

# BEYOND KNOWLEDGE



latihINDONESIA



Learn from experience...



... is non registered company, but rather a union of professionals who have spent a great deal of their lives in a profession and now feel that they need to transfer their knowledge to others. It is therefore this union is able to retrieve experts in the respective fields. LatihIndonesia believes no amount of theory can beat experience. At this point in time, the instructors are professionals who have spent 15 years and over in the fields of marketing and marketing communications. The Client will gain their experience through workshops or trainings. “It is wiser to learn from other people’ s experience...”

学而不厌，  
诲人不倦

*Never be tired of learning or teaching others.*

*-Confucius*

# the facilitator/trainer..

Hanifah Fibianti or simply Hani. Her professional life has been a complete professional passage in the world of Marketing Communications. She was the Creative Group Head on prestigious national advertising, and proceeded to work as a Public Relations Manager before she came back to the world of advertising. Her come back was marked by heading the Below the Line Dept to which it evolved to become a profit center. She has been promoted as the Director of Strategic Planning Department and she has been appointed yet another Department at its infant stage, The Sports Marketing Division Director. The promotion and the expanded responsibilities has mostly happened with Dentsu Indonesia, an agency affiliated with Dentsu Inc, Tokyo the largest international advertising agency in the world. Hani is a complete marketing communications expert having spent 15 years in this field plus 3 years in the banking industry



Strategic planning and business planner for banking industry, creative industry, retail business

Passionate on Social Marketing and Corporate Social Responsibility

Moderator, facilitator, and trainer on Brand DNA, Marketing communication strategy, business strategy

# the facilitator/trainer..

Turada Lopian is a senior financial marketing consultant with over 32 years of experience. He has over 32 years experience in the fields of marketing and marketing communications. During his professional career he has worked in Advertising, Public Relations and Marketing. In Advertising he reached the level of Executive Client Service Director for Dentsu Advertising, Marketing Director of Citibank Global Consumer Banking and Chief Operating Officer of IndoPacific Public Relations Consultants. He has worked individually as a consultant to various companies; one of the companies was Bank BRI Syariah in the field of Public Relations.

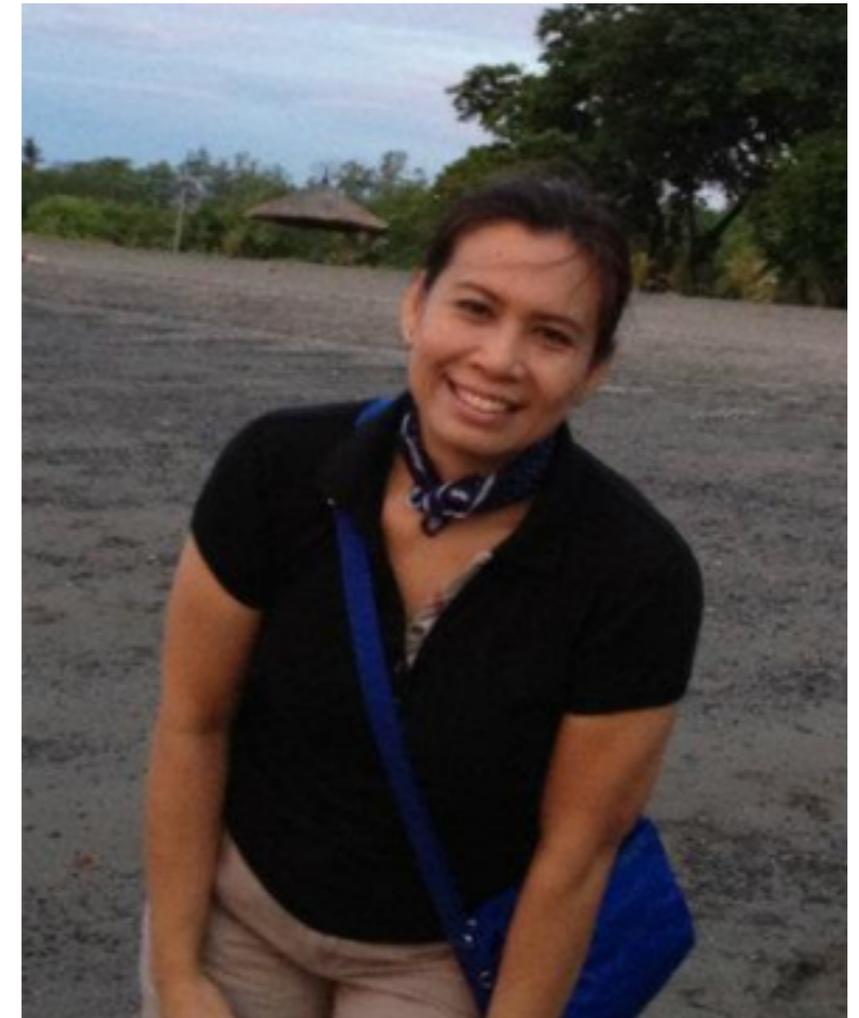
One of the latest assignment was when he together with Hani, facilitated the workshop for Bank Indonesia, Divisi Pengembangan Perbankan Syariah. The workshop explored the faculties of Perbankan Syariah and resulted into a Brand DNA output.



# the facilitator/trainer..

**Helen Sijabat** Being with children and community has been the passion of this mother of 3 children. For more than 25 years and up to the present her role has been abundantly filled up with facilitating and training staff and the community through World Vision Indonesia. Currently, her role at World Vision is focusing on building the organization capacity in partnering with cross sectors.

Empowering others to be able to reach his/her goal or to stand on his/her own feet in the future is the essence of training and the method of accompanying them should be done through learning as servant leaders are core in the training. These principles has motivated Helen to learn many aspects in life to enrich her ability as a facilitator and trainer.



For years she has taken many in-country and overseas courses in leadership and management, and various technical skills such as in facilitating, presentation, team building, communication, customer service, negotiation, marketing, writing proposal, partnering, etc. Helen has obtained her MBA on NGO leadership in Eastern College, Pennsylvania, USA. She has been enriched as well with lots of field program exposures and has full knowledge of program design, monitoring and evaluation through World Vision programs.

# Training & Workshop

# Professional Skills Empowerment



## Business Presentation:

Many of us are nervous when we need to do a presentation. The Business Presentation training is designed to minimize this nervous condition and make our presentation more communicative to those who being presented to. The medium used is Power Point slide application.

The method of training will be a combination of experiential knowledge and role-plays before and after.

Participants: 20 pax

Training: One and half day.

## Who needs this training?

All of those management staff, because they are faced with doing presentations regularly.

## Output:

Enables participants to minimize their anxieties in doing a presentation. They will be more in control of their presentation and convey their message clearer.

# Professional Skills Empowerment



## Sales Presentation:

Is a training to assist the sales person to conduct a sales presentation. It trains on how to zero into a sales pitch. This training is meant for a sales person selling to a corporate. Therefore it will use Power Point Slide presentation that sells. It also trains on how to design a quick sales message and how to close a sale.

Who needs this training?

All of those management staff with a focus to the sales people. However, CEOs are also are part of the sales team and therefore will also need to be refreshed.

Participants: 20 pax

Training: One and half day.

Output:

The participants will be able to have a concise sales message that should be clearly understood by the candidate buyer and how close a sales. r.

# Professional Skills Empowerment



## Media Training:

In the world of media interviews that has flourished under the notion of democracy, the media has somewhat become more aggressive. As a corporate executive, many of us at times are faced with an impromptu interview. It is also true that the media in a formal interview will often ask pointed and difficult questions towards the executives. Usually what happens is following the media's questions, without ever thinking to be able to talk what we want to put forward.

This training also provides the executive on how to defend an issue using talking points/key messages to control the interview. Board members, corporate secretary and branch managers of banks are candidates for this training.

The method will be a combination of experiential learning and role-plays.

Participants: 10 pax  
Training: One and half day.

### Output:

The interviewee will be able to control the interview and will be able to put his/her message across, instead of being led by the interviewer.



# Professional Skills Empowerment



## Negotiation Skills:

In our business lives we are often faced with the ability to negotiate. The training evolves around on how to present our ideas clearly and skillfully and most important is to listen on our counterpart's objection, which has led to negotiations. All members of management are candidates of this training.

The method  
will be a combination of experiential learning and role-plays.

Participants: 20 pax  
Training: One and half day.

Output:  
The participant will be able to negotiate a deal to the optimum.

## Customer Service Skill

This training facilitates beyond Service Excellence, it trains on how the customer service sells. The training also will refresh the participants on Service Excellence.

The method  
will be experiential learning and role-plays.  
Participants: Teller and Customer Service 20 pax

Training:  
One and half day (weekends)

Output:  
The participant will be able to become proactive in selling without leaving the Service Excellence levels.





## **Beyond Team Building**

Instead of strategy that you have developed for your organization, in the way you fail to meet the goal that you have set for your organization. There are some soft elements that are often neglected by most people while developing their strategies in order to meet their strategies; they are Common Goal, Respect and Compassion and Trust. Beyond Team Building is a training to re-focus on these elements for a re-awareness of these elements to be considered into your strategy planning.

It is recommended to include staff and supervisor as well as the decision makers for effective training result

The method

The module is full of exercises interjected by theoretical experiences and reflective games for each element.

Participants: 20 pax

Training: One and half day

Output:

The participant will understand the four key soft elements in applying effective team building practice.

## Marketing Communications

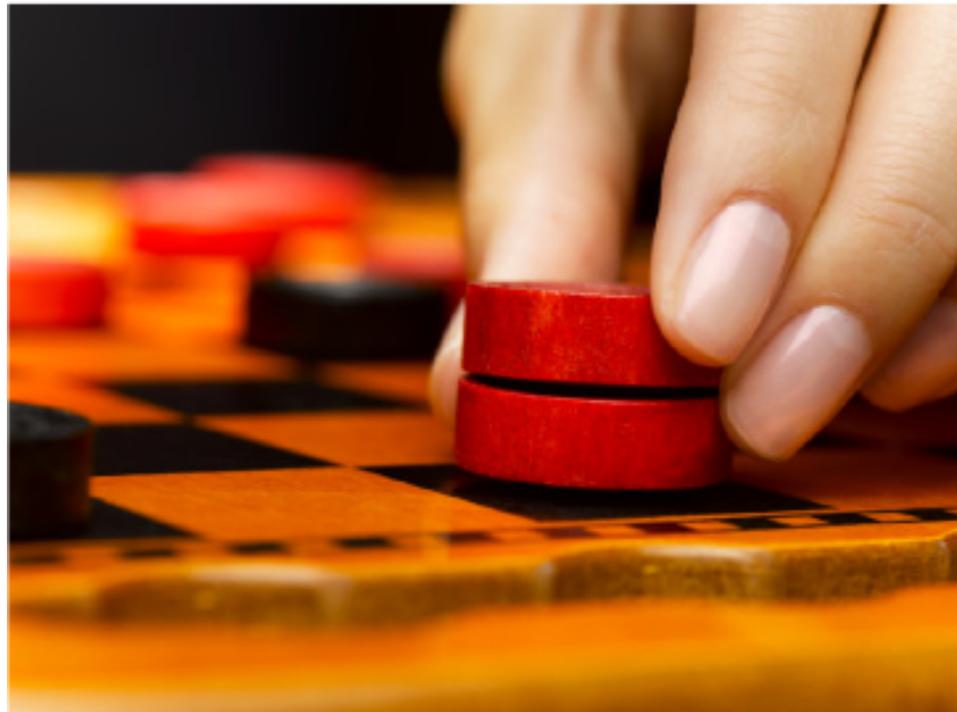
This training takes the form of a workshop, where the participants will be tutored on what marketing communications is. The second part will be role-plays on how to create an advertisement and media placements. Is viral effective? What are the latest marketing communications media? Marketing staff, product and marketing communications, are candidates for this workshop.

The method will be experiential learning and 'do it yourself'.

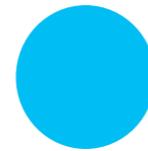
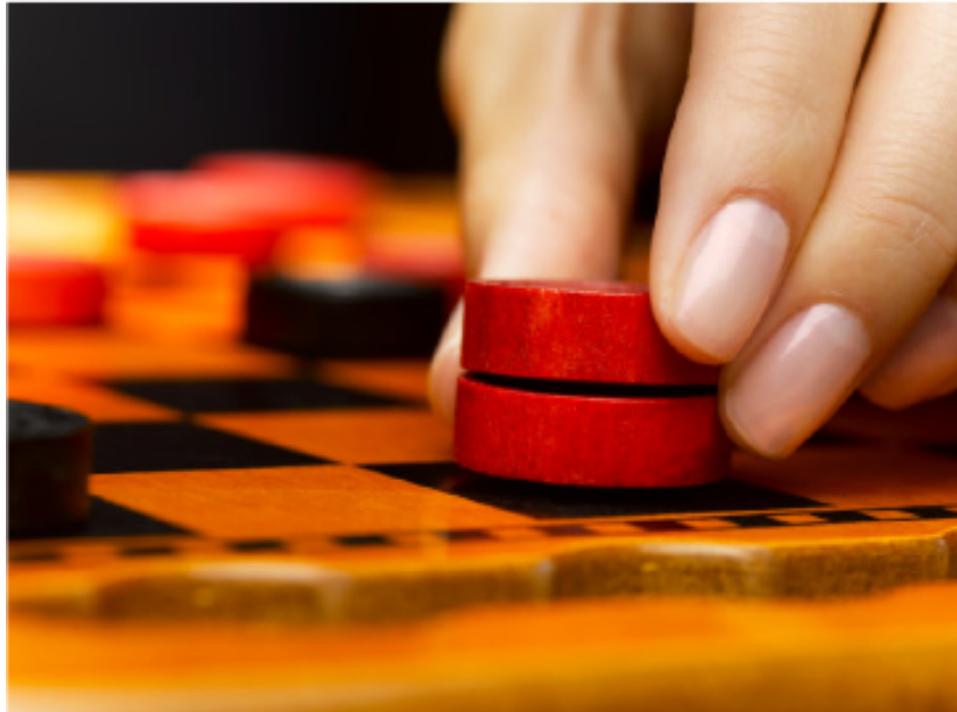
Participants: 20 pax  
Training: 2 days

### Output:

The participant will understand on how an advertisement is processed and understand media planning. This is important because the participant is faced by advertising agency when they present their recommendations.



# Strategic Business Development



## Cyclo Mix™

Is a path in developing a brand, it is mixture of marketing communications tools that builds a brand. Bank Indonesia has conducted a workshop in regard to Cyclo Mix™.

This method enables marketers to conceive a brand. Not the name, but the essence of a brand. Will the brand sell?

The method will be experiential learning and executing understandings in breakout groups.

Moduls:

- a) Brand beyond branding
- b) Brand DNA/Brand Blossom
- c) Brand value proposition
- d) Media Management
- e) Managing your brand stories
- f) Acquisition and retention

Participants: 30 pax

Training: 3 days.

Output:

An understanding on how to formulate a brand that will be tuned into the needs of the customer. The Marcom people on the Clients side will understand the process and thinking of advertising agencies. This is often times is not understood, and might cause superfluous budget. The Client, in this case the marcom people will be able to optimize their budget.

## **Marketing Financial Services**

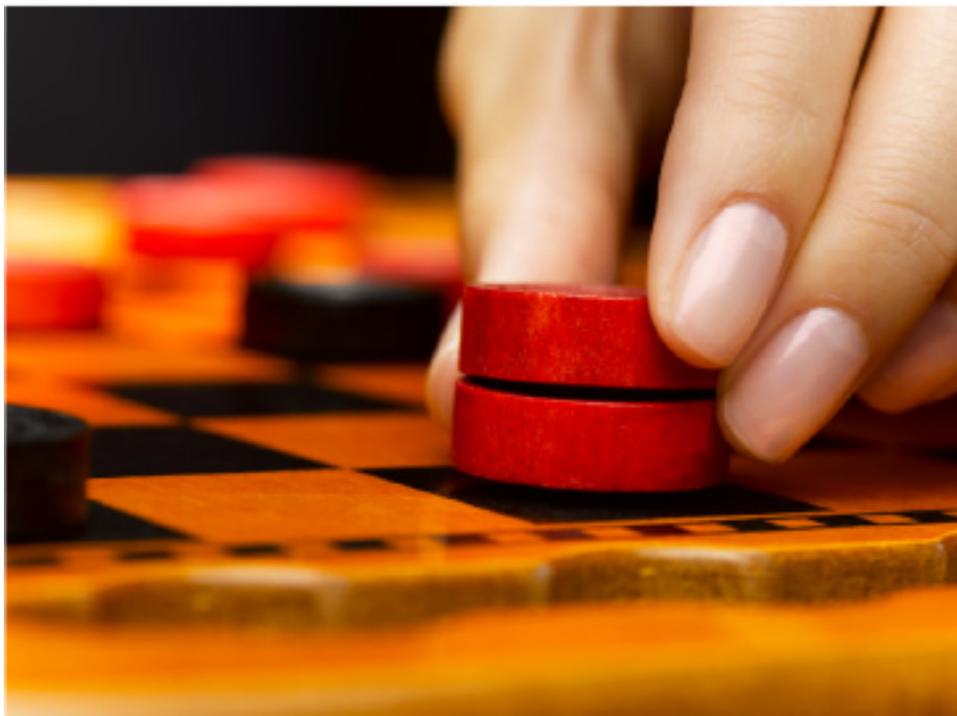
Is a workshop to market financial services. Often times the understanding of consumer banking is limited to consumer promotion rather than building a brand that fits the consumer needs. Consumer banking is about collecting cheap funds and selling it to consumers with a handsome spread. It is not all about gaining assets, but rather is what your bottom line shows you. Marketing, products and marketing communications are candidates for this training.

It might be a good idea to include branch managers and compliance and financial control staff in this workshop.

The method will be experiential learning and executing understandings in breakout groups.

Participants: 20 pax  
Training: One and half day

Output:  
The participant will understand on how a Consumer Banking - Marketing Financial Plan is developed.



## Note:

All training or workshops can extend to 2 days (for those durations of one and half day).

LatihIndonesia will conduct short refresher trainings within the commencing year to assure that the original training is comprehended. Often times after a training or workshop the material is forgotten, therefore we feel that a refresher course is needed.

## Chief Facilitators/Trainers:

Turada Lopian

0811103748

[tlmedia2011@yahoo.com](mailto:tlmedia2011@yahoo.com)

Hanifah Fibianti

082124265405

[hani\\_fibianti@yahoo.com](mailto:hani_fibianti@yahoo.com)