

**aAdvantage** is a business

consultancy dedicated to

## **Making Strategy Work!**

Our clients experience the

**aAdvantage** difference through

our **strategy, organisation**

**development** and **human**

**resource** solutions.



### **Make Strategy Work!**

#### **Aligning Organisations; Enabling People**

We help organisations turn strategies into performance. The key between having a great vision and achieving results is design and execution. We provide a range of interventions that accelerate successful transformations.

Our Transformation Experiences include: Corporatisation/ Privatisation, Post-Merger Integration, Restructuring, Cultural Transformation, Service Excellence Transformation and Growth Strategies among others.

#### **Our range of interventions and tools**

##### **We align organisations through:**

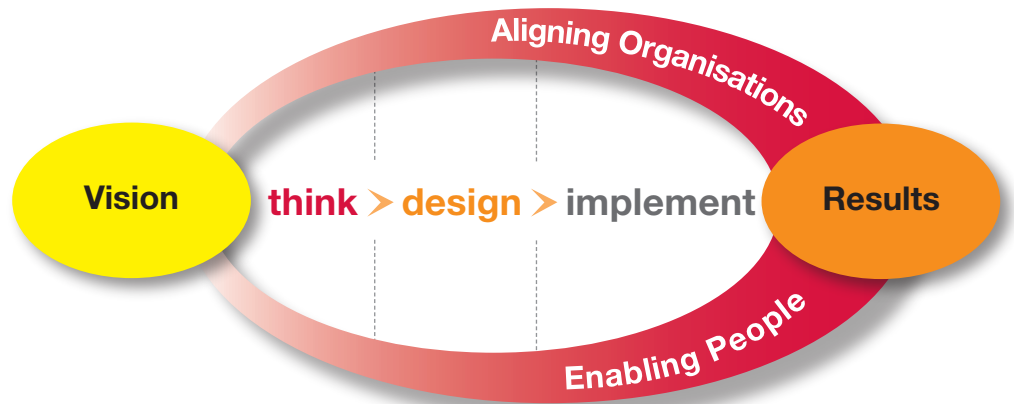
- Market and Customer Research
- Employee Satisfaction Measurement
- Mission, Vision and Values Articulation
- Strategy Formulation and Articulation
- Organisation Design
- Process Review and Design
- Jobs, Roles and Competencies Design
- Human Resource and Performance Management Systems
- Business Excellence Framework
- Change Management

##### **We enable people through:**

- Executive-level Engagement and Facilitation
- Leadership Development
- Management and Supervisory Development
- Values Cascading and Alignment
- Executive Coaching
- Indoor and Outdoor Teambuilding
- Facilitation and Group Meeting Design (*Workplan and Annual Retreats*)
- Interpersonal and Communication Skills Training
- Sales and Customer Service Training
- Psychometric Profiling

Our consultants bring with them experiences from international consulting firms (*including Andersen, Cap Gemini, Ernst and Young, and KPMG*). We have successfully assisted clients in the public and private sectors across industries. We currently have offices in Singapore and China and deliver projects across the Asia-Pacific region.

Our Transformation Framework



From Vision to Results, **aAdvantage** facilitates the alignment of organisation and enabling of its people via our transformation framework. Our services are as follows:



## Think

### Strategy Formulation and Articulation

We bring to our clients a systemic approach towards strategy development resulting in clear strategic outcomes and market focus. Financial and market analyses are often conducted to provide inputs into the strategic planning process.

### Mission, Vision and Values (MVV) Articulation

We leverage on various methodologies to facilitate the articulation of our clients' MVV. Current state assessments, organisation surveys, workshop series and interview sessions are used to gather stakeholders' inputs. This often culminates in a Senior Management workshop to define the desired future state and MVV.



### Market and Customer Research

We develop customised frameworks aligned to specific organisation needs to ensure that appropriate areas/attributes are measured in our public, customer and market studies. Our proven action planning process ensures practical and in-depth recommendations.

### Executive-level Engagement and Facilitation

We work with our clients on both issues-based (e.g. *market strategy, structural design, role negotiation*) and/ or process-based interventions (e.g. *senior management team development, customer strategy development, corporate culture development*).

## Design

### Change Management

We design change enablement and communication plans for corporate transformation (e.g. corporatisation, restructuring and technology implementation projects). Various organisation design and human resource tools are utilised in this process.

### Organisation Design

We work with our clients to review and structure their organisation to best suit their business and operational needs. Transition and end-state structures are developed to operationalise and support evolving phases of the business model.

### Job, Roles and Competencies Design

We leverage on our competency database and our competency workshops to develop customised competency frameworks. Job profiles and templates are provided to enable job and roles design in line with the desired organisation structure and processes.

### Process Review and Design

We provide the methodology and tools to facilitate the holistic review and design of processes. This is done by understanding the intended business model and working with the process owners to review and re-design workflows.

### Performance Management Systems

We help organisations identify appropriate key performance measures that are aligned to their business goals and cascade them to unit and individual measures. The Balanced Scorecard methodology is often utilised. Performance appraisal policies, processes and templates are also designed to support the implementation of these systems.

### Business Excellence Frameworks

We partner our client organisations in their business excellence journey and help them identify challenges and provide solutions. This includes the Singapore Quality Award and People Developer Standards.

## Implement

### Leadership Development

We develop existing and potential leaders of our client organisations. Our 'best-of-breed' approach allows us to customise and deliver leadership frameworks and programmes aligned to organisation culture, competency frameworks and desired future. These 'best-of-breed' methodologies include proven and latest management concepts and tools.

### Values Cascading and Alignment

We bring to life what corporate values mean to an individual by co-developing value-behaviours through our consulting process and experiential-based workshops. These values are cascaded through the design and delivery of exciting value-based programmes and train-the-trainer programmes.

### Executive Coaching

We provide the coaching process and develop one-to-one relationship with the client and work out clear outcomes and means to achieve their objectives. Appropriate tools and learning methodologies are used to facilitate this.

### Management Development and Skills-based Training

We provide a holistic and extensive range of skill-based training and experiential programmes. Some examples include personal mastery, inter-personal, communication, feedback, coaching, time management, facilitation, innovation and presentation skills among others. Our management development programmes are customised, scalable and 'best-of-breed'.

### Indoor and Outdoor Teambuilding

We customise team building programmes to address specific organisation and team needs through the appropriate use of indoor and outdoor tools/events. This includes low/high elements, the Team Challenge Pyramid, **aAdvantage** Amazing Race, kayaking, sailing, raft building, hiking/navigation expeditions among others. Large-scale events can also be organised.

### Sales and Customer Service Training

We partner our clients to differentiate their service experiences through our research methodologies and 'Managing Customer Service Experience' workshops. Service standards, behaviours, processes and roles are defined through this approach. We conduct customised training in the following areas, e.g. customer service, sales and account management, telephone, over-the-counter service, retail, scenario-based, service mindset, handling difficult customers, service recovery, etc.

### Psychometric Profiling

We are independent of profiling tools used in the market and are adapt at using a variety of these tools for the various purposes of our clients. Some of these tools include DiSC, MBTI, Harrison Innerview, Big 5, Facet5, Values System Survey among others.



## our clients

### Mission, Vision and Values (MVV) & Values Cascading and Alignment

Central Provident Fund Board  
Central Narcotics Bureau  
Centre of Shared Services – Vital.Org  
Cisco Security Pte Ltd  
Civil Aviation Authority of Singapore  
CPG Corp Pte Ltd  
Fairchild Semiconductors Pte Ltd  
Frontline Holdings Pte Ltd  
National Arts Council  
Nokia Mobile Phones (Beijing)  
Nokia Mobile Phones (Dongguan)  
Singapore Health Services  
Singapore Zoological Gardens

### Market & Customer Research

Building & Construction Authority  
Civil Aviation Authority of Singapore  
CityGas Pte Ltd  
EZ-Link Pte Ltd  
Health Promotion Board  
Jurong Town Corporation  
Linde (China) Forklift  
Meridian Junior College  
Ministry of Community Development, Youth & Sports  
Ministry of Manpower  
Ministry of the Environment & Water Resources  
People's Association  
Singapore Sports Council  
Tanah Merah Country Club  
Urban Redevelopment Authority  
Workplace Safety & Health Advisory Committee  
Yayasan Mendaki  
Yokogawa Engineering Asia Pte Ltd

### Employee Satisfaction Surveys

Info-communications Development Authority of Singapore  
Land Transport Authority  
Meridian Junior College  
Ministry of Manpower  
National Arts Council  
Parker Hannifin Singapore Pte Ltd

### Strategy Formulation and Workplanning

Centre of Shared Services – Vital.Org  
Info-communications Development Authority of Singapore  
Keppel Corporation Ltd  
MediaCorp Pte Ltd  
Ministry of Manpower  
National University of Singapore Enterprise  
National Technological University  
Singapore Management University  
Singapore Sports Council  
Workplace Safety & Health Advisory Committee

### Job, Roles and Competencies Design

AMD Singapore Pte Ltd  
BD (Becton Dickinson) Singapore  
Central Narcotics Bureau  
Ministry of Manpower  
NTUC Income  
Public Affairs Department (MINDEF)  
RFMD Beijing  
Symrise Asia Pacific

### Performance Management Systems

AMD Singapore  
Army Logistics  
City Gas Pte Ltd  
Swissotel Merchant Court  
Raffles International Ltd  
Singapore Sports Council  
Symrise Asia Pacific  
Tanah Merah Country Club

### Business Excellence Frameworks

AMD Singapore Pte Ltd  
Amtek Engineering Ltd  
BD (Becton Dickinson) Singapore  
Info-communications Development Authority of Singapore  
Keppel FELS Ltd  
Keppel Intergrated Engineering (KIE) Pte Ltd  
Ministry of Defence  
Ministry of the Environment & Water Resources  
National Environment Agency  
NTUC Income  
Republic of Singapore Navy  
Republic Polytechnic

### Indoor and Outdoor Teambuilding

AON Insurance Singapore  
AV Net Asia Pacific  
Cisco System Inc  
Civil Service College  
Danone Asia  
Economic Development Board  
Gavin Andersen  
Government Investment Corporation  
Info-communications Development Authority of Singapore  
International Enterprise Singapore  
International Flavours and Fragrances Singapore  
International SOS  
Johnson and Johnson Singapore  
JTC Consultants  
Kodak-Xiamen  
Ministry of Information, Communication and the Arts  
Ministry of Trade and Industry  
Namtai Electronics (Shenzhen)  
National Arts Council  
Neptune Orient Lines Ltd  
NESS Global  
Nokia Mobile Phones Beijing  
Parker Hannifin Singapore Pte Ltd  
Philips Consumer Electronics Pte Ltd  
RFMD Beijing  
Rohde-Schwarz Systems & Communications Asia  
SAP Asia  
Silkroute Ventures Pte Ltd  
Singapore Bus Services Ltd  
Singapore Police Force  
Singapore Sports Council  
Soletron Technology Singapore Pte Ltd  
Surbana Corporation  
Symrise Asia Pacific  
Tiger Vietnam Breweries  
Unigraphics Solutions  
Volvo Construction Equipment  
Welcome Real-Time  
Western Digital  
Wuthelum Group  
Yum! Restaurants

### Leadership Development

Daimler Chrysler  
Elcoteq S E  
Institute of Technical Education  
Kodak-Xiamen  
Namtai Electronics (Shenzhen)  
Nokia Mobile Phones Beijing  
Philips Electronics  
Republic Polytechnic  
RFMD Beijing  
Sanofis Aventis Shanghai

### Management Development and Skills-based Training

Asia Pacific Breweries  
Linde-Xiamen Forklift  
National Environment Agency  
Nokia Mobile Phones Beijing  
Philips Consumer Electronics Pte Ltd  
Raffles International Ltd  
RFMD Beijing  
Sanofis Aventis Shanghai  
Singapore Optical Trade Association  
Singapore Prisons Services  
Symrise Asia Pacific  
Wartsila Singapore  
Western Digital

### Sales and Customer Service Training

Centre of Shared Services – Vital.Org  
City Gas Pte Ltd  
Singapore Changi Airport  
Singapore Customs  
Singapore Optical Trade Association  
Tanah Merah Country Club