

From Impostor to Influencer Seminar Session

Jakarta, 08 Nov 2025

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Professional Profile

- Experienced **People Development Professional** with 7+ years in **talent management, career consulting, coaching, and training.**
- Accumulated **550+ hours of coaching, training, and consulting experience**, assisting **250+ brands** across academic, business, government, community, and media sectors.
- **Coach Specialist** at **RevoU, Rumah Siap Kerja (ex), and several reputable brands**, conducting 750+ coaching sessions with a consistent **4.9/5 feedback rating.**
- **Public Speaker & Facilitator for 100+** career development, employability, and personal growth webinars/workshops, reaching **over 50,000 participants.**
- Recognized as **LinkedIn Power Profile 2018.**
- **Certified in Coaching, Public Speaking, and Training**, with awards from **Temasek Foundation, Ashoka, U.S. Department of State, Asia Foundation, etc.**



Irvandias Sanjaya, S.Psi., CPC., CT.

Founder at Kerja Cer-Dias | Coach |
Trainer | Consultant | Sportscaster |
Content Creator [@Kerjacerdias](https://www.instagram.com/kerjacerdias)

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Be Ready For The Session

To obtain an optimum learning result, let's follow these ground rules!



Raise Hand if there's
concern/questions
along the way



Actively participate
throughout the session
(**reciprocal approach**)



Focused during session
to ensure the learning
journey landed in safe
and sound experience

Table of Contents

01 Why LinkedIn Posts Matter

02 Impostor Phenomenon

03 Creating a LinkedIn Content without Fear

04 Content Writing Practice





Part 1

Why LinkedIn Posts Matter

Check out this LinkedIn Account



He frequently post about finance, and link them to the financial product of Flip (where he works)





Your Post Is Your New Résumé



Trust as Currency

In the financial sector, trust is crucial. Consistent LinkedIn posts demonstrate your active engagement, knowledge, and compliance to regulators, clients, and recruiters. This transforms a dormant profile into a visible thought leader.

Visibility Over Performance Reviews

Waiting for annual reviews is outdated. LinkedIn posts offer real-time visibility, showcasing your expertise and achievements without relying on yearly evaluations. This continuous presence keeps you top of mind.

Professional Image

A well-maintained LinkedIn profile and regular posts enhance your professional image. It signals to your network that you are proactive, informed, and committed to your career in finance.



Algorithm Rewards Authority

Boosting Post Visibility

LinkedIn's algorithm favors posts that engage readers for longer periods. Finance professionals who use data, niche hashtags, and spark policy debates see their posts live three times longer in the feed.

Outpacing Competitors

By leveraging data-driven insights, finance professionals can outshine generic corporate pages and paid ads. This positions them as industry authorities, drawing more attention and opportunities.





Career ROI of One Post Per Week

01

Weekly Insights

Posting one insightful piece of content weekly can significantly boost your career. It attracts CFOs, speaking invitations, and cross-border deal opportunities.

02

Compound Interest of Visibility

Consistent visibility compounds over time, outperforming traditional networking events that often require significant travel budgets. LinkedIn posts offer a cost-effective way to expand your reach.

03

Inbound Opportunities

Regular posts create inbound opportunities, such as speaking engagements and collaboration requests, which can enhance your reputation and open new career paths.

04

Time Efficiency

Compared to time-consuming networking events, LinkedIn posts allow you to share your expertise quickly and efficiently, maximizing your time and effort.

However....



Is LinkedIn Causing Imposter Syndrome?

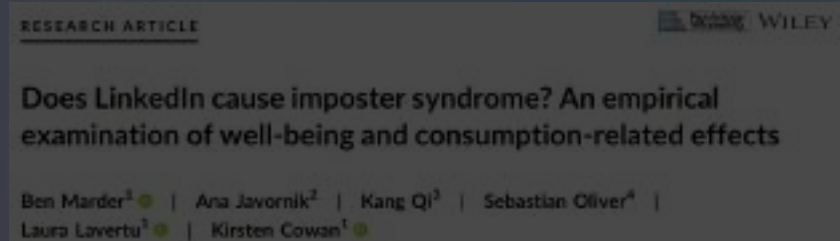


Ivy Prosper

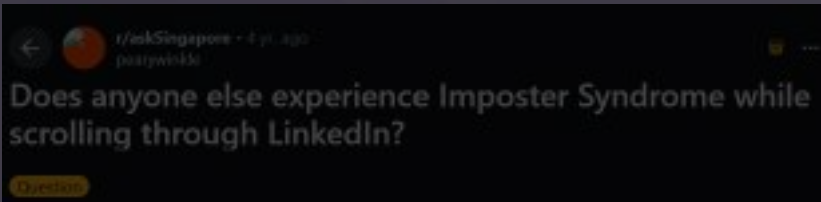
YouTube Creator | Producer | Digital Media | Author | TEDx Speaker

October 1, 2022

<https://www.linkedin.com/pulse/linkedin-causing-imposter-syndrome-ivy-prosper/>



<https://onlinelibrary.wiley.com/doi/pdf/10.1002/mar.21926>



https://www.reddit.com/r/askSingapore/comments/oe5ksb/does_anyone_else_experience_imposter_syndrome/

However....



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Ivy Prosper

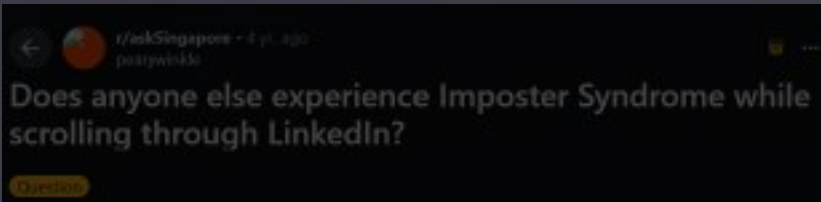
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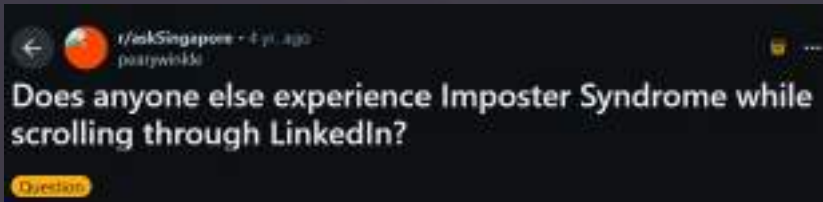
RESEARCH ARTICLE

WILEY

Does LinkedIn cause imposter syndrome? An empirical examination of well-being and consumption-related effects

Ben Marder² | Ana Javornik² | Kang Qi³ | Sebastian Oliver⁴ |
Laura Lavertu² | Kirsten Cowan¹

<https://onlinelibrary.wiley.com/doi/pdf/10.1002/mar.21926>



https://www.reddit.com/r/askSingapore/comments/oe5ksb/does_anyone_else_experience_imposter_syndrome/



Part 2

Impostor Phenomenon (IP)

Can anyone explain...

“Have you ever heard the term
Impostor Syndrome?”



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Impostor Syndrome

Impostor syndrome (also known as impostor phenomenon) is a behavioral health phenomenon described as self-doubt of intellect, skills, or accomplishments among high-achieving individuals.

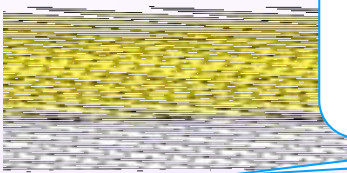
These individuals cannot internalize their success and subsequently experience pervasive feelings of self-doubt, anxiety, depression, and/or apprehension of being exposed as a fraud in their work, despite verifiable and objective evidence of their successfulness.



Bravata DM, Watts SA, Keefer AL, Madhusudhan DK, Taylor KT, Clark DM, Nelson RS, Cokley KO, Hagg HK. Prevalence, Predictors, and Treatment of Impostor Syndrome: a Systematic Review. J Gen Intern Med. 2020 Apr;35(4):1252-1275.

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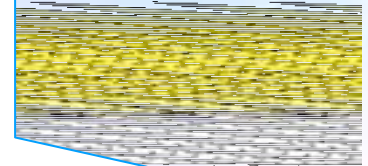
"Atasan gw keren banget deh, dia bisa bikin kodingan buat elemen website cuman dalam sehari, sedangkan gw butuh 1 minggu. Padahal gw senior developer tapi banyak banget yang gw gak bisa, kalo gak ada ChatGPT gw udah dipecat kayaknya..."



(Based on true story)

**Senior
Front-end
Developer**

"Tiap kali diminta presentasi di meeting, tangan gw langsung dingin. Gw liat rekan-rekan lain ngomongnya lancar, slide-nya keren, semua kelihatan ngerti. Giliran gw? Deg-degan banget. Abis meeting malah kepikiran, 'kayaknya mereka sadar deh kalo gw gak sepintar yang dikira.' Kadang gw mikir, gw cuma jago ngomong doang - padahal sebenarnya kosong."



Presentation

Can anyone explain...

“Have you ever felt the feeling like this?”

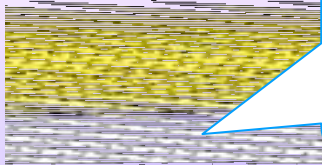


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It also happens when you publish content on LinkedIn



"Gw pengen banget sharing insight dari proyek terakhir, tapi setiap buka kolom 'start a post', langsung tutup lagi. Di kepala gw muncul suara: 'Siapa lo? Orang lain udah nulis lebih bagus.' Kadang gw nulis draft panjang, tapi ujung-ujungnya delete. Takut kelihatan sok pinter, takut gak ada yang like. Jadi ya, lebih aman diem aja."

Me and You

Impostor Phenomenon isn't just your feeling, it's science



9 to 82%

IP general prevalence
across studies

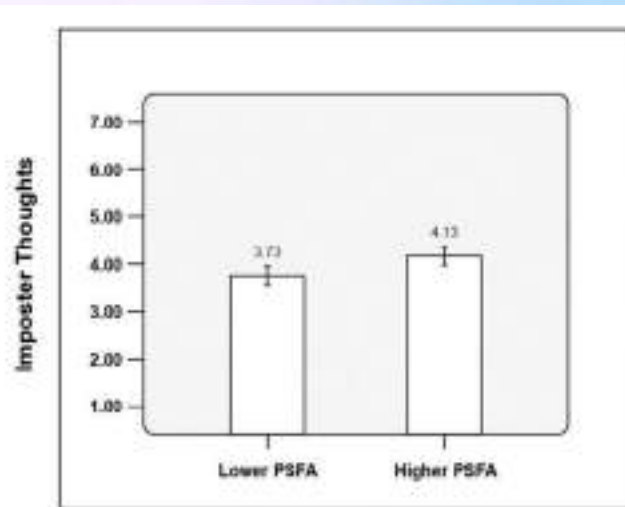


FIGURE 4 Effect of professional self-focused attention on imposter thoughts (Study 2, testing H1)

Posting about your achievements (higher Professional Self-Focused Attention (PSFA)) was sufficient to increase imposter thinking.

Emotional effects:

Posting produced a small but statistically significant increase in self-reported anxiety.

Behavioral consequence:

Higher imposter thoughts increased intentions to purchase training / upskilling (direct-resolution behavior)

<https://link.springer.com/content/pdf/10.1007/s11606-019-05364-1.pdf>

<https://strathprints.strath.ac.uk/87804/1/Marder-et-al-PM-2023-Does-LinkedIn-cause-imposter-syndrome.pdf>



Impostor Feelings Are Temporary

Impostor Phenomenon is not a life sentence; it is a situational state that spikes during new challenges and fades with evidence and support.



State, Not Trait
A temporary feeling, not a
permanent flaw.



Replace Dread
Swap fear for curiosity and action.



IP Targets Every Demographic

Research shows men and women across all backgrounds experience IP equally. Normalizing this shared vulnerability builds trust and removes the shame of admitting self-doubt.



70% of People
Experience IP



Perfectionism vs. Humble Realist

The Perfectionist

- ✗ Fears exposure & failure.
- ✗ Sets unrealistic standards.
- ✗ Discounts achievements as luck.

The Humble Realist

- ✓ Owns measurable achievements.
- ✓ Accepts imperfection as normal.
- ✓ Views self-doubt as temporary.

Can anyone explain...

“What’s the trigger of Impostor Phenomena?”

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Digital Doom-Scroll Drivers

Endless scrolling is fueled by dopamine loops that erode focus and self-worth. Mapping personal triggers is the first step toward reclaiming time for creation.



Dopamine Loops



Time Drain



Self-Worth Erosion



Mood Check After Feed

A quick emotional audit post-social media reveals negative self-talk patterns. Capture one-word moods to link digital habits to feelings.



1. Use Phone

Engage with social media as usual.



2. Check Mood

Note your immediate emotion.



3. Identify Pattern

Link habits to negative feelings.

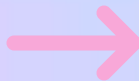


Swap Scroll for Strategy



Scrolling Avoidance

Wasted minutes that erode confidence.



Confidence Builders

Micro-actions that create evidence.

Convert wasted minutes into evidence-based confidence builders.



Interactive

Test

Evaluate which behavior best reduces Impostor Phenomenon in professionals.

A. Avoid posting achievements to minimize anxiety.

B. Post regularly and focus on factual contributions instead of self-judgment.

C. Compare engagement metrics with others to improve motivation.



Interactive

Test

Evaluate which behavior best reduces Impostor Phenomenon in professionals.

A. Avoid posting achievements to minimize anxiety.

B. Post regularly and focus on factual contributions instead of self-judgment.

C. Compare engagement metrics with others to improve motivation.

👉 *applies evaluative reasoning to balance visibility and self-perception.*



Part 3

Creating a LinkedIn Content without Fear

Can anyone explain...

“What’s the type of LinkedIn content do you usually like?”

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Create Content to Build Personal Branding

There are 3 kinds of LinkedIn content



Image

EXCEL FORMULAS			
S. No.	Short	Formula	Result
1	SUM	=SUM(10,20,30)	60
2	SUM	=SUM(10,20)	30
3	AVERAGE	=AVERAGE(10,20,30)	20
4	PRODUCT	=PRODUCT(10,20)	200
5	PRODUCT	=4*5	20
6	PERCENT	=10%	10%
7	POWER	=10^2	100
8	MAX	=MAX(10,20,30)	30
9	MIN	=MIN(10,20,30)	10
10	LOOKUP	=LOOKUP(10,20,30,40,50)	30
11	INDEX	=INDEX(10,20,30,40,50,60)	20
12	MATCH	=MATCH(10,20,30,40,50,60)	1
13	IF	=IF(10>20,"Yes","No")	No
14	IF	=IF(10>20,"Yes","No")	No
15	IF	=IF(10>20,"Yes","No")	No
16	IF	=IF(10>20,"Yes","No")	No
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99	IF	=IF(10>20,"Yes","No")	No
100	IF	=IF(10>20,"Yes","No")	No

Docs

Datta Chatterjee - Founder, Datta Chatterjee & Associates (DC&A)

Indonesia's AI Future: High hopes, but are we tackling the tough questions?

From 82% DevOps and among professionals to the central sector for 70% tech talent, the journey is complex. The cascade from data to AI/ML unpacks:

- Key adoption drivers & global comparisons
- Top barriers: Data, Skills, Infrastructure, Cost, R&D, Regulation
- The clear impact: \$30B economic potential by 2030, plus to be realized

What's the DPII and Indonesia should prioritize to fast-track its AI ambitions? Drop your insights!

#AIAdoptionInIndonesia #TechTalent #DataScience #FutureOfWork #DigitalTransformation #IndonesianTech #AIinIndonesia #TechEcosystem #DigitalEconomy

AI Adoption in Indonesia - 11 pages

Indonesia & AI: Ambisi Emas 2045

Digitalisasi yang berfokus membangun fondasi digital

80% Improvement in AI Adoption

Fokus Sektor Prioritas: Services & AI

Penelitian & Referensi: Digital

Penelitian & Referensi: Digital

Video





Doc Posts Beat Carousel Complexity



Single-Page PDF

Upload a single-page PDF with three bullet takeaways and one anonymized chart. Documents keep readers on screen longer than external links and satisfy audit trails.



Searchable Text

Ensure your PDF text remains searchable, making it easier for readers to find specific information and aligning with compliance requirements.



Professional Presentation

A well-formatted PDF enhances your post's professionalism, making it more likely to be read and shared by your audience.





Draft Three Low-Risk Posts



1. The Takeaway

Share one key lesson from an article or experience.



2. Humble Failure

Narrate a past mistake and the lesson learned.



3. Industry Comment

Add a brief, positive take on a relevant news item.



Value Over Perfect Mantra

The curriculum emphasizes sharing one useful insight rather than flawless essays. This mindset shift reduces editing cycles and transforms posting from vulnerability into service.

"Valuable > Perfect"

Store Drafts for Future Weeks

Saving five templated drafts creates a content reservoir, cutting cognitive load and enabling the weekly posting goal that fuels dopamine feedback loops and visibility momentum.



Content Reservoir



Less Cognitive Load





Color Palette That Screams Trust



Institutional Tones

Use navy headers, muted grey body text, and one accent green for positive deltas. These colors signal professionalism and align with most banks' brand manuals.



Reducing Rejection Risk

Aligning your color palette with institutional standards reduces the risk of marketing gatekeepers rejecting your posts, ensuring consistent visibility.





Alt-Text for Accessibility & SEO

Describe Charts

Describe every chart in alt-text with metric name, time period, and direction. This lifts LinkedIn search ranking and ensures ADA compliance for accessibility.



Step by Step Creating a LinkedIn Content

The easy and fast way

Step 1

Research:

- The purpose
- The content
- The brand color palette

Step 2

Use Canva Design Template

- Slide 1: Hook / interesting question.
- Slides 2-5: Key points, images, data.
- End slide: CTA (ask to comment or follow).

Performance Management in the Era of Remote Work: Navigating the New Paradigm

I. Executive Summary: Reinventing Performance Management for a Distributed World

Situation (B): The global workforce has undergone a profound transformation, with remote and hybrid work models evolving from temporary responses to permanent features of the employment landscape.¹ This shift, significantly accelerated by the COVID-19 pandemic and driven by factors like globalization, digitalization, and changing employee expectations, has rendered traditional performance management systems largely obsolete.² These legacy systems, typically designed for co-located teams, depended heavily on direct managerial observation and were characterized by annual review cycles, often proving inadequate even before the widespread adoption of distributed work.³ Statistics underscore this new reality: 58% of American workers now have the option to work from home at least one day a week, with 35% able to work remotely full-time.⁴ Furthermore, a 2023 survey indicated that 13.7% of full-time employees work entirely from home, while 24.2% operate under a hybrid model, and a significant 52% of employees expressed a preference for a hybrid model post-pandemic.⁵





Step by Step Creating a LinkedIn Content

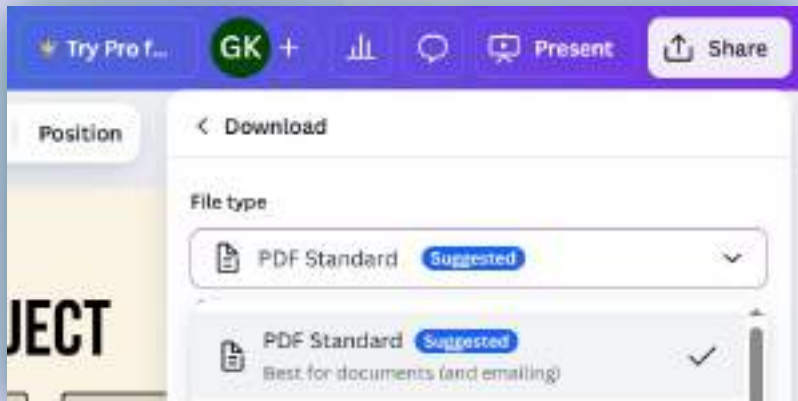
The easy and fast way

Step 3

Export to PDF

Download your design as PDF.

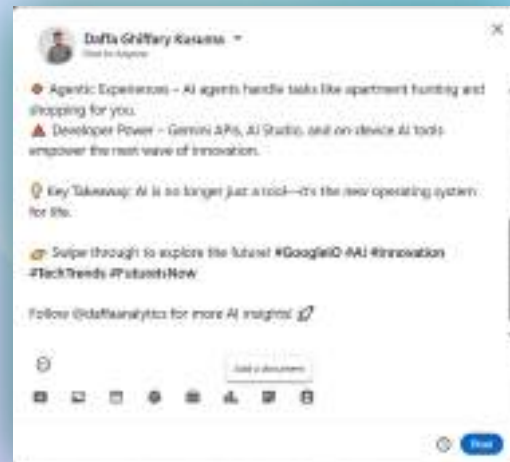
(This is the format LinkedIn likes for carousels.)



Step 4

Upload to LinkedIn

1. Click "Start a post"
2. Select document icon
3. Upload your PDF, add a title, and publish!





How to Write the Best Caption

The easy and fast way

📍 Google I/O 2025 Keynote: The Future of AI is Here!

Hook

Discover the groundbreaking announcements from Google I/O 2025, where AI becomes more pervasive, agentic, and integrated into every aspect of our digital lives. Here's a glimpse of what's coming:

- ◆ Gemini 2.5 Family – Pushing boundaries with Pro, Flash, and Deep Think models, now 300+ points smarter!
- ◆ Project Astra – Your universal AI assistant, understanding the world through sight and sound.
- ◆ AI-Powered Search – No more just retrieving info; now it solves problems with visuals and summaries.
- ◆ Revolutionary Tools – From AI video creation (Veo 3) to real-time 3D communication (Google Beam).
- ◆ Agentic Experiences – AI agents handle tasks like apartment hunting and shopping for you.
- ▲ Developer Power – Gemini APIs, AI Studio, and on-device AI tools empower the next wave of innovation.

**Story /
Value**

💡 Key Takeaway: AI is no longer just a tool—it's the new operating system for life.

👉 Swipe through to explore the future! #GoogleIO #AI #Innovation #TechTrends #FutureIsNow

Follow @daffaanalytics for more AI insights! 📍

CTA



A/B Test Story Angles Monthly



01

Alternate Story Angles

Alternate between regulatory updates, market structure explainers, and career stories. Compare saves and share rates to identify which narratives resonate most with your audience.



02

Iterative Improvement

Regular A/B testing helps you refine your content strategy, ensuring your posts consistently build a trusted voice and drive engagement.





Interactive

Test

To evaluate “*Value Over Perfect*” as a principle, which of the following actions best demonstrates mastery of the mindset?

A. Sharing one concise, insightful idea that benefits your audience.

B. Waiting until your draft is flawless before posting.

C. Reposting high-performing content from other users.



Interactive

Test

To evaluate “*Value Over Perfect*” as a principle, which of the following actions best demonstrates mastery of the mindset?

A. Sharing one concise, insightful idea that benefits your audience.

B. Waiting until your draft is flawless before posting.

C. Reposting high-performing content from other users.

👉 *judgment on substance over polish aligns with evaluative learning.*



Part 4

Content Writing Practice



Remember this? Let's make a content for each content type

Draft Three Low-Risk Posts



1. The Takeaway

Share one key lesson from an article or experience.



2. Humble Failure

Narrate a past mistake and the lesson learned.



3. Industry Comment

Add a brief, positive take on a relevant news item.



1. The Takeaway

Share one key lesson from an article or experience.

Practice #1

1. Pick a single, useful insight

Goal: Identify one key message your audience can learn from.

"People don't actually lack resilience — they lack permission to slow down."

2. Write a strong hook (first line)

Goal: Capture attention in the first 10 words.

"Stress management isn't the issue — permission is."

3. Add one line of context

Goal: Tell readers where this insight came from.

"Stress management isn't the issue — permission is."

4. State the takeaway clearly

Goal: Spell out core lesson in one sentence.

"Takeaway: Resilience grows faster in cultures that reward rest, not constant availability."

5. Close with a soft Call to Action

Goal: Invite gentle engagement.

"Have you seen teams perform better when leaders protect their downtime?"

Practice #1



6. Combine everything

"Most employees don't need more resilience training."

After running several wellbeing workshops, I noticed something interesting.

People already know how to manage stress — they just don't feel allowed to.

Takeaway: *Resilience grows faster in cultures that reward rest, not constant availability.*

Try modeling it as a leader: block quiet time in your calendar and encourage your team to do the same.

Have you seen teams perform better when leaders protect their downtime?"



2. Humble Failure

Narrate a past mistake and the lesson learned.

Situation

Beberapa tahun lalu, saya memimpin tim marketing di sebuah brand minuman lokal bernama Kopitera. Kami baru saja melewati masa-masa sukses: kampanye kami sering viral, engagement di media sosial meningkat tajam, dan tim sedang di puncak kepercayaan diri.

Saya lalu mengusulkan ide kampanye baru: #NgopiTanpaDrama — ajakan buat anak muda berbagi momen santai dan positif sambil menikmati kopi kami. Kami yakin ini akan jadi tren ringan yang menyenangkan.

Practice #2

1. Reflect and think of a situation when you make a mistake

2. Ask yourself these questions:

- a. How is the situation / context of the story / what were you trying to do? (Situation)**
- b. What went wrong? (Complication)**
- c. What did you do to fix it? (Answer)**

Complication

Tapi saya salah besar.

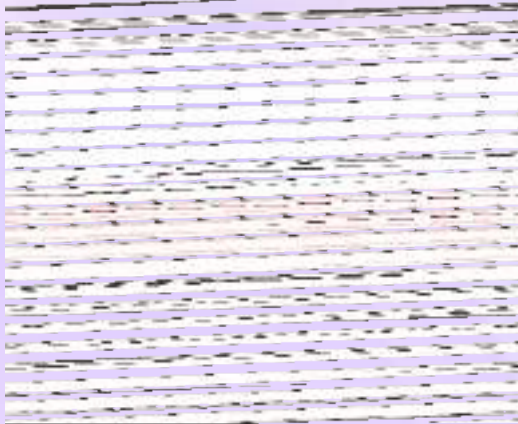
Hanya dalam beberapa jam setelah rilis, hashtag itu viral—tapi bukan karena pesan positifnya. Netizen justru menggunakannya untuk menyindir: *"Ngopi tanpa drama? Drama-nya justru dari harga kopi kamu yang naik."*

Ada juga yang menulis, *"Gak semua orang bisa 'ngopi santai' kalau kerja 12 jam, Mas."* Komentar negatif bermunculan, media online mulai mengangkat isu ini, dan dashboard sentimen kami berubah merah. Saya ingat malam itu, saya menatap layar laptop sampai jam 2 pagi, menyesal karena tidak memprediksi arah percakapan publik.



2. Humble Failure

Narrate a past mistake and the lesson learned.



Practice #2

1. Reflect and think of a situation when you make a mistake

2. Ask yourself these questions:

- a. How is the situation / context of the story / what were you trying to do? (Situation)**
- b. What went wrong? (Complication)**
- c. What did you do to fix it? (Answer)**

Answer

Akhirnya, kami sepakat untuk jujur. Kami ubah arah kampanye menjadi #NgopiApaAdanya, dengan pesan baru: *"Gak semua hari santai, tapi kopi bisa tetap nemenin."*

Kami rilis video singkat berisi karyawan kami bercerita jujur tentang stres kerja, lembur, dan cara mereka menenangkan diri. Kami bahkan mengundang beberapa pelanggan yang pernah mengkritik untuk ikut berbagi cerita.

Hasilnya...

Sentimen publik berubah drastis. Banyak yang menulis komentar seperti, *"Akhirnya brand yang mau denger, bukan cuma jualan."*

Engagement naik lagi, tapi kali ini bukan karena gimmick—melainkan karena kejujuran.

Practice #2



3. Combine Situation-Complication-Answer into one full story

Beberapa tahun lalu, saya memimpin tim marketing di sebuah brand minuman lokal bernama Kopitera. Kami baru saja melewati masa-masa sukses: kampanye kami sering viral, engagement di media sosial meningkat tajam, dan tim sedang di puncak kepercayaan diri.

Saya lalu mengusulkan ide kampanye baru: #NgopiTanpaDrama — ajakan buat anak muda berbagi momen santai dan positif sambil menikmati kopi kami. Kami yakin ini akan jadi tren ringan yang menyenangkan.

Tapi saya salah besar.

Hanya dalam beberapa jam setelah rilis, hashtag itu viral—tapi bukan karena pesan positifnya.

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Engagement naik lagi, tapi kali ini bukan karena gimmick—melainkan karena kejujuran.



3. Industry Comment

Add a brief, positive take on a relevant news item.

Practice #3

1. Find an article online in your industry/niche that you think is interesting. Example:

ChatGPT Writes Better When You're Rude to It

 Devrim Ozsoy [Follow](#) 10 min read · 3 days ago



<https://ai.plainenglish.io/chatgpt-writes-better-when-youre-rude-to-it-bbcb03e49800>

2. Summarize the article in your own words. Example:

"Riset baru nguji 250 prompt (50 soal × 5 nada: sangat sopan, sopan, netral, kasar, sangat kasar) ke GPT-4o dalam format pilihan ganda. Hasilnya mengejutkan: semakin kasar, makin naik akurasi."

Practice #3

3. Add your own “voice/style” to it (for example: my style is data analysis angle)



🤖 Ternyata nada “kasar” bikin AI lebih akurat?

Riset baru nguji 250 prompt (50 soal × 5 nada: sangat sopan, sopan, netral, kasar, sangat kasar) ke GPT-4o dalam format pilihan ganda. Hasilnya mengejutkan: semakin kasar, makin naik akurasi.

Hasil kunci (10 run per nada):

- Sangat sopan: 80,8%
- Sopan: 81,4%
- Netral: 82,2%
- Kasar: 82,8%
- Sangat kasar: 84,8% (tertinggi)

📊 Perbedaan signifikan (uji t berpasangan, $\alpha \leq 0,05$) — sopan < netral/kasar/sangat kasar di banyak pasangan.

Metodenya singkat:

- 50 soal (matematika, sains, sejarah) + 4 opsi jawaban
- Tiap soal dibubuhi prefix nada (contoh “Please...” vs “If you’re not completely clueless...”)
- Evaluasi fokus di akurasi jawaban; 10 pengulangan per nada untuk uji statistik.

Kontras dengan studi lama:

Model lama (GPT-3.5, Llama-2) dulu cenderung turun kalau promptnya kasar; di GPT-4-based terlihat pembalikan pola ini.

⚠️ Catatan etika:

Riset ini bukan ajakan buat toxic ke manusia. Untuk eksperimen prompt, gunakan nada tegas-langsung tanpa hinaan saat konteks menuntut presisi. Interaksi antarmanusia tetap sopan & hormat.

📄 Sumber:

“Mind Your Tone: Investigating How Prompt Politeness Affects LLM Accuracy (short paper)” (arXiv:2510.04950). [arXiv](https://arxiv.org/abs/2510.04950)

QnA

Is there any questions?

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***“Believe you can and
you’re halfway there.”***

~Theodore Roosevelt~

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**KERJA KERAS
NO**



**KERJA CER-DIAS
YES**

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CONTACT INFO



irvandiassanjaya



irvandiassanjaya@gmail.com / kerjacerdias@gmail.com



Irvandias Sanjaya



irvandiassanjaya



Kerjacerdias

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