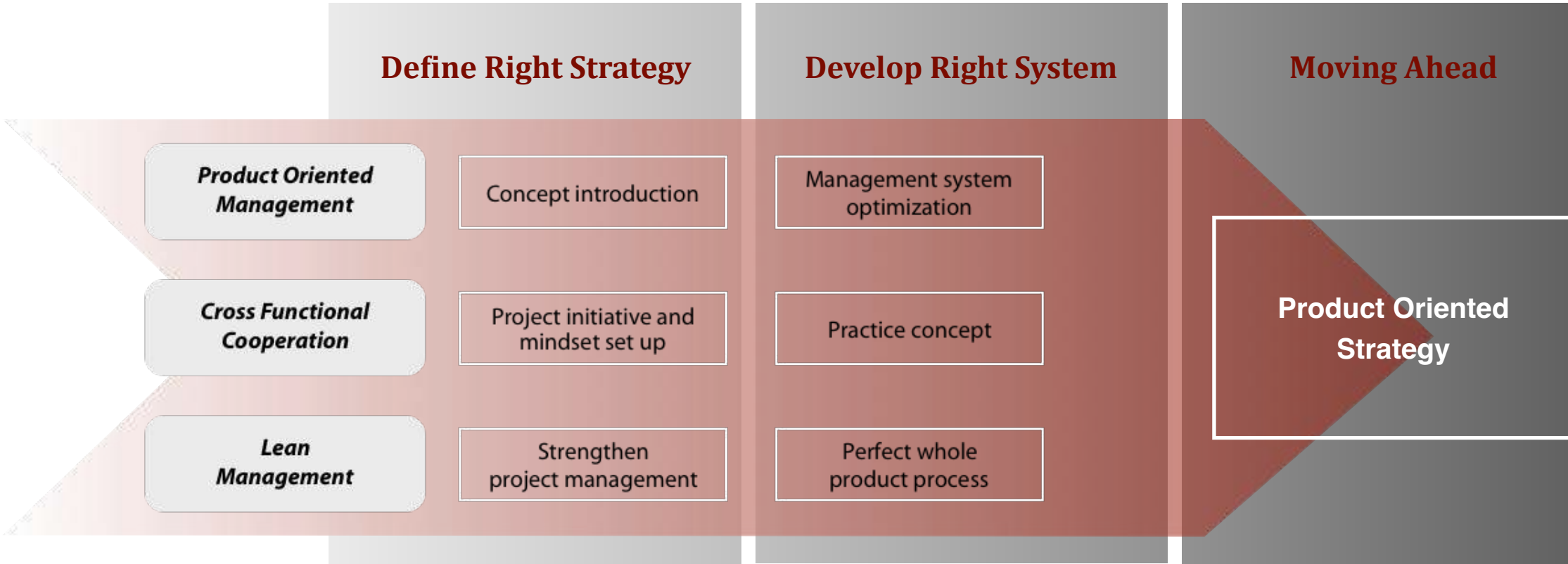
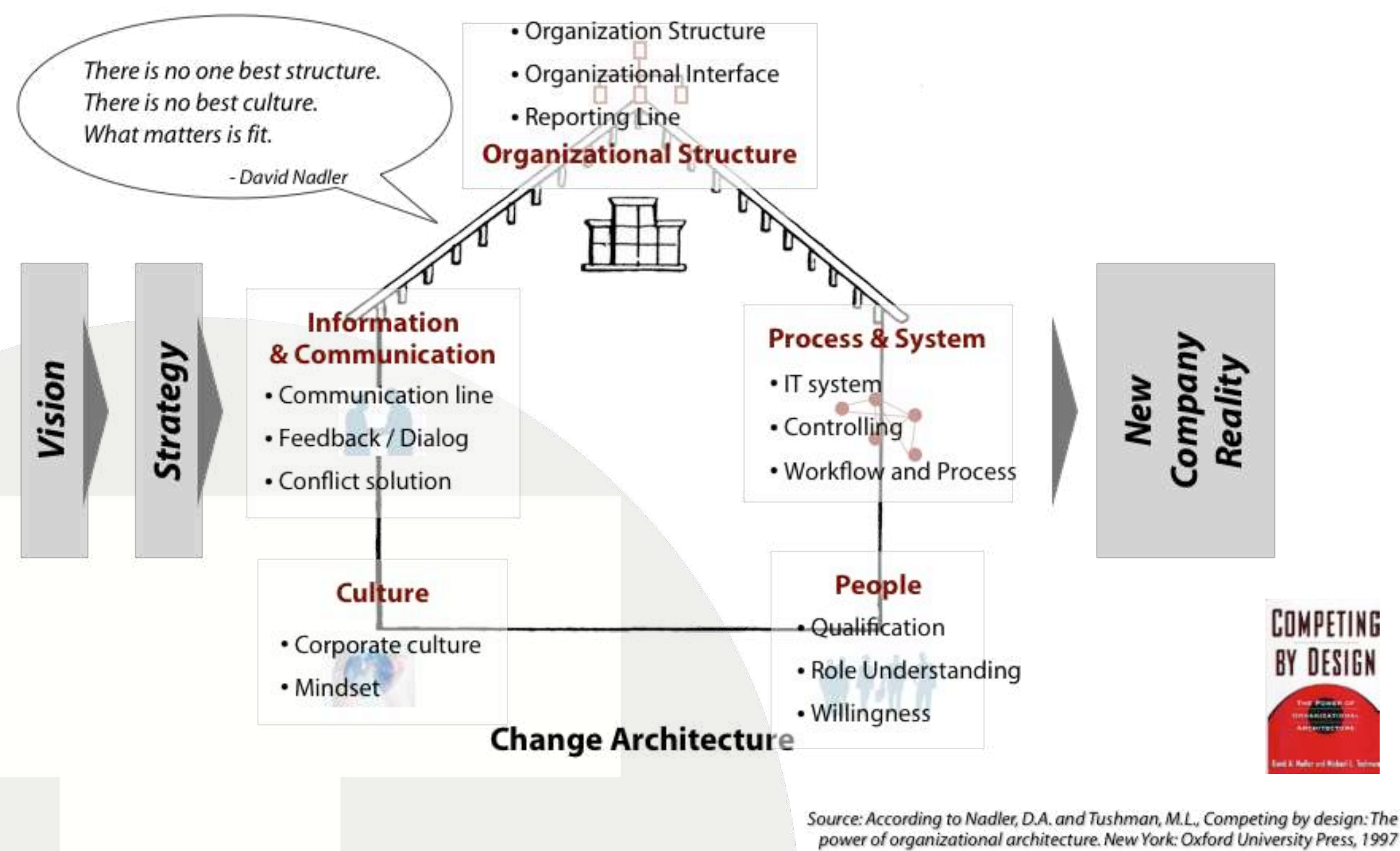


CHANGE is NOT an event ... It is a Process!

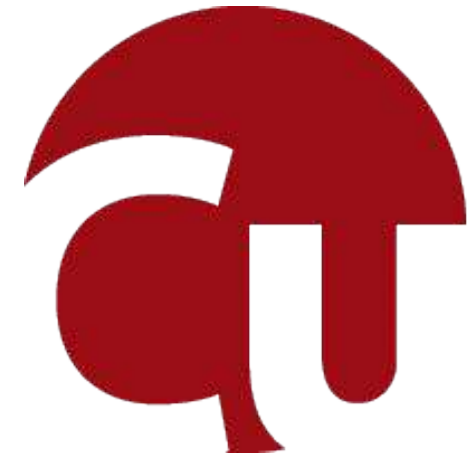
Two-Phase Change Model - Strategy Formulation & Implementation



Leading Organizational Transformation: Grand Design on Innovation Strategy, Structure & Process



- **Understand the business** and **the way organization operate** through scientific approaches and international benchmark
- **Customized** organizational design concept which **strategically aligned** with vision, mission, values, and **adapted** with business context
- Guidance to **keep the momentum** on transformation process to ensure long term and sustainable impact



“ **CULTURE** is the market differentiator ”

We advise senior leaders
as well as the HR business partners and champions
in *having better sensitivity and understanding*
of *the art of balancing global integration*
and *local adaptation*
from *the cultural and business perspective*



We help our clients in better understanding the art of balancing global integration and local adaptation

- Conducted more than 100 **cultural awareness training workshops** in Europe and Asia in the last twelve years
- Attended by more than 1000 **European and Asian leaders across different hierarchies, functions and industries, incl. C-level senior executives**
- Diverse theme focus in **intercultural management**, incl. culture shock, intercultural communication, cross-cultural leadership, multinational teamwork, international sales, and negotiation
- Cultural general approach for the **global players** and cultural specific approaches for the **international assignees**

General cultural awareness training design

	Day 1	Day 2	Day 3
	Culture & Management: Working in International Environments	Communication Across Cultures	... on the Way to Cross-Cultural Synergy
Break			
	My understanding of others: Self and other perception	Role Play: “First Meeting”	Personal Charter & Learning Plan
Lunch			
	Cultural Encounter Situations	Case Study: Cross-cultural Leadership	
Break			
	Critical Situations in Working Places	Case and Role Play: Conflict Management and Team Building	Short Lecture & Discussion
Dinner			Learning in Action
		Joint Dinner	



Participants' reflection demonstrates their significant clearness about the organizational strategy and willingness to cooperate between Chinese and foreign parts



Understanding Across Cultures

- It is important for me to get the awareness how cultural differences influence our communication and understanding. It will be helpful for the cooperation with my foreign partners in the future work!
- I realize that cross-cultural issues influence on our working approach, team spirit, organizational strategy, and action agreements.

Open Communication

- The seminar is wonderful! It creates an open and free atmosphere to encourage the communication between the Chinese and foreign parts.
- I enjoyed the open communication during the plenary discussion very much. I hope we could keep the openness from now on to get much better performance and achieve our goals more effectively!



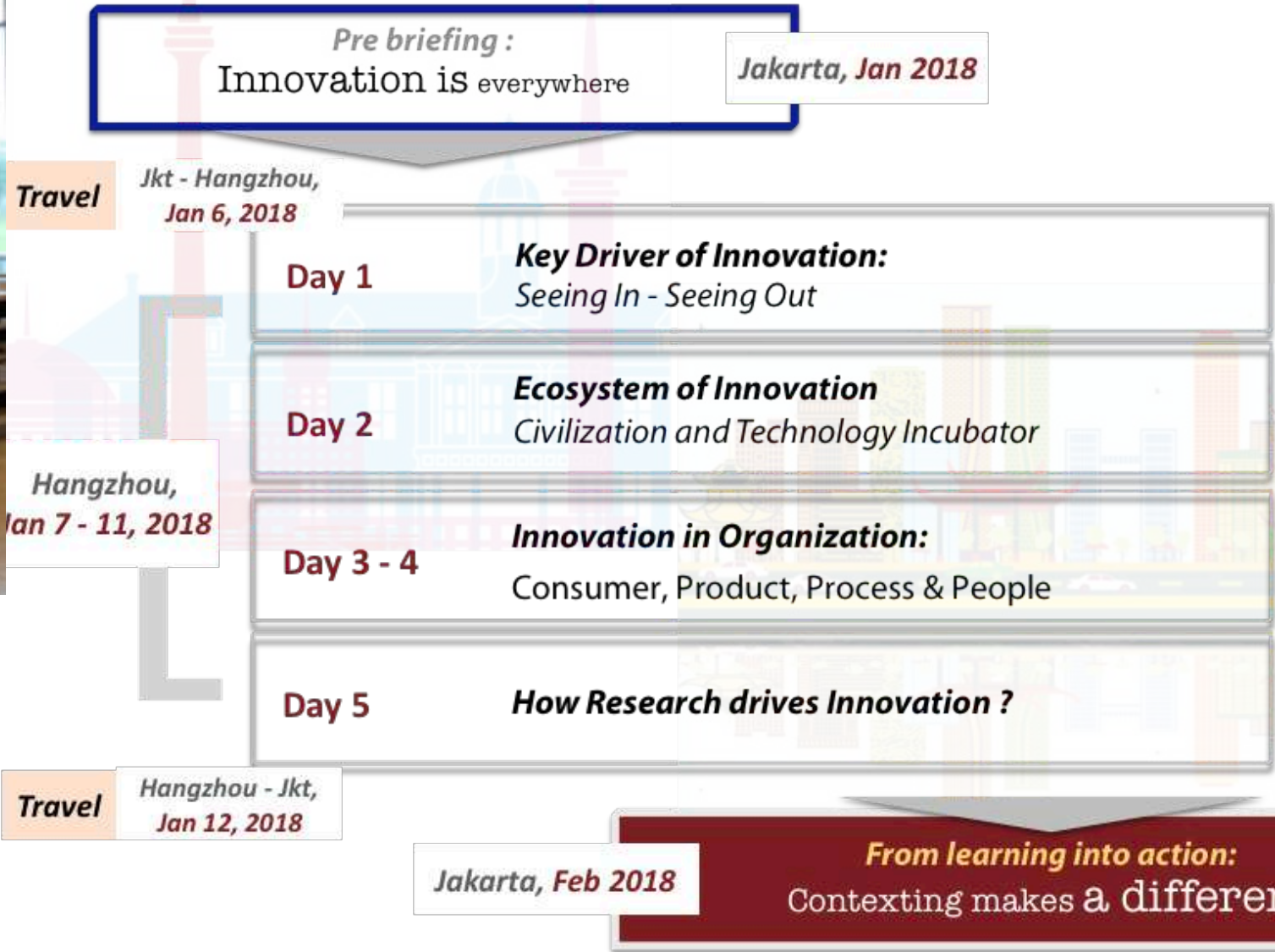
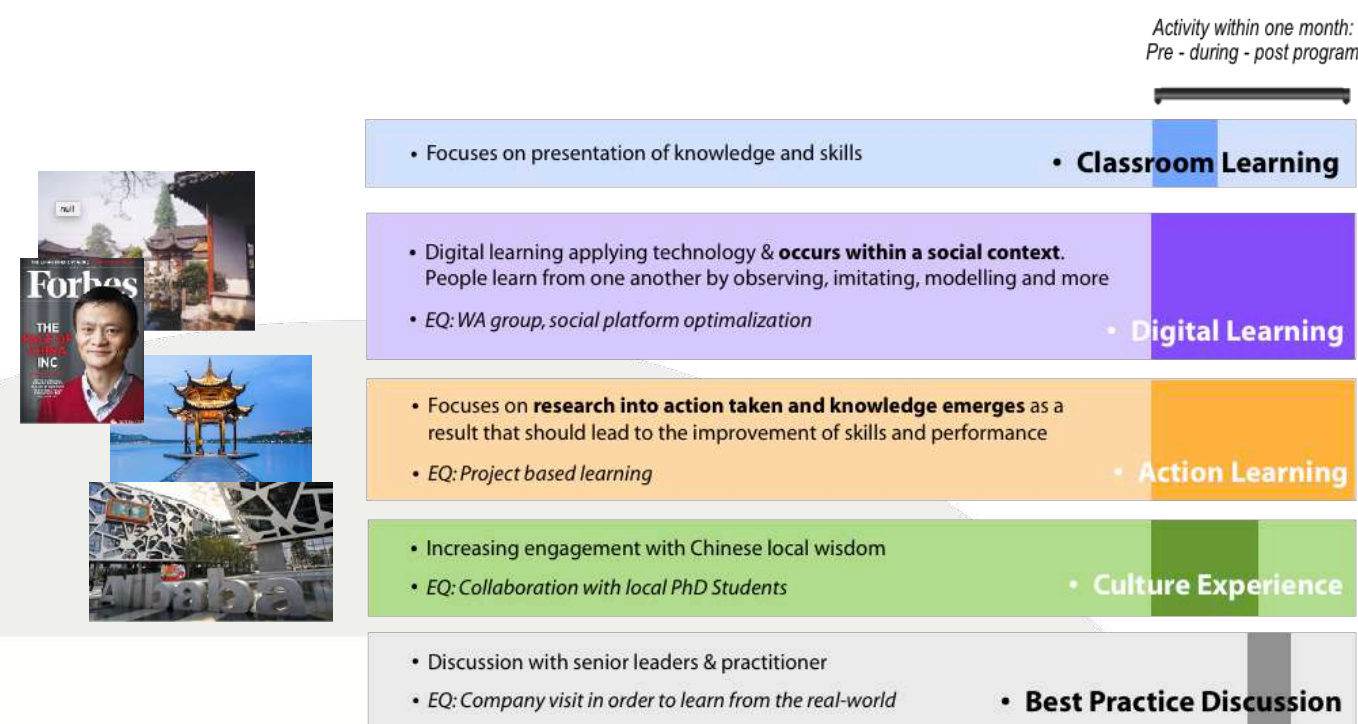
Clear Strategic Vision

- I feel we are a team, a team of this company.
- The feeling of “We are ...” gives me the confidence to solve our current problems and also the success in the near future.



We curated program designed to Define, Building Structure and Magnifiying Innovation Culture and Ecosystem

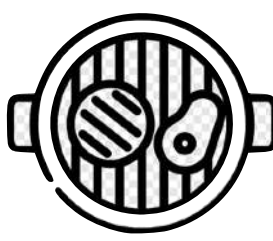
Accelerating learning through different learning channel and processes to help knowledge acquisition, utilization and optimization



Strategic Digital Innovation Culture Benchmarking



Cultural Tourism in Hangzhou



Xiaosong Library

West lake

Liangzhu museum

Banking industry, with the largest market cap in ASEAN



“**TALENT** is the competitive advantage”

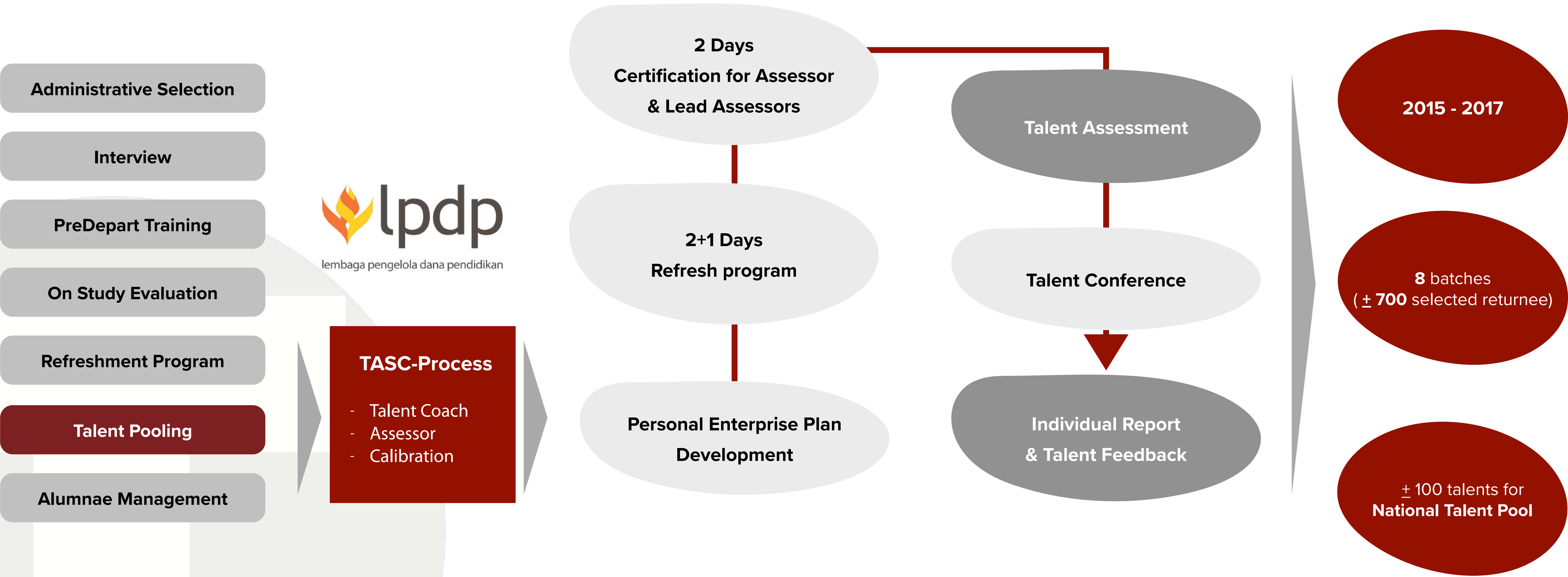
We support our clients in *identifying, developing, retaining
and managing their talents*
in ensuring long-lasting business performance



We connect Innovation with Organization Strategy to solve SOE Holding Business Needs



Selection for National Talent Pool, Scholarship Returnee Management



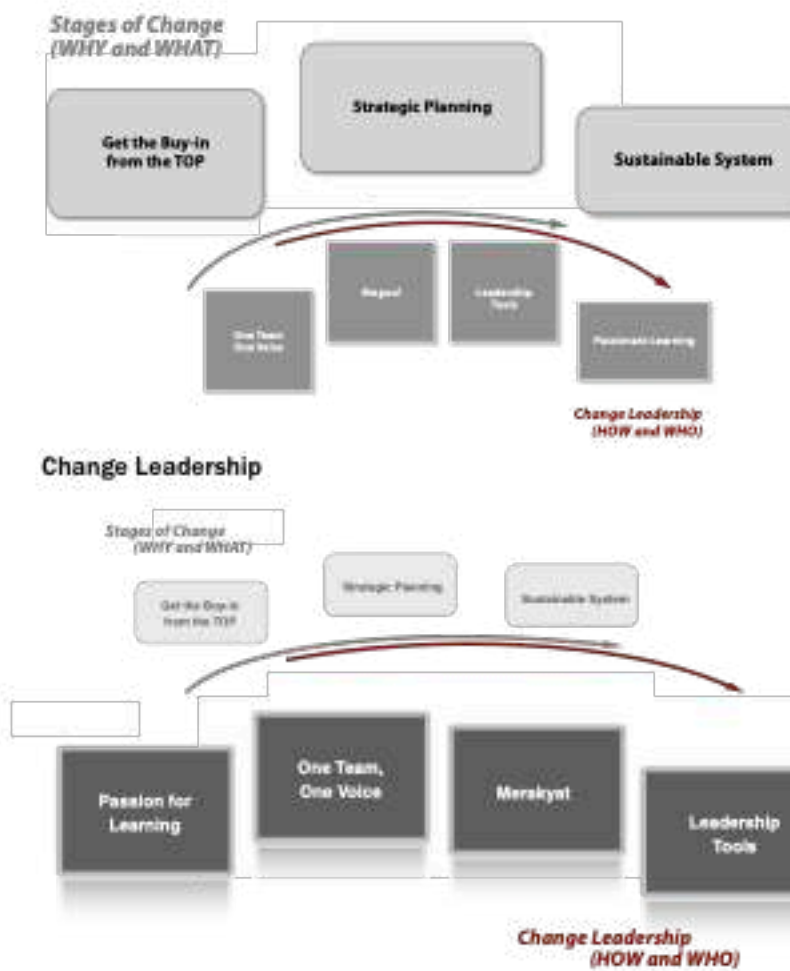
Over 18 years of research in the theme of Global Indonesians

Solid Theoretical framework & Research based sharing



Starting from 1994,

Dr. -Phil Hora Tjitra, Dr. - Phil Hana Panggabean and Dr. - Phil Juliana Murniati have investigated in around twelve research topics on Indonesian cross cultural leadership, intercultural competence and behavioral change



7 Indonesian Culture Standard



RELIGIOUSITY	The significance of religion in society
MULTICULTURALITY	Beliefs & traditions
IMPACT COMMUNICATIONS	Language
GVIFUS	High Context Communication
	No way "No"
	Social harmony as survival
	Placated group atmosphere
FACULTATIVE LEADERSHIP	Mentoring, involving
	Collective decision making
INBEO	To endure
	Resilient "bounce back" from hardships
TECHNICAL EXCELLENCE	Generation oriented
	Functional focus



Latest Publications:

Research based books on Leadership & Global Talent



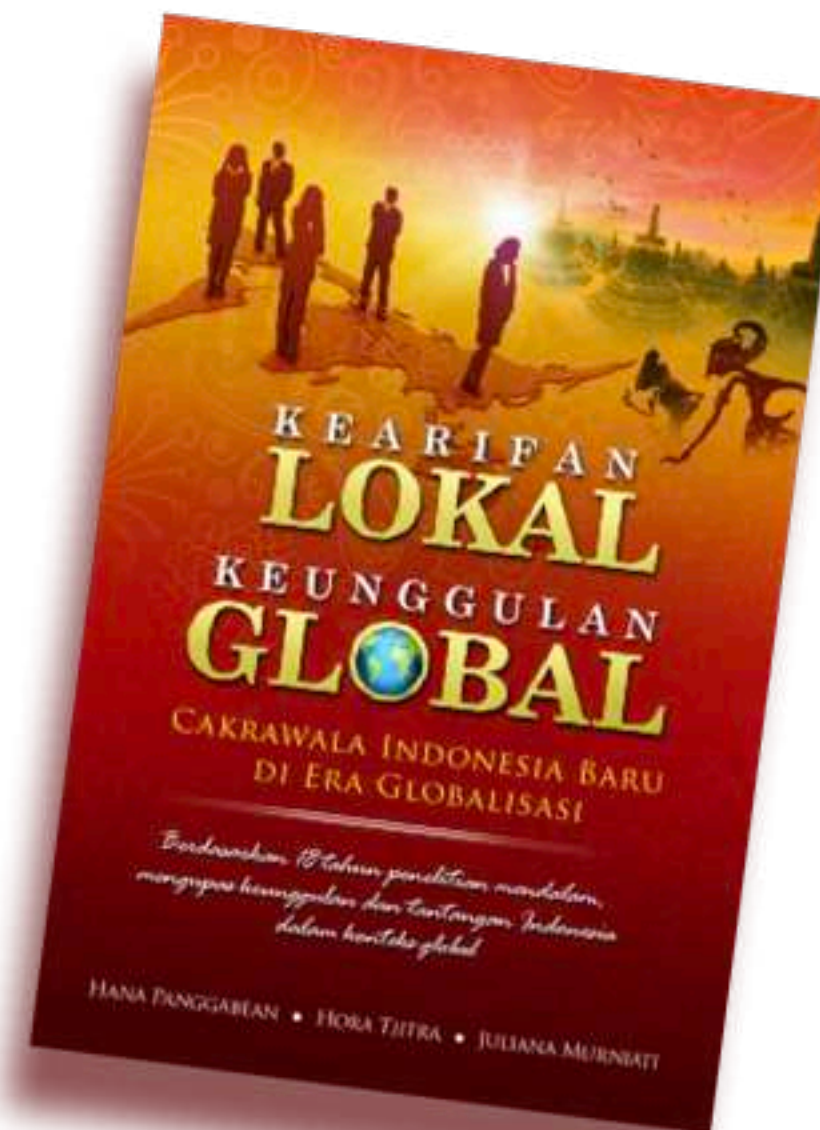
2013

Indonesian model of change leadership,
Derived from interview with
Indonesian well - known business leader
who successfully leading large scale change

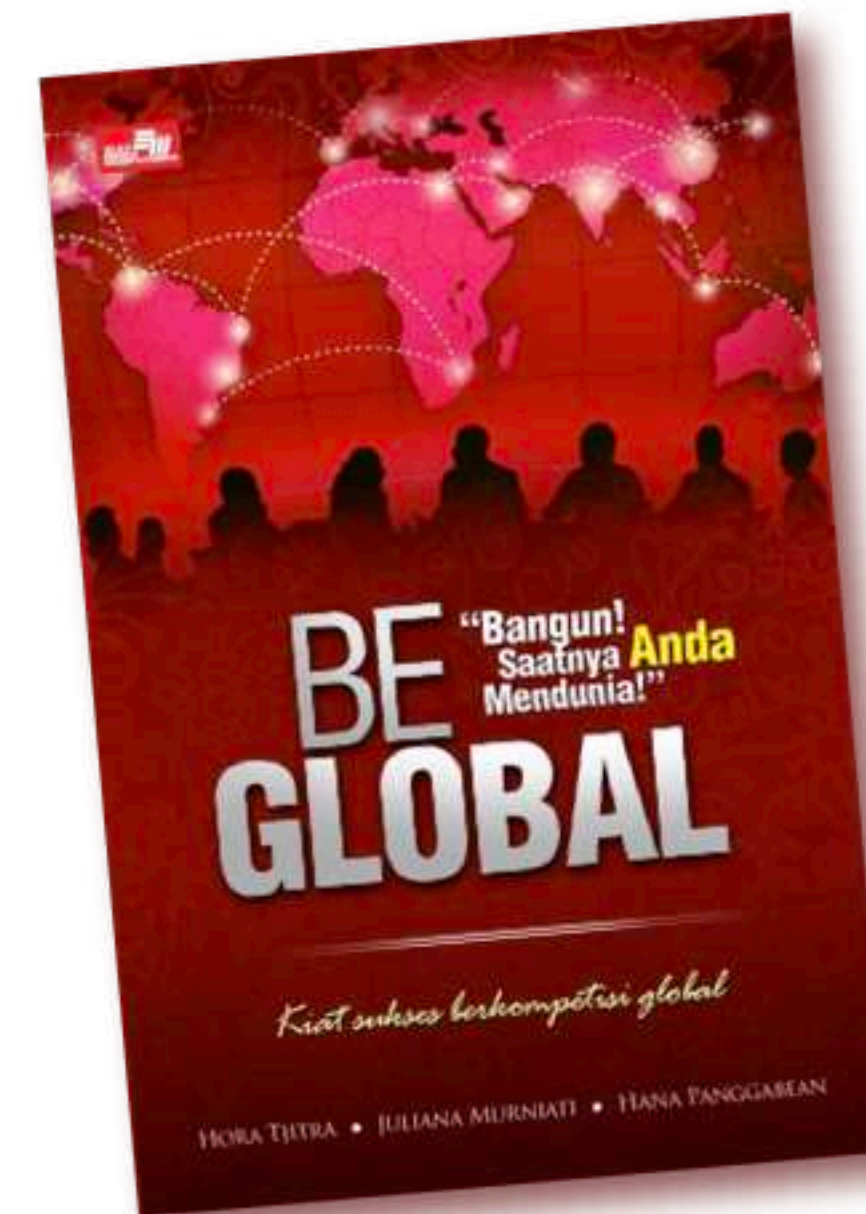


2020

7 Indonesian culture standard:
an indigenous research on the culture and
behaviours of Indonesian workers and leaders,
and how these characteristics interplay when
Indonesians work in cross-cultural teams



2014



2018

Success stories as well as lesson learned
from Indonesian business leaders
building their cross-cultural career.
“Be Global” goes to the individual level,
its about having a global mindset and competencies

... Based on 18 years intensive research
of Global Indonesian

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