



COMPANY PROFILE

Organization and People
Development Company

| 20
| 24



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MALAYSIA

SINGAPORE

Kuching

Sarawak

Sri Aman

Pontianak

B

O

T

Kota Bharu
Semenanjung
Malaysia

Kota
Bharu
Seri Begawan

Umpur



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DIRECTOR



MR. MOHD SHAIRULNIZAM ZUALL COBLEY
PRINCIPAL
SHAIRUL COBLEY SOLUTIONS

Bismillahirrahmanirrahim.

At SCS, we are delighted to extend our warmest greetings to you as you explore our company profile booklet. As a premier regional management consulting practice, we specialize in strategic planning, implementation, and leadership development. Our dedicated team is committed to assisting our esteemed clients in developing, executing, and monitoring effective strategies that drive tangible results. Operating in the dynamic landscape of Southeast Asia, we have had the privilege of collaborating with various stakeholders, including governments, government-linked companies, and multinational corporations. Our diverse clientele is a testament to our expertise and the trust they place in our services.

At SCS, we firmly believe in delivering nothing short of excellence. We take great pride in offering high-quality consulting and training solutions that cater to the unique needs of each client. Our approach is grounded in deep industry insights, cutting-edge methodologies, and a profound understanding of the challenges and opportunities that businesses encounter.

When you engage with SCS, you can expect a collaborative partnership that goes beyond traditional consulting. We work hand-in-hand with our clients, forging enduring relationships built on trust, integrity, and mutual success. Our experienced consultants are equipped with the skills and knowledge to tackle complex business issues, providing innovative solutions that drive sustainable growth and competitive advantage. As you peruse our company profile, we encourage you to explore our comprehensive range of services, which encompass strategic planning, implementation support, and leadership development programs. We are confident that our offerings will empower your organization to navigate the ever-evolving business landscape with confidence and clarity.

Thank you for considering Shairul Cobley Solutions as your trusted consulting partner. We look forward to the opportunity of working together, unlocking new possibilities, and achieving remarkable outcomes for your organization.

WELCOME



WHO ARE WE .

Get To Know About Us.



Shairul Cobley Solutions (SCS) is a boutique management consultancy and strategic business advisory Shairul Cobley Solutions (SCS) was established in 2013 as a boutique management consultancy and strategic business advisory practice.

The history of SCS started In 2001 when Mohd Shairulnizam Zuall Cobley was heading Legend Systems Sdn Bhd, a regional management consulting firm –affiliated with People Strategies Asia, an international network of management and technology consultants specializing in the area of strategic management and performance improvement.

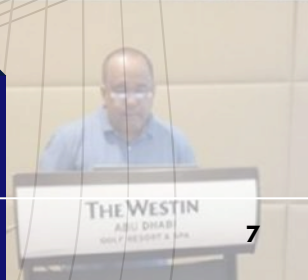
Associate companies in the **Philippines, Indonesia, Thailand , Brunei and Bangladesh**

Specializing in Strategic Planning, Performance Management and Leadership Development



OVERVIEW.

At Shairul Cobley Solutions, we lead the way in management consulting and leadership training, specializing in strategic management, performance management, and leadership development. Our bespoke services are meticulously crafted to address the unique needs and aspirations of each client we serve. Through our unwavering dedication to excellence and deep expertise, we empower organizations to not only meet their objectives but to surpass them, fostering sustainable growth and success





OUR VISION & MISSION .

Vision



A leading network of regional management consultants, global expertise with local perspectives

Mission



We translate corporate strategies into action plans and transform organizations through effective organizational development interventions



OUR CONSULTING & TRAINING FRAMEWORK.



4. MONITORING

We equip clients with the tools and insights needed to effectively track and MONITOR the progress of their strategies



3. CONTROLLING

Our cutting-edge solutions enable clients to maintain full CONTROL over their strategic initiatives,



2. EXECUTE

With our expertise and support, we ensure clients flawlessly EXECUTE their strategic plans



1. DEVELOP

Empowering clients in crafting their strategic plans, we provide comprehensive assistance and guidance to foster their DEVELOP and success



OUR CORE SERVICES .

WE PROVIDE CONSULTING AND TRAINING SERVICES IN THESE AREAS:



STRATEGY DEVELOPMENT
CENTRE



LEADERSHIP
DEVELOPMENT



ENTREPRENEURSHIP



PROFESSIONAL
CERTIFICATIONS



01

CENTRE FOR LEADERSHIP DEVELOPMENT

Our focus is on cultivating leadership capabilities that drive organizational performance to new heights. Whether collaborating with CEOs, senior teams, operational managers, or the entire organization, we design impactful learning experiences that reshape individuals' thinking and actions as leaders. We firmly believe that great leadership not only enhances the bottom line but also positively transforms lives.

OUR LEADERSHIP OFFERINGS

Explore our dynamic suite of leadership solutions tailored to enhance skills, drive growth, and foster innovation in today's evolving business landscape.

WORKSHOP



Management & Leadership Development



Succession Planning



Change Management

CONSULTING



Competency Development



Leadership Framework



Leadership Assessment



ASSESSMENTS TOOLS



Belbin Team Roles Assessment

Helps people understand their strengths in a team. It categorizes individuals into roles like Plant, Coordinator, and Implementer. By knowing their role, people can work better in teams, and leaders can build stronger teams by balancing everyone's strengths.



Bruce Tuckman Team Development Assessments

Explains how teams develop with stages like forming, storming, norming, and performing. Assessments based on this model help teams understand their current stage and find ways to improve and work more effectively together.



Keirsey Temperament Sorter Assessments

A test that groups people into four categories: Guardians, Artisans, Idealists, and Rationals. It helps us understand ourselves and others better so we can work together effectively.

WORKSHOP



**Team
Dynamics
and
Integration
Workshops**



**Maximizing
Potential and
Enhancing Self
Leadership
Workshop**



**Performance
Coaching
Workshop**



**Developing
Others**



02

STRATEGIC MANAGEMENT & CASCADING

Embark on a journey of strategic transformation with our dynamic Strategic Management & Cascading services. We believe in empowering organizations to reach their full potential by crafting actionable strategies and cascading them seamlessly across all levels. Together, let's navigate the ever-changing business landscape, unlock new opportunities, and propel your company towards unprecedented success.

OUR STRATEGIC MANAGEMENT & CASCADING OFFERINGS

Drive success with our Strategic Management & Cascading services. From strategy formulation to seamless alignment across all levels, we ensure your organization achieves its goals effectively.

WORKSHOP



Translating Strategies Into Action Plans



KPI Professional Certification



Certified Strategic Planner

CONSULTING



Strategic Planning & Review



Annual Planning & Review



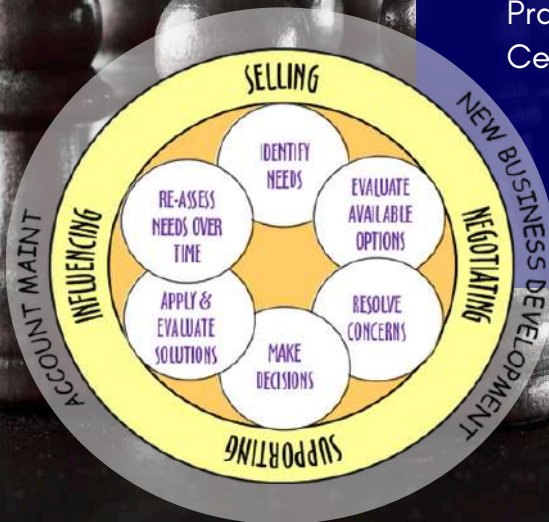
KPI Setting



03

CENTRE FOR ENTREPREURSHIPS

- Professional Certificate in Business Consulting
- Certified Entrepreneurs Advisors
- Certified Business Negotiator
- Skills Centre Selling Programs Relationship Selling
- Customer Centred Selling Skills CRM Practitioners Certification





OUR CERTIFICATION PROGRAMS.

Programme	Certification Body	HRD Corp Approval	Micro credential Approved / MQF Level
KPI Professional Certification	Association of Certified Business Consultants (Malaysia)	Yes	Yes/ Level 3
Strategic Planning Professional Certification	Association of Certified Business Consultants (Malaysia)	Yes	Yes/ Level 3
Professional Certificate in Manpower Auditing	Association of Certified Business Consultants (Malaysia)	Yes	Yes/ Level 3
Professional Certificate in Business Consulting	Association of Certified Business Consultants (Malaysia)	Yes	Yes/ Level 3
Certified Entrepreneurs Advisors	Association of Certified Business Consultants (Malaysia)	Yes	Yes/ Level 3



MEET THE TEAM.



MOHD SHAIRULNIZAM

Director / Principal Consultant

28 years of international working experience, specialising in strategic management and leadership development



INTAN NUR ALEA

Certified Trainer / Program Manager

All rounder program manager, specialising in learning facilitation and program design



NUR ATIQA H

Certified Trainer / Program Manager

Experienced HR and Program management with passion in learning and development

NABILA

Consultant / Trainer

Passionate learning and training consultant, experienced people Developer.





ASSOCIATE SENIOR CONSULTANTS.



**Mohammad Rizal
Maarif**



Jamilah Husain



**Dr. Azfahanee
Zakaria**



**Akbar Ali Abdul
Razak**



Nor Salina Saidin



Kamarulzaman



ASSOCIATE SENIOR CONSULTANTS.



Shariffah Anisah



Litalana Ramli



**Haji Mohd Zuhaini
Zuall Cobley**



**Mohamed Fa'eeq
Ahmad**

OUR PREVIOUS ENGAGEMENTS .

MALAYSIA



BRUNEI



PHILIPPINES



ABU DHABI





OUR CLIENT.

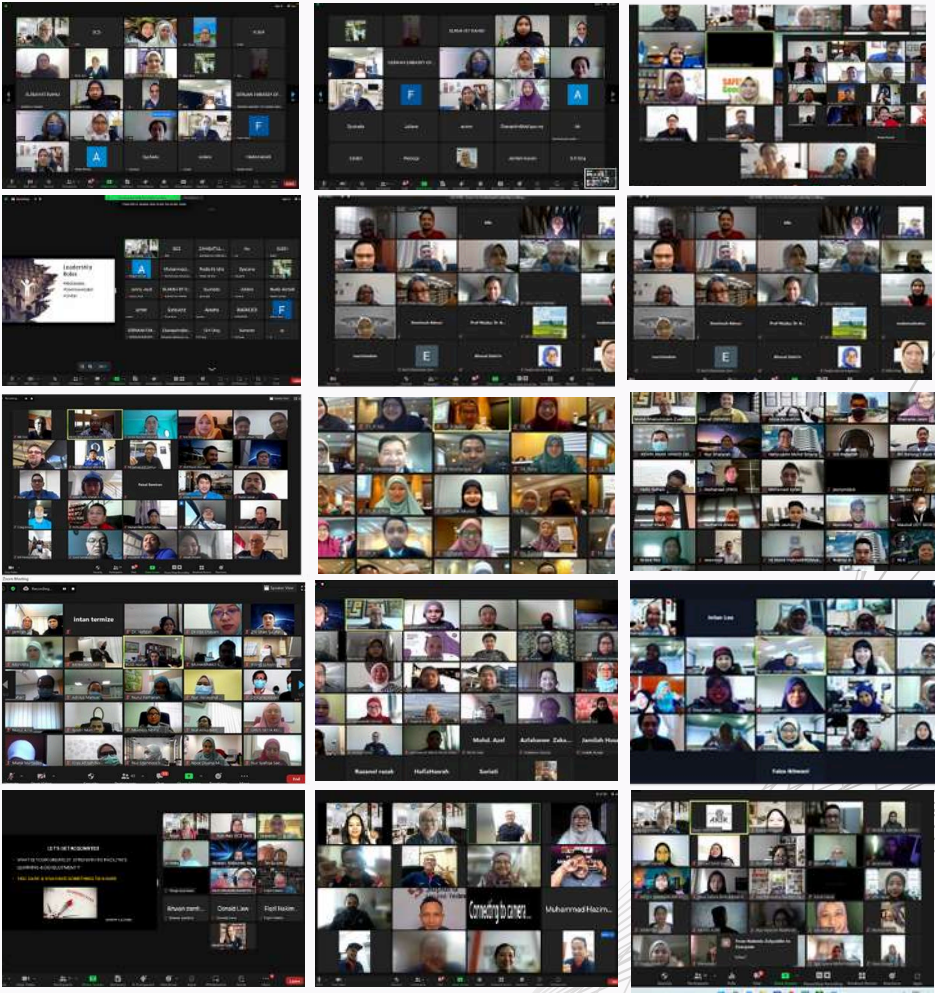




FACE TO FACE TRAINING •



ONLINE TRAINING •





LIST OF CONSULTING AND TRAINING CONDUCTED (4 YEARS) →

YEAR 2024

Training	Clients	Date
Team Building	I Security	17 August 2024
Conflict Management	TNB	14 - 15 August 2024
Develop KPI	Sabah GLC	16 July 2024
Conflict Resolutions Skill	KKPI	17 July 2024
Develop KPI	IPA Brunei	26 - 27 June 2024
Business Intelligent	KKM	4 - 6 June 2024
Develop KPI	DST BRUNEI	19 - 25 May 2024
Performance Dashboard	THP	14 - 15 May 2024
Leadership Development	MARA	3 - 5 May 2024
Design Thinking	KLIA	29 - 30 April 2024
Behaviour Event Interview BEI	THP	4 - 5 April 2024
KPI Cascading	DST Brunei	1 - 2 April 2024
Key Performance Indicator	DST Brunei	19 - 28 March 2024
Design & Agile Thinking	Malaysia Airport	29 -30 March 2024
Kursus Asas Pentadbiran Tanah	SPNB	26 - 27 February 2024
Strategic Planning	UITM ILD	26 - 27 February 2024
Strategic Planning	MCMC	16 - 17 February 2024
Effective Customer Services	MOFE	13 - 15 February 2024

YEAR 2023

Training	Clients	Date
Non-Executive Supervisory Skill	PETRONAS	2-3 January 2023
Strategic Planning & Team Building	IME TECHNOLOGY	5-6 January 2023
Oil Spill , Pollution & Environmental Disaster Mitigation & Management	Nigerian Upstream Petroleum Regulatory Commision	16-18 January 2023
Developing Competency Frameworks	IPA BRUNEI	30 Jan - 2 Feb 2023
Training Needs Analysis	Open program	30 -31 Jan 2023
Non-Executive Supervisory Skill	PETRONAS	5 - 6 February 2023
Professional Certificate Learning Development	UNIKL RCMP	20-24 February 2023
Develop KPI	UTB BRUNEI	20-24 February 2023
Digital marketing	Open program	30-31 March 2023
Return on training investment	V sources	10 -11 April 2023
Training Needs Analysis	Mampu	9 - 10 May 2023
Managing Stress And Conflict	IPA BRUNEI	23 - 24 May 2023
Leading with Strategic Intelligence	IPA BRUNEI	29 - 30 May 2023
Using KPI Measure Organisational Performance	KKM	6 - 8 june 2023
Kursus Pra Kenaikan Pangkat ke Gred 48	NSK	12 - 15 June 2023
HR Management	IPA BRUNEI	23 - 24 June 2023
Leading Change	Terengganu	4-6 July 2023
Manpower audit	UTHM	17-20 July 2023
ANM Training	Zanko	25-26 July 2023
Project Management	ANM	31 July -1 August 2023
Program BM	ARSR	3-4 August 2023
Leadership and Core Empowerment	UTHM	8-9 August 2023
Manpower audit	UTHM	14 August 2023

YEAR 2023

Training	Clients	Date
UTHM Strategic Mgt	UTHM	15-16 August 2023
UTHM Manpower Audit	UTHM	18 August 2023
KKM kenaikan pangkat	KKM	21-24 August 2023
UTHM (Manpower Audit Consultation)	UTHM	06 September 2023
Team Building	UiTM	8-10 September 2023
Problem Solving and Decision Making	Panasonic	13-14 September 2023
Problem Solving and Decision Making	Panasonic	10-11 October 2023
Leadership	THP	12-14 October 2023
Kenaikan Pangkat	KKM	16-19 October 2023
Leadership	UniTen	23 October 2023
Strategic Planning	UiTM	26 October 2023
Time Management	SPNB	30-31 October 2023
Leading in Strategic Intelligence	NOVA	16-17 November 2023
Process Improvement	Valesto	27-28 November 2023
Leadership	Uniten	01 December 2023
Strategic Planning Review	THP	07 December 2023
Team Building	Nanostix	11-13 December 2023
Ethics	ARSR	20-21 December 2023

YEAR 2022

Training	Clients	Date
Successions Planning	TOURISM MALAYSIA	18-19 August 2022
Liaison Change Agent (session 1)	AKAUNTANT NEGARA	21-23 August 2022
Program Transformasi Minda	DOF	24-29 August 2022
7 Management and Planning Tools	SPIRIT AEROSYSTEMS	2-3 August 2022
Program Transformasi Minda	DOF	4-8 August 2022
Strategic Planning (session 1)	UTHM	20-21 September 2022
Developing Organizational KPI	IPA BRUNEI	11-13 October 2022
Liaison Change Agent (session 2)	AKAUNTANT NEGARA	16-17 October 2022
7 Management and Planning Tools	KPF NIAGA	26-27 October 2022
Strategic Planning (session 2)	UTHM	1-2 November 2022
Developing Psychometric Assessment	ZANKO SDN BHD	7-8 November 2022
Strategic Planning	National Institutes of Biotechnology Malaysia (NIBM)	22-24 November 2022
Facilitation of virtual training	Montessori Association of Malaysia	20 Feb 2021
Manpower Planning	UTHM	15 - 18 March 2021
Institute Leadership Development Program PerformanceMgt/ Coaching	UiTM	23 March 2021
Online Leadership KKM Online	KKM	29 March - 1 April 2021
Institute Leadership Development Program Performance Mgt/ Coaching	UiTM	29 March 2021
Kursus Kenaikkan Pangkat 48	KKM	30 March - 1 April 2021
Action Based Leadership Program	FELCRA Berhad	5 - 8 April 2021
Graduate Executive Training Program	PNB	12 April 2021
Graduate Executive Training Program	PNB	16 April 2021

YEAR 2022

Training	Clients	Date
Institute Leadership Development Program Performance Mgt/ Coaching	UiTM	19 April 2021
Institute Leadership Development Program Performance Mgt/ Coaching	UiTM	21 - 23 April 2021
Graduate Executive Training Program	PNB	10 June 2021
Design Thinking	MAIWP	15 - 16 June 2021
Institute Leadership Development Program Performance Mgt/ Coaching	UiTM	17 June 2021

YEAR 2021

Training	Clients	Date
Graduate Executive Training Program	PNB	18 June 2021
Institute Leadership Development Program Performance Mgt/ Coaching	UiTM	23 March 2021
Graduate Executive Training Program	PNB	28 June 2021
Institute Leadership Development Program Performance Mgt/ Coaching	UiTM	29 - 30 June 2021
Kursus Pra Kenaikkan Pangkat KKM Gred 48	KKM	6 - 8 July 2021
IPA Brunei Applying Strategic Thinking	Brunei	13 - 14 July 2021
KV Strategic Planning Professional Cert	KOLEJ VOKASIONAL	26 - 31 July 2021
UiTM Intec Training	UiTM	17 August 2021
Graduate Executive Training Program	PNB	20 August 2021
Graduate Executive Training Program	PNB	26 August 2021
Graduate Executive Training Program	PNB	30 August 2021
Webinar Enhancing Understanding of Human Resource Management in Industry	POLITEKNIK SHAH ALAM	6 - 7 September 2021
KKM Training	KKM	14 - 15 September 2021
Mindset Training	SEDC	14 - 15 September

YEAR 2021

Training	Clients	Date
KKM Kursus Kenaikkan Pangkat Gred 48	KKM	21 - 23 September 2021
KKM Leading Self and Positive Mindset Training	KKM	29 - 30 September 2021
IPA Brunei Developing KPI	Brunei	4 - 5 October 2021
Graduate Executive Training Program	PNB	13 October 2021
Beyond rising to the challenge of new norm introduction to balancescorecard	THETA BERHAD	14 October 2021
INTEC Leadership	UiTM	16 - 17 October 2021
MAIWP Strategic Planning	MAIWP	21 - 23 October 2021
KPI Certification Training - KV Muadzam	KV Muadzam	21 - 22 October 2021
Beyond rising to the challenge of new norm introduction to balancescorecard	THETA BERHAD	26 October 2021
Graduate Executive Training Program	PNB	27 October 2021
Developing Training Program	INSTUN	1 - 2 November 2021
Beyond rising to the challenge of new norm introduction to balancescorecard	THETA BERHAD	5 - 6 November 2021
Essential of Management Sapura (T)	SAPURA SECURETECHNOLOGY	8 - 9 November 2021
Kursus Kepimpinan UCS: Managing Performance and Coaching Skills	UiTM	10 - 11 November 2021
Competency Development Training	IPA Brunei	15 - 18 November 2021
MOHA KPI Workshop for Core Team	MOHA Brunei	22 - 24 November 2021
Managerial Tools - Managing Performance and Coaching Skills	MAIWP	29 - 30 November 2021
Felcra Action Based	FELCRA BERHAD	6 - 10 December 2021
UiTM ILD Strategic Planning	UiTM	13 December 2021
Teamwork and Leadership Development	FIMA	16 - 18 December 2021
Graduate Executive Training Program	PNB	20 December 2021
MOHA SP Workshop	MOHA Brunei	21 - 22 December 2021
Graduate Executive Training Program	PNB	23 December 2021
Graduate Executive Training Program	PNB	29 December 2021

CONTACT US

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