



# Solutions to Business and Technology Consultation Support & Services

By:

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# Executive Summary for Opportunity Statements



**Almost all established (operated more than 10 years or so) organizations across the globe invested at least 3% of total revenue or 1% of monthly wages to human resource development only to find that only 10% of total staffs came back with improvement initiatives. .**



- 60% Companies with competency matrix done to facilitate training needs are underestimating staff capability due to poor evaluation and leader-team issues.
- 50% of staffs sent to courses have no idea which competency gap to close and 70% enjoy training as retreat from workplace.
- 70% staff feels that even if they are fully motivated during the training (due to excellent trainers), only 30% are able to appreciate and practice.
- 30% will attend calls during training, 30% will bring other work, and 20% walks in and out from classes. 80% hate training homework.
- 60% attend training because of being officially sent to and 30% feel insulted if the training they are attending is not at par with their experience.

Classroom training limiting participants paradigm (only to bring them back to school years) and suppressing professional creativity .

**These are all indicators that a new learning approach is urgently needed!**



**eCoach.com** (Your Ultimate Coaching Provider)

Friday, 30 October, 2009

# So what is our solution to bringing out the best in human?



## We Need a Coach!

- Adults need to be catered exclusively- each of them have their own unique strengths and weaknesses that sum up to the current gap of their competency and capability.
- Individuals have specific problem and gap to be solved in their own learning time, phase and speed. One trainer cannot spend so much time to see to individual needs.
- When ROI is being calculated for HR Development, organization is investing to get higher return from productivity improvement, reducing the price of nonconformance and leadership outperforming.
- To cater to individual, the most appropriate and effective method of learning is Coaching; it talks to you, looks at you, listens to you and close your gap. Not the whole classroom gap.
- Hundred of thousands subject matter experts available in the world waiting for opportunity to share their knowledge, skills and experience. They just need coaching skills.
- Coaches (reflect soccer) take ownership of the result expected, that is ROI.

## Coaches need a systematic and effective channel!



**We need coaches and a system fast!**



# Our Solutions Preview



Back in February 09, we have designed a system to facilitate coaching and mentoring initiatives for CCM.



Believing the fact that a good system (availability & reliability) has always been a critical success factor for all types of business, we want to offer our solutions to XYZ as we need to create demand and supply in this niche area at the right..

TIME + market SIZE + PRICE



# Targeted Client and Market Size

## Market Size

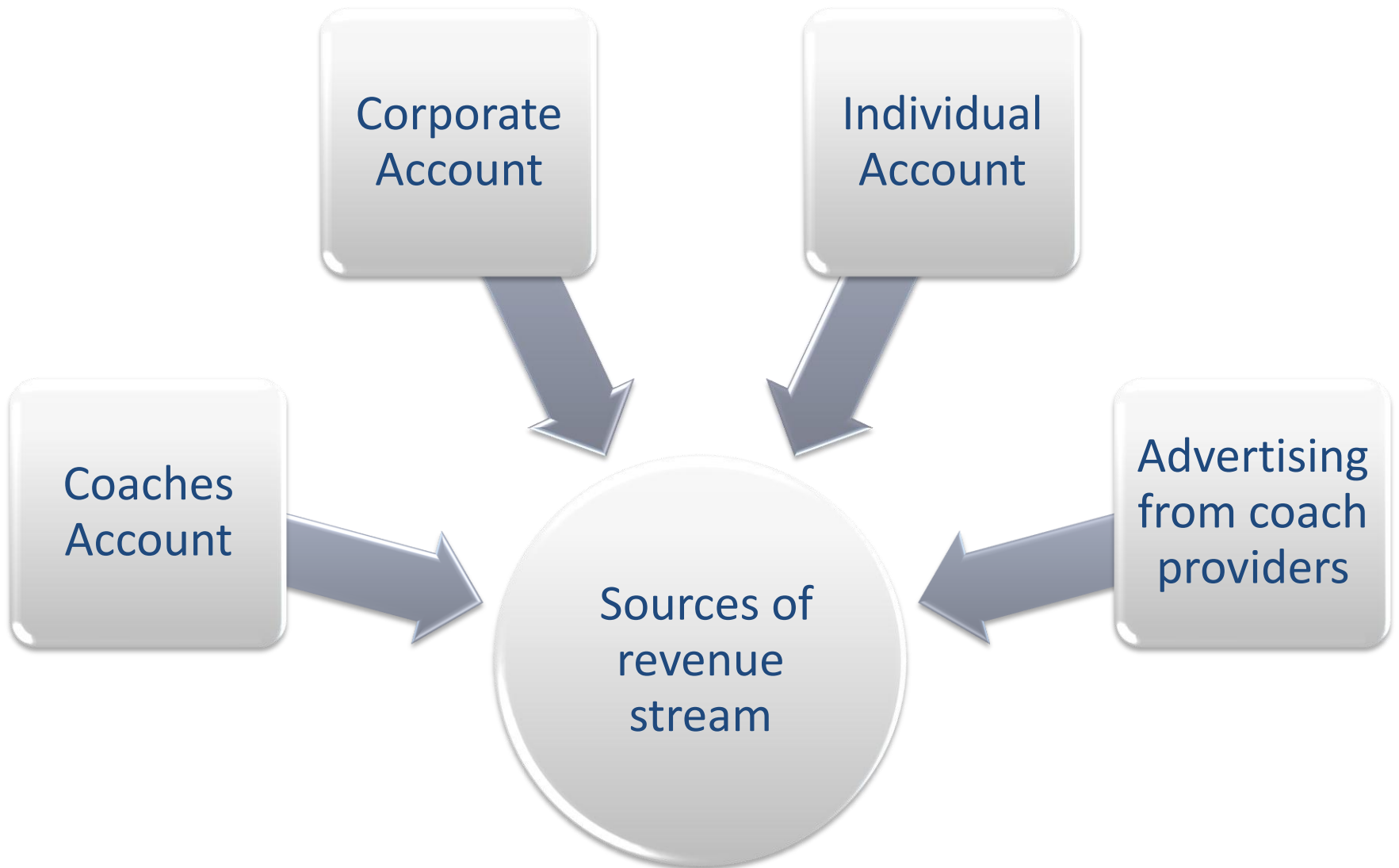
- 20,000 SMEs with more than 20 employees
- 15 GLCs with more than 10,000 employees
- 16,000 connections to XYZ with more than 3 employees
- Incubators

## Tapping 5% of Market Size

- 20,000 SMEs participants
  - 7,500 GLCs participants
  - 2,400 XYZ connected participants
- Assuming each take 2 hours of coaching session, RM29,9m market potential.



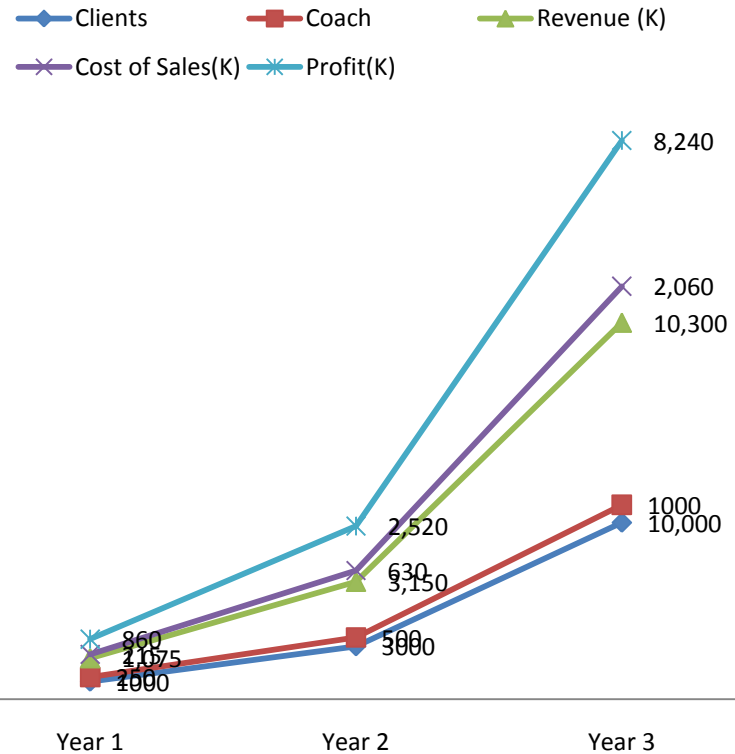
eCoach.Com is expecting to generate income from 4 sources of stream





# Financial Projection

## Financial Projection of Sales



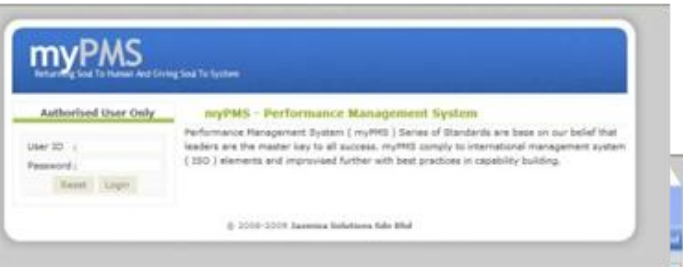
- **Sales assumptions (Conservative projection):**
  - Referring to / emulating Jobstreet.com, client size increased 300% per year for the first 3 years.
  - At average of RM1000 sales/client, coaches registration fee is RM300 per year.
- **Cost of Sales:**
  - 20% of Sales Value (to include consumables cost, advertising, marketing and sales airtime).
- **Salary Assumptions:**
  - Managers (Marketing & Management): RM4,000 per month
  - Programmers: RM2,500 per month
  - Assistant: RM1,000 per month
- **Other Assumptions:**
  - Personnel Cost: 10% salary growth

	Year 1	Year 2	Year 3
Clients	1000	3000	10,000
Coach	250	500	1000
Revenue (K)	1,075	3,150	10,300
Cost of Sales(K)	215	630	2,060
Profit(K)	860	2,520	8,240



# What are we proposing with our solutions?

- Provide a reliable platform for clients to engage with coaches.
- Highlights, market and accentuate our local expertise to international market.
- Provide opportunities of live-long learning experience to clients at all level, hence increase human capital value significantly.
- Provide variety of subject matter experts to the market.
- Quality of services are rated by clients themselves, hence, coaches performance is self measured and testimonials are ready for reference by our star rating and bidding (future enhancement).



A screenshot of the myPMS dashboard showing a table of transactions. The table has columns for 'No.', 'Transaction', 'OP Time', 'Rate', 'Week 1', 'Week 2', 'Actual', and 'Status'. There are three rows of data, each representing a transaction to improve POC Rating.

No.	Transaction	OP Time	Rate	Week 1	Week 2	Actual	Status
1	TO IMPROVE POC RATING (POC RATING (A OF IMPROVEMENT))	2.0 - 3.1	+0.3	2.2-2.5	1.8		Red
2	TO IMPROVE POC RATING (NO OF LEADERS)	8 - 12	+8	13-18	10		Yellow
3	TO IMPROVE POC RATING (PTS RATING (A OF IMPROVEMENT))	2% - 5%	+10%	6%-10%	8%		Green

# Our plans

Nov  
'09

- Host solution at XYZ
- Populate database with coaches
- System Testing
- Secure sales account
- Development and enhancement on going

Jan  
'10

- Formal Launching by XYZ
- Strategic partnership with other universities and solution providers
- Marketing & Sales

Mar  
'10

- System enhancement
- Advertising, Marketing and Sales
- Overseas market

Thank you for your kind attention.

**QUESTION & ANSWER**

# Looking at this two factors here (TIME and SUBJECT-matter Experts)..

- COACHING is the SOLUTION for companies to give the best life-long education to their employees:
  - It provides employee with the right knowledge at the right time, convenient to them.
  - It gives employee sense of importance as it is 1 to 1 session, full attention and bull's eye solution.
  - It optimizes learning and absorption of knowledge as coach drills senses and not just teach.

# ..and a lower amount of investment with higher return..

## Training

- Costs for a session is RM3.5k for at least 5 pax
- For 2 days training, knowledge absorption rate is 50% with 30% implementation ability and 10% of actual implementation at workplace.
- 3% of performance improvement ~ trainer has no involvement in improvement project.
- 60% participants are motivated for trainer rated 4star.
- Subject matter experts (technical) are majority poor stage presence, teaching styles are boring and entertaining trainers are majority general subject speakers.
- Contents are controlled by syllabus and teaching plans, that was designed for various type of entry level and personality.

## Coaching

- Cost for a session is RM500/hour.
- For 1 hour session, knowledge absorption rate is 80%, with 60% implementation ability and 100% of actual implementation at workplace.
- 70% of performance improvement ~ coach take full ownership of project success.
- 100% motivation as motivating is one of coaching approach.
- Coaches are experienced subject matter expert who have deep passion in their expert field, their skills are more prominent when they solve problem together with staff ~ mutual respect is developed in short time of period.
- Contents are tailored to solution and approach is unique to individual needs.

\*Source: research done by interviewing 60 samples and 300 training participants.

***International Review of Business Research Papers Vol.2. No.1 August 2006***

# SWOT analysis for current situation

## Strengths

- 6 companies with each T&D focuses and more than 50 certified/qualified coaches.
- Experts across business and technical fields
- XYZ as strategic partners
- Current Market Size -XYZ 600 clients/tenants/partners with 300 incubators
- XYZ and UniKL facilities all over Malaysia
- Combined database of clients

## Weaknesses

- No clear framework of business strategy or revenue stream model.
- No system in place for service acquisition.
- No key performance index for this initiative.
- No rigorous marketing and advertising effort.
- No expert network for knowledge management.
- No quality control of coach/subject matter experts

## Opportunities

- Building up a consortium of Coaches
- Market Potential – Government, SMEs, Oil & Gas, Logistics Chain
- With new media and IT, we can reach outside Malaysia, supplying our best people to the world.
- Train Coaching Skills to targeted market segment.
- 10% of market size promises return of RM2m/month

## Threats

- 4 out of 5\* training companies close shop due to poor market penetration, poor cash flow or being bought over by larger company.
- The same opportunity, put in a good\* system by the same big player, smaller companies can say goodbye to the whole prospect in a very short TIME.