

Unlock Flows: Adaptive Decode for Corporate Connections

Dibimbing I PT Erajaya Swasembada Tbk (Corporate University)

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Speaker Profile

- Experienced **People Development Professional** with 7+ years in **talent management, career consulting, coaching, and training** across **national and SEA Region**.
- 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 |
Entrepreneur | LinkedIn Power
Profile

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Listed Portfolio

Academic



Business



Government



Community



Media



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Others



and many more!

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**).

Turn off devices to
ensure the learning
journey landed in safe
and sound experience.





Be **READY?** For The Session

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

Deal On'Derdil'?

*Bonus available



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6



Guess “**Movie/Series Title**”!

**Before the class starts,
let's do an ice breaking
shall we?**

Guess “Movie/Series Title”!



Cek Toko Sebelah

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Guess “Movie/Series Title”!



Alice in Wonderland

Guess “Movie/Series Title”!



AADC

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ARE YOU READY?

Say it **"I'm Ready!"** loudly and clear



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Table of Contents

1	Why Adaptive Communication Matters	3	Personality and Communication Styles: DISC
2	Listening and Responding: The Misconception in Between	4	Conflict and Difficult Conversation

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Apple iPhone 16 sales blocked in Indonesia due to local parts rule

Students' Classroom Silence and Hopelessness: The Impact of Teachers' Immediacy on Mainstream Education

indonesia-

a bans sales of Google phones

Have you ever noticed/witnessed **these phenomenon?**



Does Teacher Immediacy Affect Students? A Systematic Review of the Association Between Teacher Verbal and Non-verbal Immediacy and Student Motivation

Abstract

November 1, 2024 1:48 PM GMT+7 - Updated November

/inc
11-

In instructional-learning contexts, the relationship between teacher verbal and non-verbal immediacy and student motivation has gained increasing attention. However, no systematic research has been done to review the empirical studies conducted on the impact of teacher immediacy on students' motivation. Hence, the aim of the present study was to systematically review the available literature on different types of teacher immediacy and student motivation. Some common databases were searched and 30 eligible manuscripts were identified. With regard to the key features of the included studies, the review's findings were categorized into different sections, namely "the measures of teacher immediacy employed," "the measures of student motivation employed," "designs," and "educational contexts". The main findings of the studies were also discussed. The reviewed studies pointed to **positive association between teacher immediacy and student motivation**. Finally, limitations of the included studies are discussed and some practical directions for further research are offered, accordingly.

<https://ojk.go.id/id/berita-dan-kegiatan/siaran-pers/Pages/LPBBTI-dan-BNPL.aspx>

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Apple iPhone 16 sales blocked in Indonesia due to local parts rule

By Reuters

October 28, 2024 10:09 PM GMT+7 · Updated October 28, 2024



<https://www.reuters.com/technology/apple-iphone-16-sales-blocked-indonesia-due-local-parts-rule-2024-10-28/>

Indonesia bans sales of Google phones days after blocking Apple's iPhone 16

By Reuters

November 1, 2024 1:48 PM GMT+7 · Updated November 1, 2024

<https://www.reuters.com/technology/indonesia-bans-sales-google-phones-days-after-blocking-apples-iphone-16-2024-11-01/>

Siaran Pers: Penyesuaian Batasan Manfaat Ekonomi Serta Penguatan Pengaturan Pinjaman Daring dan Skema Buy Now Pay Later Bagi Perusahaan Pembiayaan

21 October 2024

<https://ojk.go.id/id/berita-dan-kegiatan/siaran-pers/Pages/LPBBTI-dan-BNPL.aspx>

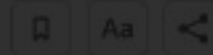
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Apple iPhone 16 sales blocked in Indonesia due to local parts rule

By Reuters

October 26, 2024 10:09 PM GMT+7 - Updated October 26, 2024



<https://www.reuters.com/technology/apple-iphone-16-sales-blocked-indonesia-due-local-parts-rule-2024-10-26/>



Indonesia bans sales of Google phones days after blocking Apple's iPhone 16

By Reuters

November 1, 2024 1:48 PM GMT+7 - Updated November 1, 2024



<https://www.reuters.com/technology/indonesia-bans-sales-google-smartphones-days-after-blocking-apples-iphone-16-2024-11-01/>

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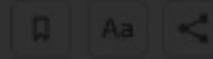
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Apple iPhone 16 sales blocked in Indonesia due to local parts rule

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October 28, 2024 10:09 PM GMT+7 · Updated October 28, 2024

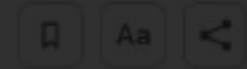


<https://www.reuters.com/technology/apple-iphone-16-sales-blocked-indonesia-due-local-parts-rule-2024-10-28/>

Indonesia bans sales of Google phones days after blocking Apple's iPhone 16

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Siaran Pers: Penyesuaian Batasan Manfaat Ekonomi Serta Penguatan Pengaturan Pinjaman Daring dan Skema Buy Now Pay Later Bagi Perusahaan Pembiayaan

© 2024

<https://ojk.go.id/id/berita-dan-kegiatan/siaran-pers/Pages/LPBBTI-dan-BNPL.aspx>

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Interactive

Quick Question

“Can these phenomena impact
your **daily business ops**?”

***Raise your hand**



Apple iPhone 16 sales blocked in
Indonesia due to local parts rule

By Reuters

October 28, 2024 10:09 PM GMT+7 · Updated October 28, 2024

Unexpected external changes

=

<https://www.reuters.com/technology/apple-iphone-16-sales-blocked-indonesia-due-local-parts-rule-2024-10-28/>

Internal policy changes

Indonesia bans sales of Google phones
days after blocking Apple's iPhone 16

By Reuters

November 1, 2024 1:48 PM GMT+7 · Updated November 1, 2024

So employee Needs Adaptive

Communication with Sellers & Customers

Now Pay Later Bagi Perusahaan Pembiayaan

17 Desember 2024

<https://ojk.go.id/id/berita-dan-kegiatan/siaran-pers/Pages/LPBBTI-dan-BNPL.aspx>

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Interactive

Quick Question

“Have you ever heard of
Adaptive Communication?”

***Raise your hand**



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Interactive

Prologue Question

“Describe your **initial thoughts on what is adaptive communication** on behalf of personal reason?”

***1 of participant can open mic and share the reason**



What Is Adaptive Communication?

Adaptive communication is the strategic approach of **tailoring your communication style** to suit the specific needs, context, and goals of your audience. It's about ensuring your message is not just heard, but truly understood and resonated with.

Clarity

Ensuring your message is understood without ambiguity.

Empathy

Connecting with your audience's perspective and feelings.

Effectiveness

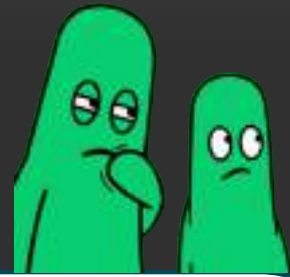
Achieving the desired outcome from your communication.


Think of a neurobiologist doctor explaining a complex diagnosis. They don't use the same jargon with every patient; instead, they adapt their explanation to each individual's understanding, ensuring clarity and reassurance.

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What Is Adaptive Communication?



Adaptive communication is the strategic approach of **tailoring your communication style** to suit the specific needs, context, and goals of your audience. It's about ensuring your message is **not just heard, but truly understood and resonated with.** 

The ability to adapt your communication style is not just about being a good communicator; it's about being a smart and empathetic leader who understands that one size does not fit all.

<https://www.leadershiplessons.co/p/conflict-collaboration-adaptive-communication>

Think of a neurobiologist doctor explaining a diagnosis. They don't use the same jargon with every patient; instead, they adapt their explanation to each patient's understanding, ensuring clarity and reassurance.



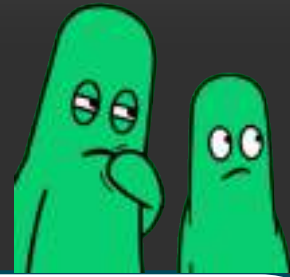
Communicator




Communicant



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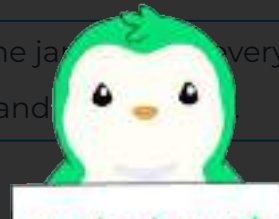
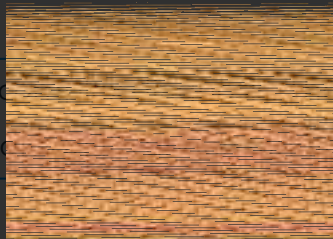
Empathy

Connecting with your **audience's perspective and feelings.**

Effectiveness

Achieving the **desired outcome** from your communication.

Think of a **doctor** explaining a condition to a patient. You don't use the same jargon for every patient; instead, the doctor provides an explanation to each individual, ensuring clarity and understanding.



✔ What Is Adaptive Communication?

Adaptive communication is the strategic approach of **tailoring your communication style** to suit the specific needs, context, and goals of your audience. It's about ensuring your message is **not just heard, but truly understood and resonated with.** ✔

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What Is Adaptive Communication

Adaptive communication is the strategic approach of tailoring your message to the needs, context, and goals of your audience. It's about being **understood** and **resonated with**.



Clarity

Ensuring your message is **understood without ambiguity**.

Empathy

Connecting with your **audience's** perspective and feelings.

Effectiveness

Achieving the **desired outcome** from your communication.

"Baby Language"

"Baby language" means explaining something to the public (public/private), then it refers to **simplifying complex ideas so that anyone** — even without background knowledge — can understand them easily.

The Transformative Impact of Adaptive Communication

Embracing adaptive communication yields far-reaching benefits, transforming not just how you connect, but your overall success and influence.



Stronger Relationships

Build deeper trust and understanding in all personal and professional interactions.



Enhanced Collaboration

Foster better team dynamics, leading to increased innovation and productivity.



Greater Influence

Positions leaders and professionals for greater impact and success in their fields.

It's the difference between merely talking and truly communicating, unlocking potential in every exchange.

Adaptive vs Traditional Communication

Traditional Communication

Traditional communication **uses static, one-size-fits-all messages**. It lacks flexibility and often fails to meet diverse audience needs, leading to misunderstandings and inefficiencies.

Adaptive Communication

Adaptive communication dynamically **adjusts messages based on real-time audience data**. It enhances clarity, engagement, and effectiveness, making it ideal for modern, fast-paced environments.





Interactive

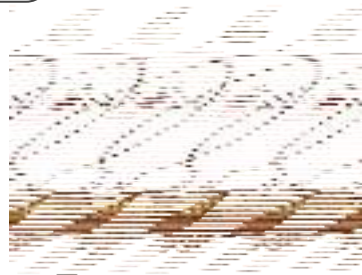
Test

Warranty policy was updated, but stores still use old scripts. What closes the policy-practice gap fastest?

**A. Tell the store to
“read the PDF
carefully”**

**B. Provide a 1-pager
with updated
talk-track + 10-min
huddle Q&A**

**C. Escalate
non-compliant stores to
HR immediately**



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Interactive

Test

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C. Escalate
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👉 Turns policy into practice fast: a concise script reduces variability; live Q&A surfaces edge cases and builds buy-in. “Read the PDF” (A) doesn’t change behavior; HR escalation (C) creates fear, not clarity.

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Interactive

Can anyone explain...

Have we ever **heard** the term
active listening at work?

**Raise your hand*

I HEAR YOU



LISTEN

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Interactive

Can anyone explain...

Are we noticed the difference between
Listen and **Hear** in the very fundamental?

***Raise your hand**

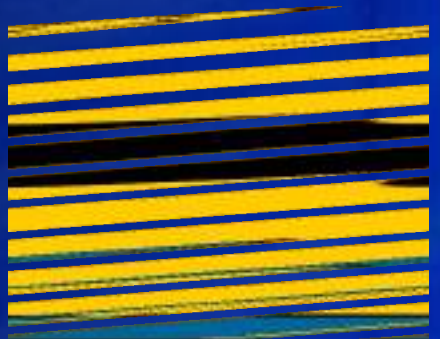


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Did You Know?

Listening is not the same as hearing

<https://www.open.edu/openlearncreate/mod/oucontent/view.php?id=80994§ion=3.1>



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Active Listening

Active listening means **noticing both words and body language so you can respond** to the real message.

Most people do not listen with the intent to *understand*.

Most people listen with the intent to *reply*.

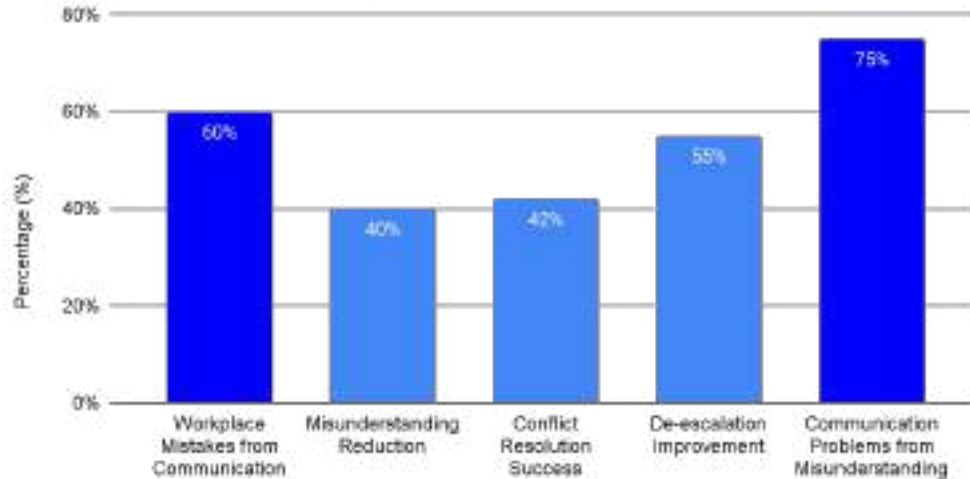
– Stephen R. Covey

ilovemylsi.com

Listen actively

Reduces Mistakes, Conflicts & Misunderstandings

Impact of Active Listening



Sources:

<https://jobera.com/active-listening-statistics/>
<https://wifitalents.com/active-listening-statistics/>
<https://worldmetrics.org/>

<https://gitnux.org/active-listening-statistics/>
<https://zipdo.co/active-listening-statistics/>

KEY INSIGHTS

60% workplace mistakes come from poor communication, but **active listening can cut them by 40%.**

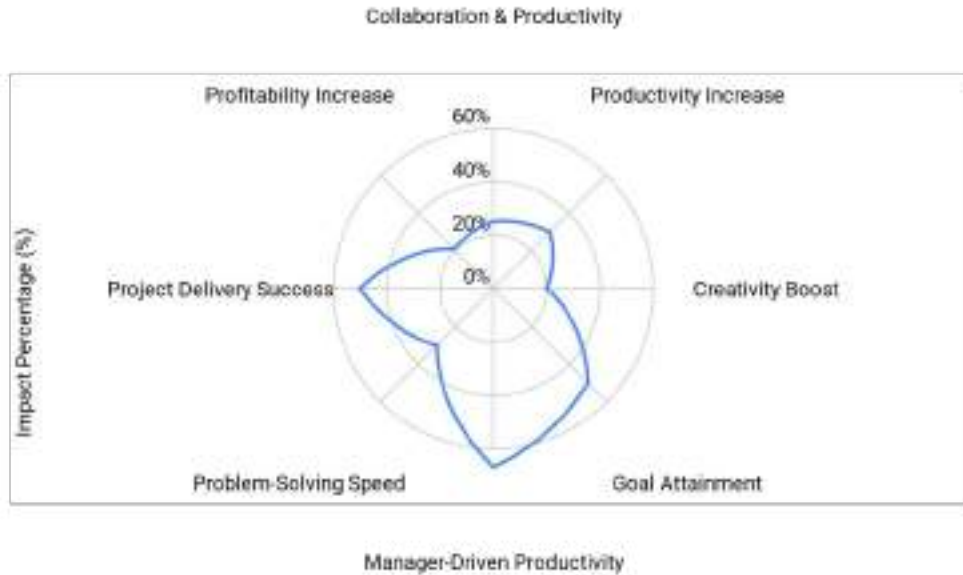
70% work mistakes happen because people don't communicate well, and better listening fixes it.

Active listening **boosts conflict resolution by about 42%** and **calms 55% more disputes.**

3 in 4 communication problems come from misunderstandings, and active listening clears them up.

Listen actively

Boosts Productivity, Collaboration & Innovation



KEY INSIGHTS

Active listening can **enhance collaboration and productivity** by up to 25%.

It **boosts productivity 30%, creativity 20%, and goal success 50%.**

Teams with managers who listen actively are **up to 67% more productive.**

Problem-solving become 30% faster, and **project delivery within budget** improves by 50% when communication is strong.

Teams that feel heard **engage more and earn 21% extra profit.**

Sources:

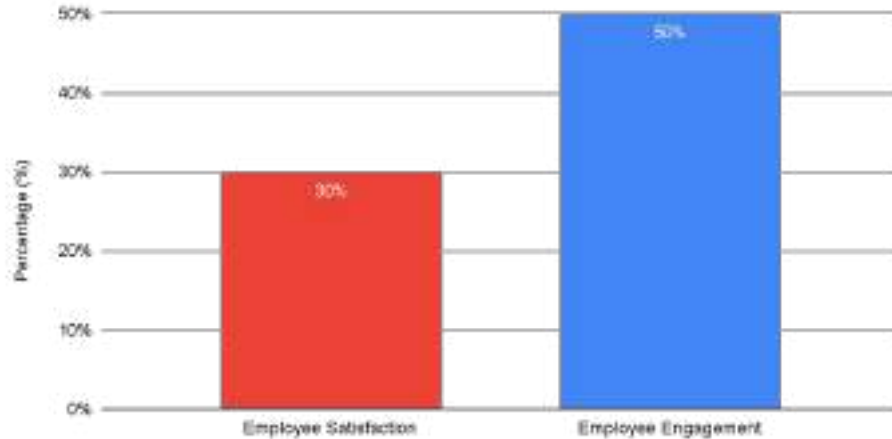
<https://jobera.com/active-listening-statistics/>
<https://wifitalents.com/active-listening-statistics/>
<https://worldmetrics.org/>

<https://sparkmoor.com/active-listening-in-the-workplace-boosting-team-collaboration-and-productivity/>
<https://pumble.com/learn/communication/communication-statistics/>

Listen actively

Enhances Employee Satisfaction, Retention & Engagement

Impact of Active Listening



KEY INSIGHTS

Managers trained in active listening see **30% higher employee satisfaction.**

[Jobera](#)

Employees feel **16% more satisfied** when their managers listen attentively.

[Jobera](#)

Organizations prioritizing listening report **50% higher employee engagement.**

[WifiTalents](#)

Acting on feedback **keeps staff 11x more likely to stay.**

[humanemergence](#)

It's also true in selling/business context

BUSINESS • COMPANIES

We need to chat about business messaging: Five success factors from RI's industry leaders

According to a Meta-commissioned Kantar online survey, 87 percent of Indonesians agree that messaging is their preferred way of communicating with a business and 58 percent message with a business at least one a week.

Pieter Lydian and Huy Nguyen-Tuong | Boston Consulting Group

• Fri, October 11, 2024

<https://www.thejakartapost.com/business/2024/10/11/we-need-to-chat-about-business-messaging-five-success-factors-from-ri-industry-leaders.html>

Messaging is the
top successful
business
communication
method



<https://web-assets.bcg.com/54/90/cb08f91b4d08a4a642051cf82490/bcg-meta-id-executive-summary-digital-en.pdf>

It's also true in selling/business context

Because **Pure messaging** is **more adaptive** than social media/email/website



...with pure messaging the most effective channel in addressing business needs



<https://web-assets.bcg.com/54/90/cb08b91b4d08ada642051cf82490/bcg-meta-id-executive-summary-digital-en.pdf>

Interactive

Can anyone explain...

How **to train ourselves** to become a **good listener** ?

**Any ideas are welcome*

I HEAR YOU

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Our Expectation

Didengerin

Emotionally supported

Aman

Nyaman

Lega

Relax

The Reality

GUE dulu....

Adu nasib

Lu mah enak

Gue si paling susah

**LU SIH MASIH MENDING
LAH GUE....**

Empathetic Listening vs Hear that intent to Reply

Give full attention

Listen with your **ears, eyes, and heart**

Try to **feel what they feel**

Don't judge, interrupt, or try to "fix" them right away

Interrupt or talk over someone

Focus on your **own story, advice, or opinion**

Can't remember what the other person said

You respond with "Yeah, but..." or "Me too!" too quickly

Empathetic listening is about **truly** understanding the other person's feelings, thoughts, and perspective.

The goal is to connect, not correct.

Listening with the intent to reply means you're hearing words but already preparing your response.

Your focus shifts to **what you'll say next.**

Active Listening

Appreciate by showing that you're listening: Uh-huh / OK / Yes, I see / Good / Really?

Ask questions to clarify and offer encouragement: What do you mean when you say...? / And then? / What happened next?

R

RECEIVE

A

APPRECIATE

S

SUMMARIZE

A

ASK

Receive the message, pay attention to the person speaking.

Summarize the main idea: It sounds like... / In other words, what you are saying is... / So in a nutshell... / Sounds like you are saying...

Active Listening

CASE STUDY: Let's imagine a team member, Pina, is explaining a challenge with a project deadline

NO. 1

Let's Practice



<https://bit.ly/adaptivecommunicationworksheet>



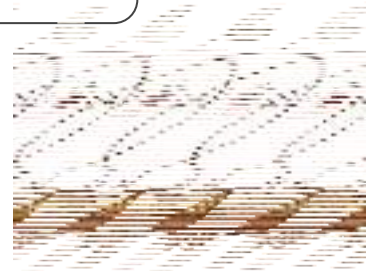
Interactive

In a daily discussion, you ask for ideas and get silence. What do you do?

A. Add 3–5 seconds wait-time; paraphrase first response; invite build-ons

B. Fill the silence with your own answer

C. Drop open questions





Interactive

In a daily discussion, you ask for ideas and get silence. What do you do?

A. Add 3–5 seconds wait-time; paraphrase first response; invite build-ons

B. Fill the silence with your own answer

C. Drop open questions

👉 *Classic active-listening moves that raise participation and idea quality. Filling silence (A) shuts voices down; dropping open questions (C) kills learning signals.*

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Interactive

Quick Question

“Have you ever heard of
Dominant Influence Steadiness
Compliance (DISC) Test?”

***Raise your hand**





DISC

By All Means

DISC is a **behavioral assessment framework** that uses observable traits and patterns to understand **how people communicate, make decisions, and respond to challenges.**

It is **psychological research** and proven workplace applications to **improve teamwork, leadership, and personal effectiveness.**

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Interactive

Quick Question

What Are the Four
DISC Types?

***Raise your hand**



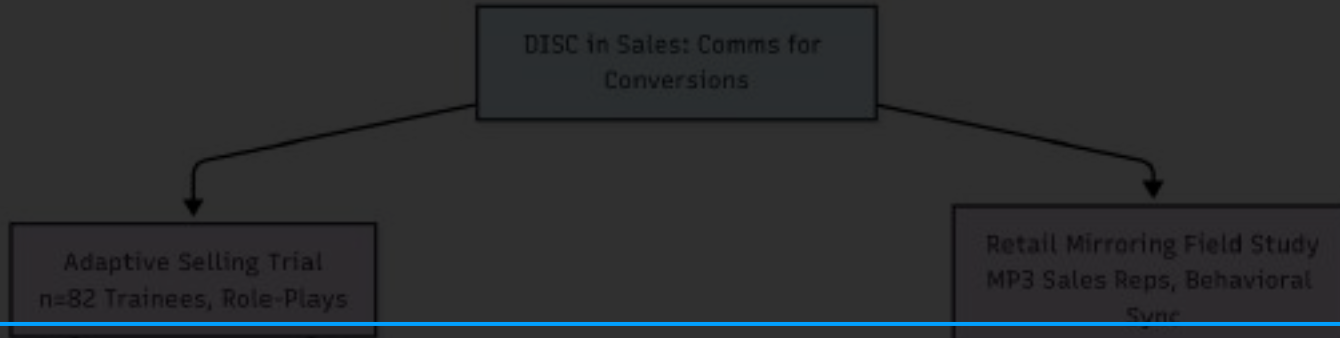
<https://bit.ly/disc-sbdp>

DISC Test

Test Me: **DISC**

- Open your laptop or tablet.
- Click on the provided link or scan the QR code.
- You will receive a [DISC Test](#) with available several questions.
- Answer the questions based on your personal experiences on at work.
- You have 10 minutes to complete the worksheet.
- You can also use this worksheet outside of this session (for example, at the office) to help reduce your stress.

10:00



Why DISC is Important for Corporate Communication

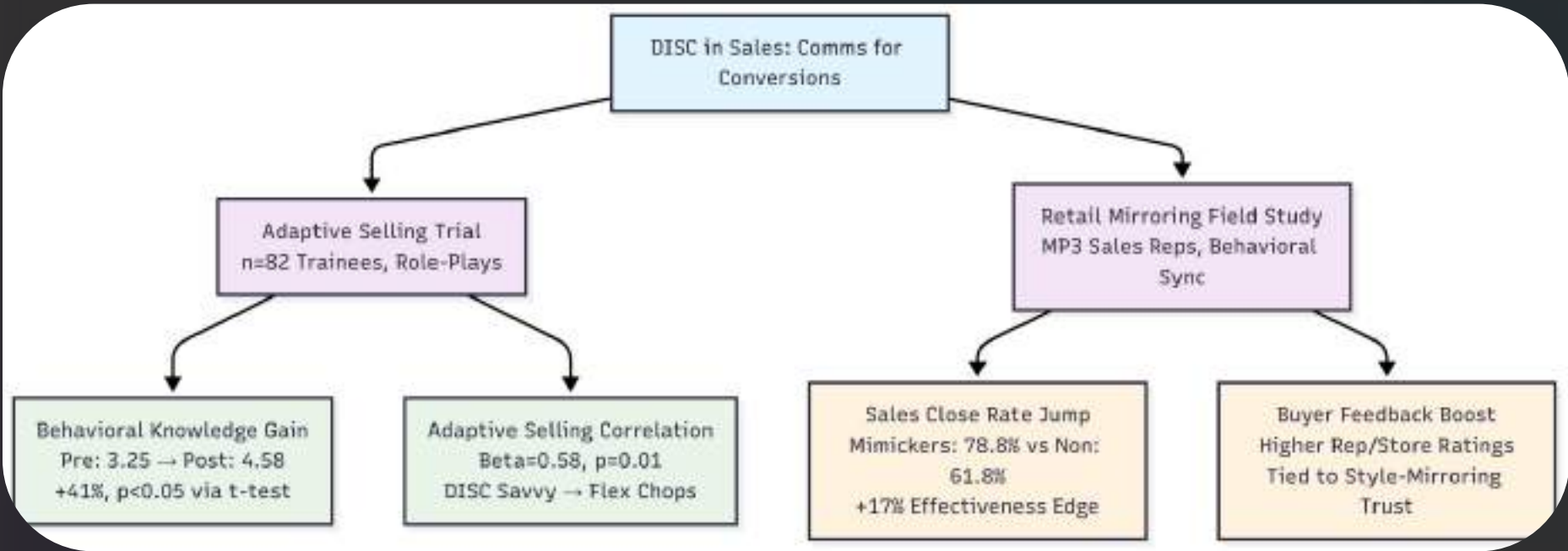


Source:

https://www.researchgate.net/publication/323278261_Using_discR_to_facilitate_instruction_of_adaptive_selling

Source:

<https://www.rmiexecutivesearch.com/disc-assessment-how-to-increase-sales-effectiveness>



Source:

https://www.researchgate.net/publication/323278261_Using_discR_to_facilitate_instruction_of_adaptive_selling

Source:

<https://www.rmiexecutivesearch.com/disc-assessment-how-to-increase-sales-effectiveness>



Understanding team members & customers with **DISC** increased Adaptation Skills

Adaptive Selling Trial

Retail Mirroring Field Study

Behavioral Knowledge Gain
Pre: 3.25 → Post: 4.58
+41%, $p < 0.05$ via t-test

Adaptive Selling Correlation
Beta=0.58, $p=0.01$
DISC Savvy → Flex Chops

Sales Close Rate Jump
Mimickers: 78.8% vs Non:
61.8%
+17% Effectiveness Edge

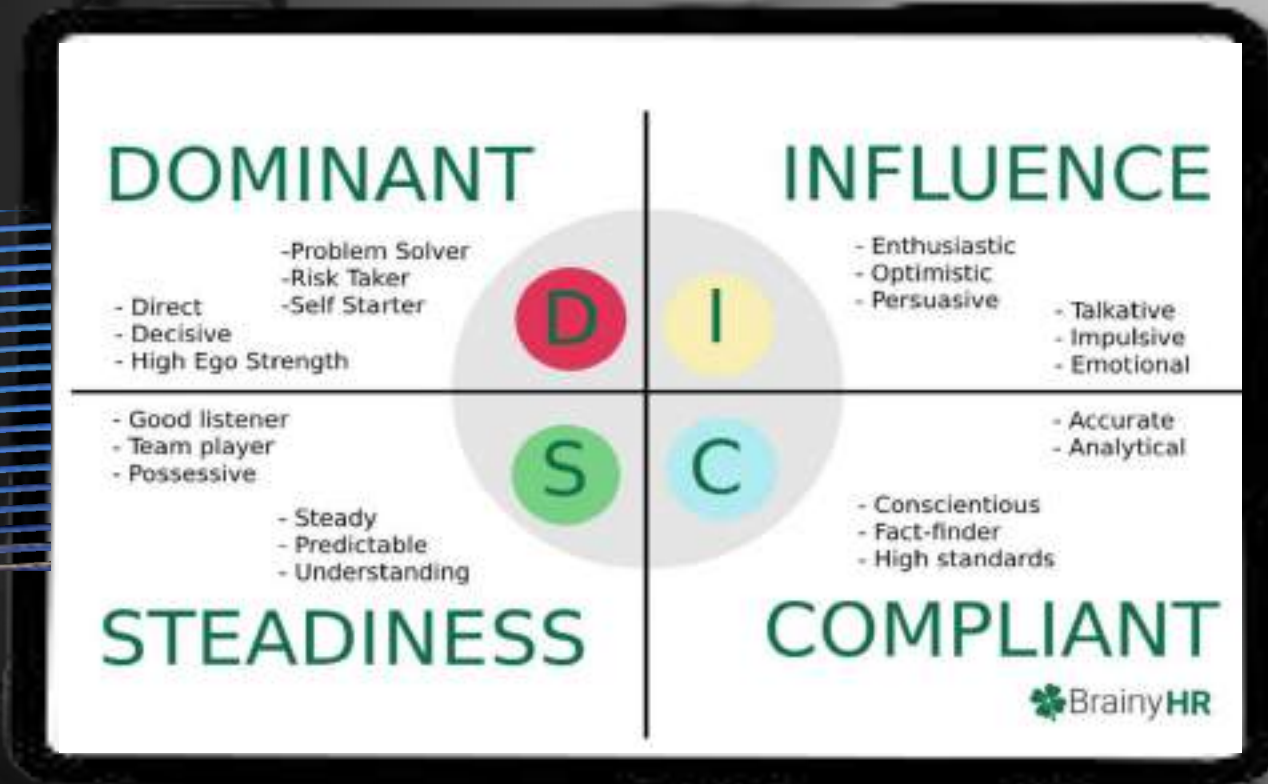
Buyer Feedback Boost
Higher Rep/Store Ratings
Tied to Style-Mirroring
Trust

Source:

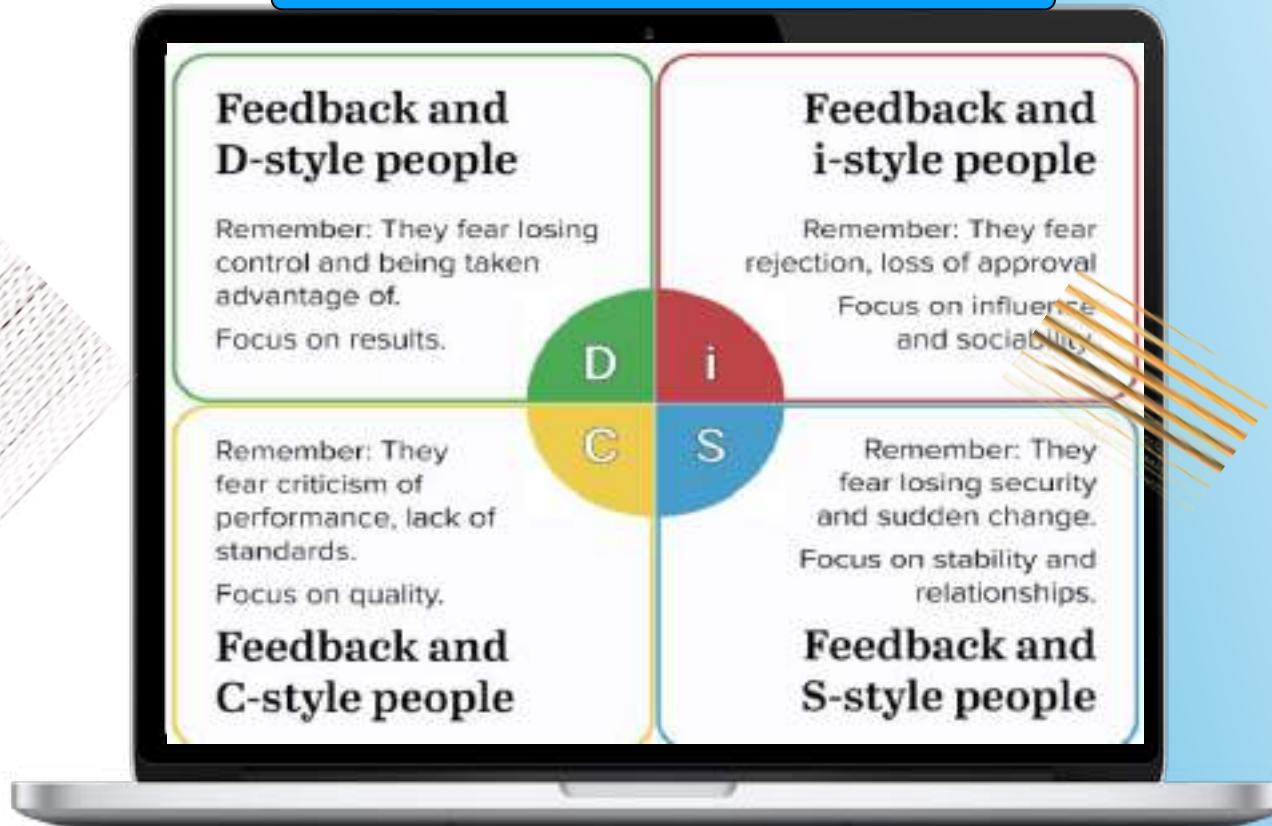
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Source:

<https://www.rmiexecutivesearch.com/disc-assessment-how-to-increase-sales-effectiveness>



How to Deal with each DISC?



How to Deal with each DISC?



D style needs

Autonomy and independence
Challenging projects
Big-picture tasks
Creative license and experimentation

i style needs

Opportunities to collaborate
Freedom for self-expression
Limited predictability and routine
Encouragement to dream big

Sufficient time to do assigned work
Ability to help define quality standards
Logical reasoning for tasks
Projects that are a challenge

C style needs

Mindful, tactful communication
Advance notice on changes and deadlines
A strong sense of security
Opportunity for collaboration

S style needs





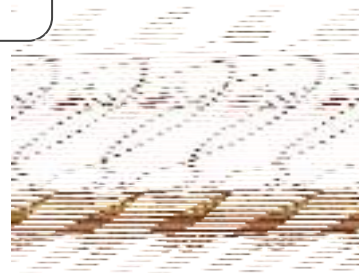
Interactive

High-D Retail Ops lead + High-S Customer Care lead must redesign returns flow. How to package the message?

**A. Fast decisions;
details later**

**B. Present concise
options (D-friendly)
+ brief
rationale/timeline/s
tability impacts
(S-friendly)**

**C. Send a 20-page deck
so both feel informed**



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Interactive

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Balances DISC needs: D gets speed/decisiveness, S gets predictability/context. “Fast decisions; details later” (A) loses S; a 20-page deck (C) stalls D.

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Stakeholder

/ˈstāk (h)öldər/



Interactive

Quick Question

“Have you ever heard of
The term of **stakeholder**
once in a time?”

***Raise your hand**



Stakeholder

/ˈstāk (h)öldər/

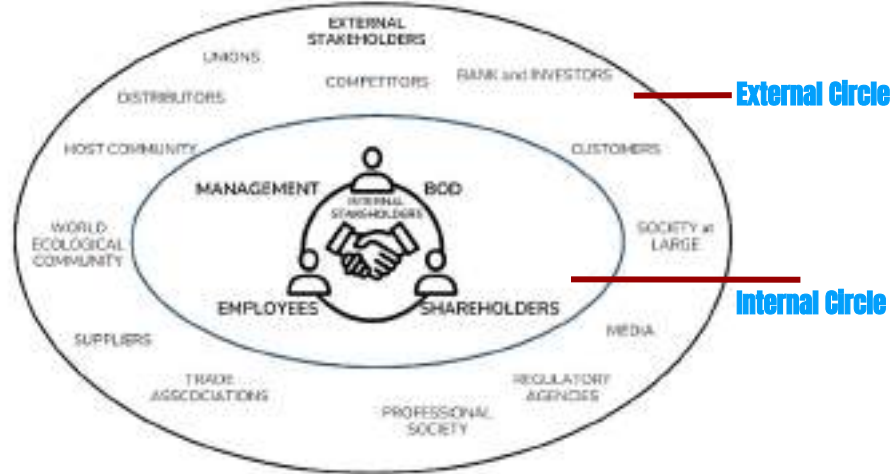


"Individual or group that has an **interest** in any **decision or activity** of an organization."

(International standard of social responsibility, ISO 26000)



Circle of Stakeholder



Terms of Stakeholder Management

Terms	Description
Interest	The stakeholder's top priorities and pressure points—the outcomes they're judged on.
What Head Office (HO) Obtain	Tangible things Head Office (HO) can get to run and grow the business.
Head Office Lens	The way HO should engage each stakeholder—message framing, proof points, governance, and speed.

Stakeholders From Head Office' Perspective

(1)

Stakeholders

Customers

(retail, online, corporate/B2B)

Interests

Fair price/promo transparency, stock certainty, warranty & after-sales, fast delivery/pickup.

What Head Office Obtains

Demand signals (search, preorder, basket mix), NPS/CSAT, churn reasons, upsell/cross-sell opportunities.

Head Office Lens

Omnichannel clarity (same-day stock & pricing rules), simple finance options, real-time service ETAs, plain-language warranties.

Brand Principals & OEMs

(Apple/APR, Samsung, Xiaomi, OPPO, etc.)

Brand integrity, compliant merchandising, sell-through velocity, launch excellence, premium service.

Allocations, MDF/coop funds, launch windows, exclusive bundles, training/certifications.

Data-rich joint business plans (JBP), launch playbooks, strict VM/price hygiene, weekly sell-out dashboards, escalation lanes.

Marketplaces & Social-Commerce Platforms

(Tokopedia, Shopee, TikTok Shop, Blibli, Lazada)

Traffic, seller compliance, platform reputation, fee stability, promo performance.

Reach, conversion data, ad credits/slots, campaign co-funding, new buyer cohorts.

“Platform-first” clarity (where to route traffic when rules change), SKU/price governance, unified customer support scripts across channels.

Stakeholders From Head Office' Perspective

(2)

Stakeholders

Interests

What Head Office Obtains

Head Office Lens

Financial Partners

(banks, BNPL/paylater, acquirers, insurers, trade-in finance)

Risk control, regulatory compliance, portfolio health, attach-rate growth.

Credit acceptance, better MDR/rates, consumer financing capacity, device protection/insurance bundles, trade-in liquidity.

Responsible-lending messaging, eligibility transparency, pre-approved flows, loss-sharing clarity, automated refunds/chargeback playbooks.

Landlords & Malls (and street-level landlords)

Footfall quality, brand mix, rental stability, activation events.

Prime locations, rent incentives, pop-up rights, event space, early renewal options.

Store-level P&L storytelling, footfall-to-sales conversions, calendar of launches/events, co-marketing metrics.

Stakeholders From Head Office' Perspective

(3)

Stakeholders

Regulators & Authorities
(Kemendag, Kemenperin/TKDN, Kominfo, OJK for finance, BPOM/BPJPB for beauty/halal, KPPU, DJP, Pemda)

Investors, Lenders & Analysts
(IDX shareholders, banks, rating agencies)

Interests

Consumer protection, local-content & labeling, data/privacy, fair competition, tax compliance.

Cash conversion, inventory turns, margin stability, store economics, governance.

What Head Office Obtains

Licenses, product clearances, compliance certainty, policy signals.

Capital at reasonable cost, coverage, long-term support for expansions/JVs.

Head Office Lens

Compliance-first narrative, early engagement on launches, ready-to-publish explainers (TKDN, warranty, financing), auditable trails (receipts, IMEI, returns).

Cohort-based unit economics, omnichannel KPIs (CAC/LTV), hedging & working-capital discipline, transparent risk notes (policy/platform/FX).

Stakeholder Identification



Let's Identify our Stakeholders

Role: Founder of Kerja Cerdias

Department: Executive Level

Internal Stakeholders

(Name - Role - Dept/Division - Communication Frequency)

🔑 Imam - Graphic Designer - Marketing - Weekly

External Stakeholders

(Name - Role - Dept/Division - Communication Frequency)

🔑 Mr. H- Founder - Executive Level - Weekly

Interests

Measurable researched weekly learning content to design

What We Obtains

Learning design and social media post

Personal Lens

Clear and concise learning content design timeline and objective

Interests

Training proposal

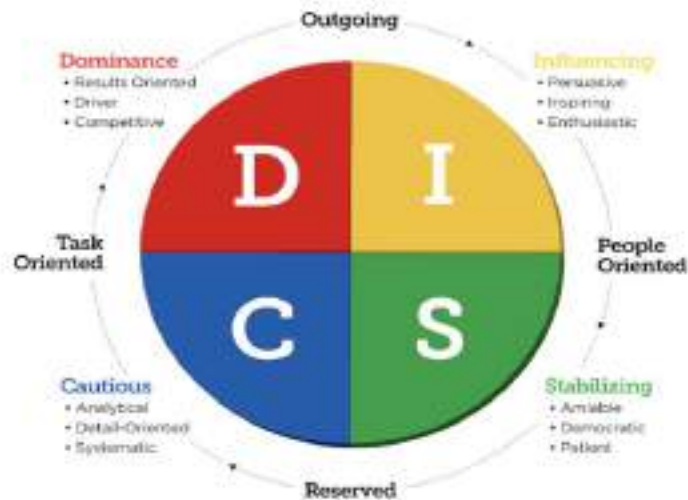
What We Obtains

B2B Partnership

Personal Lens

Updated training proposal relevance industrial needs

Style of Communication and Working



Assertive Communication by Style

STYLE	D	I	S	C
	<ul style="list-style-type: none">• Langsung ke poin dan tegas dalam menyampaikan argumen• Tunjukkan kepercayaan diri dan siap untuk mengambil keputusan cepat• Fokus pada hasil dan bagaimana kesepakatan itu menguntungkan• Jangan buang waktu dengan pembicaraan panjang atau detail yang tidak penting• Berikan opsi dan jalan keluar supaya mereka merasa punya kontrol	<ul style="list-style-type: none">• Gunakan gaya yang hangat, ramah, dan penuh semangat• Dengarkan ide dan pendapat mereka dengan antusias• Gunakan cerita atau testimoni yang mendukung argumenmu• Jangan terlalu kaku, beri ruang untuk berbicara dan berinteraksi sosial• Libatkan mereka dalam proses untuk menjaga motivasi dan minat	<ul style="list-style-type: none">• Bersikap sabar, lembut, dan penuh empati• Berikan jaminan dan pastikan mereka merasa aman dengan keputusan• Hindari tekanan atau mendesak mereka terlalu cepat mengambil keputusan• Jelaskan langkah-langkah dengan jelas dan detail• Ajukan pertanyaan "bagaimana" untuk memahami kebutuhan dan kekhawatiran	<ul style="list-style-type: none">• Sediakan data, fakta, dan bukti yang terperinci• Bersikap sistematis dan tepat waktu dalam negosiasi• Hindari emosi yang berlebihan, tetap profesional dan objektif• Jelaskan semua prosedur dan aturan yang relevan• Bersiaplah menjawab pertanyaan teknis atau detail terkait

Approaching Negotiation by Style

Individual Activity:

- Each of you **pick one important stakeholder** but you still feel that hard to manage communication with them
- Guess their **DISC style** that you think the person represents better
- Construct your struggles** with them in relation to communication
- Define what you shall improve to **elevate the relationship**



Stakeholder Working Style



Map your stakeholder Working Style

Role: Founder of Kerja Cerdias

Department: Executive Level

No	Name	Title/Role	DISC	Expectation/Concern	Room to Improve
1	Mr. H	Business Partner	Influence	The growth expectation often leads to partnership ambiguity between parties involved	Define what success metrics are, communicate personal objectives, and execute monthly evaluation



Interactive

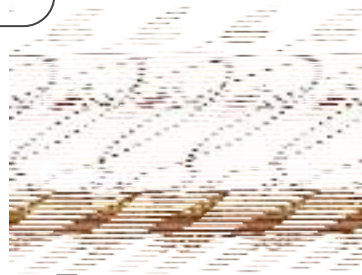
Test

Multi-brand campaign launch keeps slipping. How to mitigate it?

**A. Ask “everyone”
to commit harder**

**B. Let each function
manage its own
sub-timeline**

**C. Publish a RACI
(Approve/Do/Consult/I
nform) and review
blockers daily**



Deck Presentation | 2025



Interactive

Test

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nform) and review
blockers daily



*Restores accountability via clear who approves/does/consults/informs + tight cadence.
“Try harder” (A) lacks structure; siloed sub-timelines and (C) fragment ownership.*



● **Are there any questions?**



CONTACT INFO

 irvandiassanjaya

 irvandiassanjaya@gmail.com / kerjacerdias@gmail.com

 Irvandias Sanjaya

 irvandiassanjaya

 Kerjacerdias