



# INSPIRE SHIFT CONSULTING

SSM REGISTRATION  
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# Hi There!

**"Even at our worst downfall, you raised up and took up the challenge for transformation".**

**-Tan Sri Dato' Sri Haji Syed Zainal Abidin**

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## About Company

Inspire Shift Consulting is a dynamic business consulting and professional training company dedicated to helping organisations transform their people, strengthen leadership capabilities, and improve business performance. We partner with corporations, government agencies, SMEs, educational institutions, and industry organisations to deliver practical solutions that create measurable and sustainable results.

Established with the belief that organisational success begins with people, Inspire Shift combines industry expertise, strategic consulting, and experiential learning to help organisations adapt, innovate, and thrive in an ever-changing business environment. Our approach goes beyond conventional training.

We work closely with our clients to identify challenges, develop customised solutions, and build capabilities that drive long-term organisational excellence.

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# Chairman Message

## Empowering People. Transforming Organisations.

Welcome to Inspire Shift Consulting.

Thank you for taking the time to learn more about who we are and what we stand for.

Today's business environment is evolving faster than ever. Rapid technological advancements, artificial intelligence, changing workforce expectations, and increasing global competition require organisations to rethink how they lead, develop talent, and drive sustainable growth. Success is no longer determined solely by strategy—it depends on the ability of people to adapt, innovate, and lead with purpose.

At Inspire Shift Consulting, we believe that people are every organisation's greatest asset. Our mission is to empower leaders, strengthen teams, and transform organisations through practical learning, strategic consulting, and innovative solutions that deliver measurable results.

We work closely with corporations, government agencies, SMEs, educational institutions, and industry partners to design customised programmes that address real business challenges. Our approach combines industry expertise, practical experience, and forward-thinking strategies to ensure every engagement creates lasting value.

As organisations prepare for the future of work, our commitment remains clear: to develop capable leaders, build future-ready workforces, and foster cultures of continuous learning and innovation. We are equally committed to embracing emerging technologies, including artificial intelligence and digital transformation, to help organisations remain competitive in an increasingly dynamic landscape.

At Inspire Shift, we measure our success by the success of our clients. Every partnership is built on trust, integrity, collaboration, and a shared commitment to achieving meaningful outcomes.

As we continue to grow, we look forward to collaborating with more organisations and strategic partners to shape resilient leaders, high-performing teams, and sustainable businesses that create lasting impact for communities and industries.

Thank you for your trust and confidence in Inspire Shift Consulting. We look forward to partnering with you on your journey towards excellence and transformation. Together, we inspire change, empower people, and drive results.



Tan Sri Dato' Sri Haji Syed  
Zainal Abidin bin Syed  
Mohamed Tahir

## Our Leadership



Tan Sri Dato' Sri Haji Syed  
Zainal Abidin bin Syed  
Mohamed Tahir  
Chairman / Founder



Dr Hj Mohd Azman  
Zainul Abidin  
Director / Founder



## Our Leadership



Prim Kumar @Farim Umar  
Founder, DIBTA



Shahrul Azman  
Abd Malek  
CEO

## Our Vision

To become a leading regional partner in leadership development, organisational transformation, and workforce excellence.

## Our Mission

- Empower individuals to become high-performing leaders.
- Develop future-ready organisations through innovative learning solutions.
- Bridge the gap between strategy, leadership, and execution.
- Create sustainable business impact through people development.





## Our Service

## Corporate Training

We design and deliver practical, engaging, and results-driven training programmes that enhance organisational capability and workforce performance.

Our training solutions include:

- Leadership & Management Development
- AI Adoption & Digital Transformation
- Strategic Thinking & Business Excellence
- Communication & Presentation Skills
- Team Building & Employee Engagement
- Customer Experience Excellence
- Sales & Business Development
- Change Management
- Talent Development
- Future Skills

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## Our Service

## Business Consultancy

Our consultancy services help organisations solve business challenges, improve operational effectiveness, and accelerate organisational growth.

Areas of expertise include:

- Organisational Development
- Business Strategy
- Leadership Advisory
- Talent Management
- Performance Improvement
- HR & Workforce Development
- Digital Transformation Strategy
- Change & Transformation Management





## Our Service

## Workshop & Seminar

We organise high-impact executive forums, conferences, masterclasses, and leadership seminars featuring renowned industry experts and thought leaders.

These programmes provide executives with practical insights into:

- Leadership
- Artificial Intelligence
- Governance
- Innovation
- Business Sustainability
- Organisational Transformation





# Why Choose Us?

## Industry Practitioners

Our trainers and consultants are experienced professionals who have successfully led organisations across multiple industries. Participants benefit from real-world insights, practical frameworks, and proven leadership experience.

## Practical Learning

We believe learning should produce measurable business outcomes. Every programme is designed with practical application, case studies, simulations, and actionable tools.





# Why choose us?

## Customised Solutions

Every organisation is unique. We tailor our programmes to align with each client's objectives, industry requirements, and organisational culture.

## Business-Focused Approach

Our solutions are designed not only to develop people but also to improve productivity, strengthen leadership, and achieve organisational goals.

# Our Approach

## **Discover**

Understand organisational needs and business challenges.



## **Design**

Develop customised strategies, training programmes, and transformation initiatives.



## **Deliver**

Implement engaging learning experiences and consulting interventions.



## **Drive Results**

Measure impact, improve performance, and support continuous organisational growth.



# Associate Trainers & Consultants



"Driving People to Results."

## Delivering Expertise That Makes a Difference

At Inspire Shift Consulting, we are more than trainers—we are strategic partners dedicated to empowering leaders, transforming organisations, and developing future-ready talent.

Together, our consultants bring knowledge, experience, and innovation to help organisations navigate change, strengthen capabilities, and achieve long-term success.

### **Associate Trainers & Consultants**

Inspire Shift Consulting is supported by a panel of highly experienced associate consultants who bring specialised expertise across various industries and functional disciplines.

### **Leadership & Executive Development**

Senior executives and leadership practitioners with extensive experience in corporate governance, strategic leadership, executive coaching, and organisational transformation.

### **Artificial Intelligence & Digital Transformation**

Industry professionals specialising in AI adoption, digital transformation, automation, innovation management, and emerging technologies for business.

### **Human Capital & Organisational Development**

Experienced HR professionals and consultants focusing on talent management, competency development, succession planning, employee engagement, and organisational effectiveness.

### **Manufacturing & Engineering Excellence**

Technical experts with practical experience in manufacturing operations, engineering management, Lean, Six Sigma, quality improvement, productivity enhancement, and operational excellence.

### **Business Strategy & Performance Improvement**

Business consultants with expertise in strategic planning, business model innovation, operational improvement, risk management, and organisational performance.



# Principle Consultant



Tan Sri Dato' Sri Haji Syed  
Zainal Abidin bin Syed  
Mohamed Tahir

Principle Consultant  
Leadership, Business Transformation

He began his career in the engineering and energy sector with PETRONAS, rising through senior leadership roles including Vice President of Downstream Marketing and later Managing Director of Petronas Dagangan Berhad, where he drove retail and commercial growth. Prior to Proton, he also held key leadership positions in the automotive industry, notably as Executive Director at Perodua Auto Corporation Sdn Bhd, contributing to its operational and manufacturing excellence. Beyond his executive roles, Tan Sri Syed Zainal has held influential positions in Malaysia's corporate and technology ecosystem, including Chairman of Dagang NeXchange Berhad (DNeX) and SilTerra Malaysia Sdn Bhd, where he is involved in advancing digital trade and semiconductor development. He also contributes to national development through public and institutional roles, including his appointment as Chairman of Perbadanan Wakaf Selangor. Academically, he holds a Bachelor of Science in Civil Engineering from the University of Maryland, USA, underpinning his strong technical and strategic foundation. Overall, his credentials reflect a rare blend of engineering expertise, corporate turnaround leadership, and cross-industry influence, positioning him as one of Malaysia's most respected figures in industrial and strategic business leadership. University Summit and CIPD.





# Principle Consultant



Dr. Hj Mohd Azman Zainul  
Abidin

Principle Consultant  
Leadership, Business Transformation,  
Entrepreneurship, Automotive

Dr. Hj Mohd Azman Zainul Abidin is a distinguished Malaysian technocrat and corporate leader with a strong foundation in automotive engineering, clean technology, and talent development. He holds a PhD in Vehicle Dynamics from Loughborough University, and began his international career as a Vehicle Dynamics Specialist at Jaguar Land Rover in the United Kingdom—becoming one of the first Malaysians to contribute at its advanced engineering centre in Gaydon. Upon returning to Malaysia under a national talent repatriation programme, he joined Universiti Teknologi Malaysia (UTM), where he led automotive research initiatives and served as Head of the Automotive Laboratory. He was later seconded to Proton Holdings Berhad as the inaugural “Proton Professor,” playing a pivotal role in strengthening academia-industry collaboration and advancing R&D capabilities within the national automotive ecosystem. Dr. Azman subsequently moved into national-level leadership, most notably as Group Chief Executive Officer of GreenTech Malaysia (Malaysian Green Technology Corporation), where he drove strategic initiatives to position Malaysia as a regional leader in sustainable and green technology development. His appointment reflected a strong track record combining deep technical expertise with executive leadership and policy-level impact. Overall, his career credentials reflect a rare blend of global engineering exposure, national industrial development leadership, and ecosystem-building capabilities, particularly across automotive innovation, green technology, and talent platform development—making him a key figure in Malaysia’s transition toward a high-value, technology-driven economy.





# Associate Consultant



Nor Salinun Ghazali

Associate Consultant  
HR Strategy, Talent management, Leadership  
Development

Nor Salinun Ghazali is a seasoned Human Resources and Organizational Development leader with over 25 years of experience in HR strategy, talent management, leadership development, and enterprise transformation. She brings a strong track record of partnering with boards and senior leadership teams to drive business and people transformation agendas across diverse industries. Currently serving as an Independent Non-Executive Director of a Public Listed Company, Salinun also holds active roles in advisory, consultancy, and leadership development. Her work focuses on C-suite and senior leadership assessment, culture transformation, talent acceleration, and organisational capability building, enabling organisations to align people strategies with business outcomes. Salinun's expertise spans both strategic and operational domains. She has led initiatives in HR transformation, performance management redesign, organisational culture shaping, and leadership pipeline development. Her advisory work includes reviewing and formulating business and HR strategies, strengthening organisational effectiveness, and driving sustainable change across enterprises. Salinun began her career at Multimedia Development Corporation (MDeC), where she was involved in HR operations, change management, and communications. She holds a Bachelor of Science in Human Resource Management from Syracuse University, New York, and is a HRDC-accredited trainer, a certified Behavioral and Competency-Based Interview Assessor, and a certified Virtual Facilitator.





# Associate Consultant



Jane Chew

**Associate Consultant**  
AI Strategy Coach Customer Journey To Profitability

Jane Chew is an AI Strategy Consultant, Business Model Innovation Coach, and Digital Transformation Advisor who helps organizations turn AI from concept into practical business advantage. As the Founder of DigitalAI Business Club, she works with entrepreneurs, SME leaders, and corporate teams to future-proof their business models by aligning AI with strategy, operations, and market positioning. With more than two decades of experience in data-driven marketing, customer strategy, and enterprise growth, including leadership roles at OCBC, OgilvyOne, and Aimia, Jane brings a strong commercial and strategic lens to AI adoption. Her approach is human-first, strategy-led, and execution-focused, helping organizations move from AI curiosity to meaningful implementation without overwhelm or hype. Jane is also the Director of Tech Startup & Digitalization at E3, where she actively supports cross-sector collaboration and ecosystem building to help businesses adapt, innovate, and grow sustainably in the AI era. An HRDC-accredited trainer, Jane delivers AI strategy and digital transformation workshops, Strategy coaching, AI and data analytics advisory, and AI readiness and business health audits. She is the author of Midlife to AI Mastery, was featured in Malaysia SME, and received the 10x Strategy Rising Star Award 2024





# Associate Consultant



Dr Abdul Aziz Azizam

Associate Consultant  
Strategic Leadership & Decision-Making

Dr. Abdul Aziz is a strategic advisor and leadership specialist with expertise in data-driven decision-making, strategic communication, and organizational transformation. He is experienced in translating complex data and stakeholder dynamics into clear, actionable strategies for leadership teams. He has been actively involved in large-scale research and analytical projects, managing complex datasets and multi-stakeholder environments. This experience enables him to generate high-quality strategic insights, supporting leaders in making informed, evidence-based decisions with confidence. Dr. Aziz's work focuses on strengthening leadership capability, strategic alignment, and performance outcomes, particularly in complex and fast-changing environments. His approach integrates quantitative analysis, communication strategy, and behavioral insights to ensure decisions are both data-informed and effectively executed. He is particularly recognized for his ability to analyze organizational and stakeholder networks, helping leaders understand influence patterns, improve communication flows, and enhance strategic positioning. In addition, he delivers executive workshops and capability-building programs on strategic thinking, leadership communication, and analytical decision-making, with a strong emphasis on practical application. Dr. Aziz continues to support organizations in navigating digital transformation and complex stakeholder ecosystems, positioning data and communication as key drivers of leadership effectiveness and sustainable performance.





# Associate Consultant



Mohamed Shah

Associate Consultant

Project Management ERP | Business  
Development | Transformation &  
Digitalization

Shah, is a seasoned Certified Project Management Professional and PMI Authorized Trainer with over 35 years of progressive leadership across Project Management, IT Digitalization, ERP Implementation, Corporate Transformation, Sustainable Technology, and Innovation. He is currently the Principal Trainer and Consultant, delivering project management training and consultancy across Predictive, Adaptive, and Hybrid methodologies, covering the full spectrum of PMBOK knowledge areas including Scope, Schedule, Cost, Quality, Risk, Procurement, Stakeholder, and Integration Management. Shah's academic foundation is both technical and business-oriented. He holds a Bachelor of Science in Industrial Engineering from Texas Tech University, Lubbock, Texas, USA (1988). He subsequently earned a Master of Science in Information Technology (Project Management). Shah has also pursued executive-level learning at the world's foremost institutions — a Certificate in Disruptive Innovative Technology from Harvard Business School, USA (2021) and a Certificate in Leading Digital Business Transformation from IMD Business School, Switzerland (2019). Over his distinguished 35-year career, Shah has held senior leadership positions across a diverse portfolio of companies and industries. He began his career as an Industrial Engineer at AMD and later to Motorola Malaysia. He progressed into general management at KUB-Fujitsu Telecommunication and KUB-IT, where he successfully led a full corporate transformation. At UMW IT, he rose from Senior Manager through Assistant General Manager to Chief Information Officer (CIO). A prolific trainer and thought leader, Shah is a PMI Authorized Training Partner (ATP) trainer, HRDF-certified Trainer, and holds professional certifications in PRINCE2, Motorola Six Sigma, TRIZ Levels 1–3, and MTM Industrial Engineering (UK). He has delivered Project Management training for PNB Group of Companies and has been a keynote speaker at CIO, Project Management, and Innovation forums. — reflecting his passion for renewable energy and sustainable development. Shah has worked across 13 countries including Singapore, Australia, China, India, Japan, USA, and Oman.) since 2025





# The Company Values

## Our Core Values

At Inspire Shift Consulting, our values define who we are, guide our decisions, and shape the way we serve our clients and partners. They reflect our commitment to delivering meaningful impact through people, leadership, and organisational transformation.

### Integrity

We uphold the highest standards of honesty, ethics, and professionalism in every engagement. Trust is the foundation of our relationships with clients, partners, and stakeholders.

### Excellence

We strive for excellence in everything we do by delivering high-quality solutions, maintaining professional standards, and continuously improving our services to exceed client expectations.

### Innovation

We embrace new ideas, emerging technologies, and creative thinking to develop forward-looking solutions that help organisations remain competitive in a rapidly changing world.

### Collaboration

We believe that lasting success is achieved through strong partnerships. We work closely with our clients, industry partners, and stakeholders to co-create solutions that deliver sustainable results.

### People-Centric

People are at the heart of every organisation. We are committed to empowering individuals, developing leaders, and building high-performing teams that drive organisational success.

### Impact

We focus on delivering measurable outcomes that create real value for our clients. Every programme, consultancy project, and initiative is designed to improve performance, strengthen capabilities, and achieve meaningful business results.

### Lifelong Learning

We foster a culture of continuous learning, curiosity, and professional growth, enabling individuals and organisations to adapt, innovate, and thrive in an evolving business landscape.

### Accountability

We take ownership of our commitments and deliver on our promises with discipline, transparency, and responsibility. We are accountable for the quality of our work and the success of our clients.



# Let's Work Together

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