



CONSULTING & TRAINING SERVICES PROFILE



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AIDA CONSULTANT

● What Business Are We In

Human Resources Management and Manufacturing Consulting

● Mission

To be a consulting firm with proper long term solution

● Vision

Partnership with organizations for a better business through development of company wide management system and employee competence

● Established

June 27, 1996

AIDA established on June 27, 1996 with main focus in training, education and building competency, originated from our intention to involve in create value for Indonesian Professional community.

AIDA established with firm commitment to assist organizations by improving the most intangible asset we called management systems, and the most valuable asset, human resources.

By various means, AIDA supported the organization productivity through development of employee's competency. AIDA organized its services into Consulting for Management, HR & Manufacturing Process Management Improvement, Training & Development, Recruitment & Assessment Services.

As a consulting firm with focus on building system and competency, AIDA has committed to provide training and consulting in the field of management and human resources. On the basis of assumption that every organization has unique characteristics and goals, we committed to designed training programs that are suitable to the needs and purposes of the organization. We can guarantee that all of our in-house training programs provided are specialized programs or 'tailor made'. To optimize the training result, we always offer to combine training with consulting activities to build the system inside the organization.

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● Transformasi Corporate Performance Management

Coming together is a beginning. Keeping together is progress.
Working together in the same direction is success.

Do you know where you are heading?

“ If you have no plan where to go, then you will be nowhere” - Peter Drucker -

● 7 (Tujuh) Langkah Transformasi Corporate Performance Management

1. **Mission Statement**
Perusahaan memperjelas arah misi dan visi perusahaan di masa depan
2. **Corporate Scorecard :**
Artikulasi visi ke dalam bahasa operasional untuk menjawab tujuan strategik, indikator keberhasilan visi dan target
3. **KPI Tree :**
Memastikan seluruh unit organisasi dan pemegang jabatan memiliki KPI unik sesuai tanggungjawab masing-masing untuk mencapai *corporate scorecard*, melalui proses penyelarasan KPI *top-down / bottom-up* di setiap unit organisasi dan level
4. **KPI Description:**
Memastikan kejelasan setiap KPI dan penetapan target yang menantang (*stretching target*) untuk menjamin terjadinya peningkatan kinerja
5. **Performance Appraisal :**
Mengimplementasikan sistem Penilaian Kinerja *KPI & Competence Based Performance Appraisal* untuk mengevaluasi sejauh mana karyawan telah berkontribusi mencapai target KPInya dan menghubungkannya dengan sistem kompensasi karyawan
6. **Action Plan :**
Memastikan seluruh pemegang jabatan memiliki Rencana Kerja Perbaikan (*improvement plan*) mencapai target KPI-nya, mendukung rencana kerja unit organisasi di level yang lebih tinggi
7. **Improvement Progress Review Cycle :**
Memastikan berjalannya *control & monitoring system* dengan menggulirkan aktivitas *Progress Review Cycle* menjadi praktek *Company-Wide Review Cycle* pada setiap level menuju praktek operasional yang lebih baik

Fungsional Strategies - HRM

- Recruitment / Selection
- Performance Management
- Assessment
- Training & Development
- Career Planning
- Reward Management

● Company Level Strategy Map



WBAWI
Philosophy
Vision
Mission
Values
Strategy
Objective

Application Map

Generate Competency
Organizational
Job
Individual

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● Management Consulting Services

- Building Your Company's Scorecard
- Building Corporate Culture System
- Building Corporate Performance Management System
- Building Policy Management / Deployment System
- Building PDCA (Plan-Do-Check-Action) Management System
- Building Continuous Improvement System
- Building Corporate Training & Development System

● Human Resources Services

- Employee Satisfaction Survey
- Developing Training Matrix for Your Company
- Refocusing Training Activities
- Writing Training & Development Handbook
- Open Multi Career Ladder Implementation
- Establish Open Learning Center
- Recruitment & Selection System Improvement
- Standard Operation & Procedure
- Human Resources Management Guideline
- Job Description, Job Evaluation and Salary Structure
- Competence & KPI Based Performance Management
- Fundamental Behavioral Assessment

New! services from a "we can write" consultant...

- **Human Resources Management Guidelines:** Tired of explain same principle and policy to all your line managers all the time? Bored of build shared understanding in your own team? Try to established The Management Guidelines. Either in Corporate Management Guidelines, HRM Guidelines, or Sales, Marketing, and Operation Guidelines. A full-customised Management Guidelines for your company..
- **Employee Handbook:** One of new service we provide, having simply observed many companies want to have it but can't write it. it will boost the open management, customer focus, increase employee relation image in your company.
- **Corporate Media:** Hope you can see us as "we can write" consultant firm. Stop worrying your internal magazine content and punctualities. Let us improve your corporate media's ability to serve the stakeholders need.

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Assesment Services

Human resources management started from recruitment & selection activity. And through a good selection process, you can sure that each investment you have made in your human capital will bring your organization to a better business. Recruitment & Selection is about how to select the brightest people from the workforce. These include how to learn an effective & efficient recruitment process within the organization, how to build the accuracy of decision making involved in recruitment process, and how to prepare the new employee ready for use. AIDA will support your organization to achieve these goals.

Dapatkan!!!

Seleksi Rekrutmen Mengembangkan Karyawan?

YA. Sebuah laporan hasil seleksi selayaknya tak berhenti pada tahap menilai dan melaporkan *strength and weakness* dengan terminologi-terminologi psikologis. Kami menggerakkan fungsi seleksi rekrutmen ke tingkat pengembangan. Laporan hasil seleksi senantiasa dilengkapi dengan Rencana Pengembangan Individu. Alternatif bentuk dan isi kegiatan pengembangan yang begitu beragam dikonversikan menjadi saran praktis yang dapat segera ditindaklanjuti baik oleh karyawan baru maupun atasannya. Tindakan pengembangan selanjutnya perlu dimonitor agar karyawan dapat dikembangkan lebih jauh. Ini merupakan perwujudan cara pandang kami dalam mengembangkan sistem seleksi sebagai bagian integratif dari sistem pengembangan karyawan. Sebagai alat bantu pengembangan karyawan, laporan hasil seleksi perlu memiliki bahasa yang mudah dipahami atasan dari latar belakang keilmuan manapun. Semua ini disebabkan proses seleksi sejak awal didasarkan pada analisis kompetensi. Dan metode seleksi yang dipakai menggunakan kombinasi dari berbagai metode pendekatan yang sifatnya psikologis maupun perilaku.



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Perusahaan yang telah menggunakan Jasa In-House Training AIDA Consultant:

- PT. Abadi Barindo Autotech
- PT. Asalta Mandiri Agung
- PT. Astra Daihatsu Motor
- PT. Astra Internasional Tbk
Toyota Sales Operation (AUTO 2000)
- PT. Astra Otopart
- PT. Bank Woori
- PT. Baruga Asrinusa Development
- PT. Boehringer Ingelheim Indonesia
- PT. Bumi Jasa Utama
- PT. Bumi Sarana Utama
- PT. Bumi Karsa
- PT. Bumi Sarana Beton
- PT. Charoen Pokphand Group Indonesia
- PT. Cipta Kreasi Prima Muda
- PT. Citra Marga Nusaphala Persada Tbk
- PT. Coca Cola Distribution Indonesia
- PT. Cognis Indonesia
- PT. Datascrip
- PT. Evergreen Marine Indonesia
- PT. Essar Indonesia
- PT. Exelcomindo Pratama
- PT. FDK Intercallin
- PT. Fortune Star Indonesia
- PT. Frisian Flag Indonesia
- PT. Graha Menara Hijau
- PT. Hadji Kalla
- PT. Humpus Intermoda Transportasi Tbk
- PT. Intim Group
- PT. Jatis Solution
- PT. Kalla Inti Karsa
- PT. Kayaba Indonesia
- PT. Kosmojaya Pandu Nusa
- PT. Kramayudha Tiga Berlian Motor
- PT. Menara Terus Makmur
- PT. Mitra Bahtera Segarasejati
- PT. Mitra Teleinformatika Perkasa
- PT. Parama Matra Widya
- PT. Pasific Biotekindo Intralab
- PT. Pelindo II
- PT. Pembangunan Jaya Ancol Tbk
- PT. Pervetti Van Melle Indonesia (Mentos)
- PT. Sari Multi Artha (SMARTco)
- PT. Sisindosat Lintas Buana
- PT. SKF Indonesia
- PT. Sorini Towa Berlian Corporindo
- PT. Southern Cross Textile Industry (Catherina)
- PT. Sugity Creatives
- PT. Sumber Alfaria Trijaya Tbk
- PT. Sumitomo Electric Wintec Indonesia
- PT. Telekomunikasi Indonesia Tbk
- PT. Tigaraksa Satria Tbk
- PT. Toyota Astra Motor
- PT. Toyota Motor Manufacturing Indonesia
- PT. Yamaha Music Manufacturing Indonesia
- AIPRD Logica
- Australia Indonesia Partnership for Reconstruction Aceh
- Badan Pengawasan Keuangan & Pembangunan (BPKP)
- Badan Rehabilitasi & Rekonstruksi NAD & Nias
- Ketenagakerjaan IPB
- Lembaga Pendidikan Bintang Pelajar
- Ministry of Labor (Directorate of Competency Standard)
- Ministry of Woman Empowerment Pusat Jasa
- Pusdiklat Tunas Patria Rumah Sakit Islam Jakarta
- Sekolah Islam Athirah (Makassar)
- Toyota Manufacturers Club
- Universitas Padjajaran
- Universitas YARSI
- Universitas Trisakti
- Universitas Jayabaya
- Universitas Negeri Makassar

• Strategic Management Training Series		
SMT 001	Reinventing Mission Statement	1
SMT 002	Building Your Company Scorecard	2
SMT 003	Balanced Score Card - Translating Strategy Into Action	2
SMT 004	Strategic Planning for Managers (Policy Deployment)	2
• Competency Training Series		
CT 001	Strategic Performance Management : Competency & KPI Based Performance Management	2
CT 002	Competency Based Human Resources Management	2
CT 003	Identifying & Design Key Performance Indicator	2
CT 004	Trainers Development Program	3
CT 005	Design Competence Matrix : Practical Competence Profiling	2
CT 006	Making Technical Competence Tree	3
CT 007	Making Corporate Training Matrix	3
• Self Improvement Training Series		
SIT 001	Horenso: Total Communication	2
SIT 002	Dynamic Presentation Skills	2
SIT 003	Personal Empowerment	2
SIT 004	Negotiation Skill	2
SIT 005	Emotional Intelligence	1
SIT 006	Change Management	2
SIT 007	Professional Sales Development Program	3
SIT 008	Customer Services Development Program	2
SIT 009	Basic Training for New Employee	2
• Manufacturing Management Training Series		
MMT 001	Implementing The Toyota Way	2
MMT 002	Building Suggestion System for Better Productivity	2
MMT 003	8 Step Problem Solving	2
MMT 004	Gemba Problem Solving	2
MMT 005	Quality Control Circle for Effective Production	2
MMT 006	QCC Facilitator Training	3
MMT 007	QC Circle Leader Training	3
MMT 008	Statistical Quality Control	3
MMT 009	7 Tools for Problem Solving	2
MMT 010	Total Quality Management	2
MMT 011	Sistem Manajemen Lingkungan Kerja 5S / 5R	2
• Leadership & Managerial Training Series		
LMT 001	Coaching & Counseling	2
LMT 002	DISCover The Cohesive Team	2
LMT 003	Negotiation Skill for Managers	2
LMT 004	Building PDCA Management	2
LMT 005	Implementing On The Job Training	2
LMT 006	Dynamic Presentation Skills	2
LMT 007	STAR Leadership Program	3
LMT 008	Supervisory Development Program	3
LMT 009	Situational Leadership	1
LMT 010	Effective Team Building	2
LMT 011	Delivering Service Excellence	2
• Human Resources Management Training Series		
HRMT 001	Human Resources for Non Human Resources Manager	2
HRMT 002	Behavioral Based Interview	2
HRMT 003	Managing In House Training	2
HRMT 004	Mentoring System: Helping Others to Succeed	2
HRMT 005	Training Need Analysis	1
HRMT 006	Training Design	1
HRMT 007	Training Evaluation	1
HRMT 008	Strategic Human Resources Management	2
HRMT 009	Making Job Description	2
HRMT 010	Job Evaluation	4
HRMT 011	Documenting Your Business Process: Making SOP	2
HRMT 012	Marketing HRD within Organization	1

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Selected Experience of Organization

Client	Name of Project	Types of Activities Undertaken
■ Abdurrahman Wahid Institute	Fundamental Behavioral Assessment	Fundamental Behavioral Assessment for Program Director Level for Organization Development
■ Australia Indonesia Partnership for Reconstruction and Development, Local Governance and Infrastructure for Communities in ACEH (AIPRD - LOGICA)	Project Management	Project Management Training
■ Badan Pengawasan Keuangan Pembangunan (BPKP)	Assessor Training for Behavior Based Interview	Workshop Assessor of Assessment center BPKP for Behavioral Based Interview
■ Badan Rehabilitasi dan Rekonstruksi NAD dan Nias	Organization Culture, Performance Management Recruitment Services	High Performing Culture Consulting, Setup Performance Appraisal for Key Position, HR Administration Services, Recruitment services for staff, Satker, Auditor & Managerial level.
■ PT Abadi Barindo Autotech	Assessment & Individual Development Plan for Leader Level	Assessment of Leader, Gift feed back and assist leader to make Individual Development Plan
■ PT Asalta Mandiri Agung	Management Consulting	Reinventing Mission, Vision and Strategic Indicator for Corporate level, Corporate Scorecard, Key Performance Indicator Department Section Head, Implementing Key Performance Indicator and Competence ISO Upgrading, Individual Activity Plan & PDCA, Systems Idea Suggestion for Countinuous Improvement, Standard Competencies for requirement ISO (Soft & Hard Competencies), Foundation for System HR, Update Job Description Based on Position
■ PT Astra Daihatsu Motor	Train for Trainer Training	Train for Trainer Training
	Special Package Training 10 Days	Practical In House Training for General training (TWI)
■ PT Astra International, Tbk Toyota Sales Operation (AUTO 2000)	Pension Preparation Training	Assessment of participant in pension preparation, seminar for pension candidates, visit tour
■ PT Astra Otoparts	Coaching & Counseling Skill-Up	Coaching Counseling Skill Program for leader include Training & OJT
■ PT Bank Danamon Indonesia	Writing of Standar Operation Procedure	SOP and Quick Reference Penggunaan Sistem ESS
■ PT Bank Rakyat Indonesia Syariah, Tbk	Training for Line Manager	Outdoor Training for Managers Level in All Area to Increase Team Building and Work Motivation
■ PT Banteng Pratama	Assessment	Pro-Hire Assessment for Sales Manager and Sales Supervisor
■ PT Baruga Asrinusa Development	Management Consulting	Reinventing Mission, Vision and Strategic Indicator for Corporate level, Corporate Scorecard, Key Performance Indicator Department Section Head, Implementing Key Performance Indicator and Competence; Job Evaluation System
■ PT Baruna Inti Lestari	Recruitment Services	Recruitment for Accounting, Programmer, Secretary, and Marketing Staff
■ PT Bentoel Indonesia	Fundamental Behavioral Assessment	Fundamental Behavioral Assessment for Supervisor Level for Promotion Consideration
■ PT Bumi Karsa	Management Consulting	Reinventing Mission, Vision and Strategic Indicator for Corporate level, Corporate Scorecard, Key Performance Indicator Department Section Head, Implementing Key Performance Indicator and Competence; Job Evaluation System

Client	Name of Project	Types of Activities Undertaken
PT Bumi Sarana Beton	Management Consulting	Reinventing Mission, Vision and Strategic Indicator for Corporate level, Corporate Scorecard, Key Performance Indicator Department Section Head, Implementing Key Performance Indicator and Competence;
PT Charoen Pokphand Group Indonesia	Consulting and Training for Performance Management and Managerial Leadership Skills	Designing Performance Management System Design Training matrix for Production Training CP Performance Management for manager
PT Coca Cola Distribution Indonesia	Training for Line Managers	Workshop of Training Need Analysis, Design and Evaluation
PT Cognis Indonesia	Training for Line Managers	Workshop of Training Sales Negotiation Skill
PT Datascrip	Fundamental Behavioral Assessment, Implementing Balance Scorecard as Performance Management System	Fundamental Behavioral Assessment for Manager Level for Promotion Consideration
Dentist & Dentists	Fundamental Behavioral Assessment	Assessment for Recruitment Services Supervisor Level / Dentists
PT Duta Coal Energy & Vankanic	Recruitment Services	Recruitment Services for All Level (Staff, Supervisor, & Manager)
PT Essar Indonesia	Leadership Development Program	Training Leadership Development Program
PT Evergreen Marine Indonesia	Training for Line Managers	Seminar How to be A Good Leader, Workshop Training Need Analysis
PT Excelcomindo Pratama	Training for Supervisor & Managers	Training Coaching & Counseling, Training Problem Solving & Decision Making
PT EXEDY Indonesia	Fundamental Behavioral Assessment	Fundamental Behavioral Assessment for Manager and Assistant Manager Level for Recruitment Professional Hired Consideration
PT Fajar Mas Murni	Fundamental Behavioral Assessment	Fundamental Behavioral Assessment for Manager and Assistant Manager Level for Recruitment Professional Hired Consideration
PT Fortune Star Indonesia	Management Consulting	Consulting Job Evaluation and Salary Structure
PT Frisian Flag Indonesia	Fundamental Behavioral Assessment	Assessment for Management Development Program – Participants Sales Supervisor and Managerial Level targeted for Sales & Office Manager from All Branch in Indonesia
PT Graha Menara Hijau	Balanced Scorecard, Corporate Culture, Strategic Planning, CBHRM	Reinventing Mission & Vision Statement, Redefine Core Values, Define Corporate Level Balanced Scorecard, Define Competence Profile, Policy Deployment, Design and Implementing Competency & KPI-Based Performance Management, Writing Job Description, Consulting Job Evaluation & Refinement of Structure
PT Hadji Kalla / Kalla Group	Management Consulting	Reinventing Mission, Vision and Strategic Indicator for Corporate level, Corporate Scorecard, Key Performance Indicator Department Section Head, Implementing Key Performance Indicator and Competence, Human Resources Management Guidelines, Building PDCA (Plan Do Check Action) Management
PT Hexpharm Jaya	Fundamental Behavioral Assessment	Fundamental Behavioral Assessment for Medical Representative Recruitment Services
PT Humpuss Intermoda Transportasi Tbk	Fundamental Behavioral Assessment (Assessment Center Method)	Fundamental Behavioral Assessment for Evaluation Assistant Manager Level, include Role Play, Assesment Center Method
PT Indofood Sukses Makmur – Bogasari Flour Mills	Fundamental Behavioral Assessment	Fundamental Behavioral Assessment for Assistant Manager Level for Recruitment Professional Hired Consideration

Client	Name of Project	Types of Activities Undertaken
PT Intim Group	Management Consulting	Reinventing Mission, Vision and Strategic Indicator for Corporate level, Corporate Scorecard, Key Performance Indicator Department Section Head, Fundamental Behavioral Assessment for level Manager Up
PT Jatis Solution	Competence Based Human Resources Management Training	Competence Based Human Resources Management Training
PT Kalla Inti Karsa	Management Consulting	Reinventing Mission, Vision and Strategic Indicator for Corporate level, Corporate Scorecard, Key Performance Indicator Department Section Head, Implementing Key Performance Indicator and Competence; Job Evaluation System
	Fundamental Behavioral Assesment	Fundamental Behavioral Assesment for Recruitment level Building Manager
PT Kalla Electrical System	Management Consulting	Reinventing Mission, Vision and Strategic Indicator for Corporate level, Corporate Scorecard, Key Performance Indicator Department Section Head, Implementing Key Performance Indicator & Competence
PT Kayaba Indonesia	Production Management Training	Training Office Management Culture 5R: 3 batches; Training for Trainer : Toyota Job Instruction
PT Kosmojaya Pandu Nusa	Leadership and Management Training for Management Level	Training of PDCA Management, Job Instruction, Achievement Motivation , Mentoring System, Analysis and Problem Solving, Situational Leadership, Performance Evaluation, Coaching & Counseling, Stress Management, Marketing Strategy, Theory of Personality, Corporate Culture
PT Kramayudha Tiga Berlian Motors	Fundamental Behavioral Assessment	Fundamental Behavioral Assessment for Recruitment level Staff
Lembaga Pendidikan Bintang Pelajar	Management Consulting, for Recruitment & Evaluation	Consulting Job Evaluation, Salary structure, Recruitment, Psikotest Fundamental Behavioral Assesment
PT Lion Mentari Airlines	Fundamental Behavioral Assesment for Recruitment	Fundamental Behavioral Assesment for Recruitment for Level Management Trainee Teknik Engineer Pesawat
PT Menara Terus Makmur	Manager Level Training	Practical Problem Solving Training, Coaching Clinic for Improvement Project
PT Metindo Era Sakti	Fundamental Behavioral Assesment	Assessment for Division Head, Department Head, and Section Head.
PT Mitra Teleinformatika Perkasa	Fundamental Behavioral Assesment	Assessment for Recruitment for Staff Level, Marketing Department, Accounting Dept, & Engineering Dept.
PT Multi Hanna Kreasindo	Management Consulting	Reinventing Mission, Vision and Strategic Indicator for Corporate level, Corporate Scorecard, Key Performance Indicator Department Section Head, Implementing Key Performance Indicator and Competence, Human Resources Management Guidelines, Building PDCA (Plan Do Check Action) Management
PT Panasonic Electric Works Mitra Indonesia	Fundamental Behavioral Assesment	Assesment for Evaluation for Foreman Staff (12 orang)
PT Parama Matra Widya	Balanced Scorecard, Corporate Culture, Strategic Planning System	Reinventing Mission & Vision Statement, Redefine Core Values, Define Corporate Level Balanced Scorecard, Define Competence Profile, Design and Implementing, Competency-Based Performance Management
PT Pasific Biotekindo	Management consulting	Reinventing Mission, Vision and Strategic Indicator for Corporate level, Corporate Scorecard, Key Performance Indicator Department Section Head, Implementing Key Performance Indicator and Competence, Human Resources Management Guidelines, Building PDCA (Plan Do Check Action) Management

Client	Name of Project	Types of Activities Undertaken
PT Pelindo II	Training for Managers	Coaching & Counseling Training
PT Perfetti-Van Melle Indonesia (Mentos)	HRM Management After Merger	Re-design HRM Management after two company have merger : Salary, Wage, grade & position, Organizational Development, Training Management
PT RPE Engineering	Fundamental Behavioral Assessment	Assessment for Evaluation Marketing Director Level
Rumah Sakit Islam Jakarta Pondok Kopi	Training for Level Managers-Up	Workshop of Training STAR LEADER / Leadership
Rumah Sakit Islam Jiwa Klender	Fundamental Behavioral Assessment	Assessment for Division Head, Department Head, and Section Head.
Rumah Sakit Mulya	Fundamental Behavioral Assessment for Recruitment	Fundamental Behavioral Assessment for Recruitment for All Employee
	Training Customer Service Excellence & Complaint Handling	Rumah Sakit Mulya Training Customer Service Excellence & Complaint Handling
PT Sari Multi Artha (SMARTco)	Fundamental Behavioral Assessment	Assessment for Evaluation & Recruitment, Manager Level & Head Teacher, Supervisor Level, Staff Level.
PT Sisindosat Lintas Buana	Competence Based Human Resources Management Training	Competence Based Human Resources Management Training
PT Sugity Creatives	Management Consulting	Consulting & Training of Competency Profiling
PT Sumitomo Electric Wintec Indonesia	Management Consulting	Reinventing Mission, Vision and Strategic Indicator for Corporate level, Corporate Scorecard, Key Performance Indicator Department Section Head, Implementing Key Performance Indicator and Competence
PT Toyota-Astra Motor	Production, Leadership, Management and Personal Skills Training	Training Toyota-Production System : 6 batches, Training Trainer : Toyota Job Instruction : 15 Trainer, Training Toyota Basic Training Program : 3 batches, Training QCC Facilitator: 3 batches, Training Train for Trainer : 2 batches
PT Taurina Travel Jaya / Jalan Tour	Assessment	Pro-Hire Assessment for Sales Branch Manager
PT Tigaraksa Satria Tbk	Training for Supervisor & Manager	Training Balanced Scorecard as Corporate Corporate Performance Management, Training Team Management, Training Gemba Problem Solving, Training Personal Empowerment , Training Identifying KPI for Supporting Dept, Training Sipoc for Supervisor & Manager.

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