

# MARLY

PT. MARLY OPTIMA INDONESIA

Organizational and Human Capital Consultant  
First Coaching School Provider in Eastern Indonesia



**MARLY**  
bring out the best

COMPANY PROFILE

## HELLO!

Marly Optima Indonesia is a consultant in human capital and organizational development. Initially, Marly Optima Indonesia was known as Lembaga Marly. It was founded by Ismarli Muis to serve corporates, the government, and the privates in Eastern Indonesia, for assessment and training.

Today, Lembaga Marly, or MARLY has transformed into PT Marly Optima Indonesia with more services which are divided by Assessment, Training, Coaching, Counseling, and Research divisions. Marly has collaborated with more than 100 institutions throughout Indonesia, from East to West.

MARLY has built a reliable global network through MARLY COACHING SCHOOL and has become the first International Coaching Federation (ICF) accredited coaching program provided in Eastern Indonesia. Marly Coaching School has seen the transition of many leaders into new role as Professional Coach that strengthens their leadership and changes their behaviors that directly impact business results.

**Dr. Ismarli Muis, M.Si., Psikolog, PCC.**  
Founder



## OUR VISION

Our goal is to establish ourselves as the go-to Professional Partner Institution for Psychological Services, Human Capital Development, and Organizational Development in Indonesia.

With a relentless focus on excellence and a commitment to our client's success, we strive to be the best in the business.

Partner with us today and experience the difference!

bring out the best

We Bring The Best To You

We Bring Out The Best In You

# OUR VALUES



## BEST

### **Build integrity**

We prioritize building integrity in interactions with you. We believe in conducting business with honesty, transparency, and ethical behavior.

### **Embrace creativity and innovation**

We encourage a collaborative environment where we embrace your creativity and innovation. Together, we can explore new possibilities and drive innovation forward.

### **Sustaining quality improvement**

We are committed to providing you with high-quality programs and services. We strive for excellence by maintaining rigorous quality standards, continuously evaluating our offerings and feedback.

### **Taking action**

We believe in taking decisive action, proactive and responsible steps. We can promptly address any challenges or opportunities that arise, ensuring your satisfaction and success.



# WE ACTIVELY TAKING ACTION TO PARTNERING WITH YOU

**15+**

Years of experience

**11.000+**

Participants in Assessment, Training, Counseling, and Coaching

**100+**

Corporate clients

**25+**

Provinces

**10+**

Batch of class certification

**98%**

Clients are very satisfied with our programs



# OUR VALUED CLIENTS



## OUR OFFICE



### Grha Marly

Jl. Monumen Emmy Saelan  
Komplek Graha Sari No. B4  
Makassar 90222  
Indonesia

# OUR SERVICES

We always embrace creativity and innovation to solve your problems



## ASSESSMENT

- Psychological Assessment
- Assessment Center Program
- Behavior Event Interview



## TRAINING

- Marly Certified Professional Coach
- Coaching Skill for Leader
- Coaching Skill for Teacher
- Coaching Skill for Parent
- Marly Service Professional Program
- Assessment Center Assessor Certification
- Certified Points of You Level 1
- Certified Points of You Level 2



## COACHING

- Professional Development Program
- Personal Development Program
- Business Development Program



## COUNSELING

Counseling services to help overcome problems faced by individuals in daily life, work, or as a result of traumatic events



## RESEARCH

- Diagnosing and Changing Organizational Culture
- Organizational Stress Survey
- Job Satisfaction Survey
- Service Need Assessment
- Job Commitment and Motivational Survey
- Customer Satisfaction Survey



## ASSESSMENT

Our assessment services, including Psychological Assessments, Behavioral Event Interviews, and Assessment Centers, provide valuable insights into performance and growth for individuals and organizations.

We offer assistance with effective and accurate assessments of personal and professional competencies.

# ASSESSMENT



## PSYCHOLOGICAL TEST

A psychological test is a behavioral sample used to assess an individual's psychological potential, such as intelligence, knowledge, abilities, attitudes, and personality.

This test is employed to measure the psychological potential of a candidate, which can be used to predict their future work behavior. Psychological tests can be utilized for selection processes, evaluations, promotions, or educational purposes.

### Price

Start at Rp 1.130.000,-/person (without leadership potential)

Start at Rp 2.260.000,-/person (with leadership potential)

## ASSESSMENT CENTER

Assessment Center is a process of evaluating the competencies, skills, and abilities of candidates using multiple methods and multiple assessors to identify the most crucial skills and capabilities required for success in a specific job.

The assessment center process is utilized as a selection method for managerial positions.

### Price

Starts at Rp 4.520.000,-/person (depending on the complexity of the method used and the number of competencies that will be assessed)

## BEHAVIORAL EVENT INTERVIEW

The Behavioral Event Interview (BEI) is a process of assessing individual competencies through a structured and in-depth interview aimed at exploring past work behaviors as evidence of the candidate's competencies.

The outcomes of BEI can be used to identify individual competencies that align with the required competencies for the position being considered.

### Price

Starts at Rp 1.695.000,-/person (depending on the number of competencies that will be assessed)

It is optimal to employ a **combination of three methods** for a **comprehensive** competency profile assessment. The price starts at Rp 9.040.000,-.  
All assessment price includes PPN & PPh.

# TRAINING

## Certification

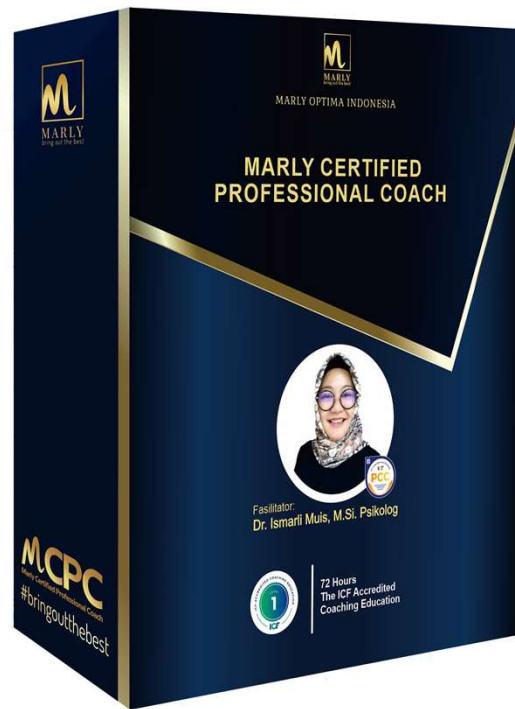


## Non Certification



## TRAINING

Certification



# 5 MONTHS

Rp 21.800.000,-



# MARLY CERTIFIED PROFESSIONAL COACH PROGRAM

The Marly Certified Professional Coach Program (MCPC) is a certified coaching training designed to equip participants with the skills to become professional coach. This certification program is intended for professionals, or anyone interested in understanding, deepening, and applying coaching principles in their professional activities.

Throughout the program, you will learn about coaching, comprehend and implement coaching competencies based on the International Coaching Federation (ICF) Core Competency model, gain a broader understanding of coaching conversations using various approaches, and discover how coaching can be applied in team or group settings.



TRAINING

WHAT YOU WILL LEARN

# MARLY CERTIFIED PROFESSIONAL COACH PROGRAM



72  
HOURS

## Coaching Concept

Introduction to Coaching  
What is coaching and  
What is not coaching?

## ICF Code of Ethics

## 8 ICF Core Competencies

Demonstrates Ethical Practice  
Embodies a Coaching Mindset  
Establishes and Maintains  
Agreement Cultivates Trust and  
Safety  
Maintains  
Presence  
Listens Actively  
Evokes Awareness  
Facilitates Client Growth

## Elevate Knowledge to Become Competent

Coaching Conversation Models  
Coaching Simulation and  
Practice  
Coaching Assignment  
Coaching Tools

## Mentoring Program

Group Mentoring  
Individual Mentoring



# SPECIAL OFFER !



62 Hours Training + 10 Hours Mentoring



International Certificate Accredited



Learning Kit



Event and Community Access



Investment:

Rp. 21.800.000,-/orang

Rp. 42.000.000,-/2 orang

MARLY | Organizational & Human Capital Development Consultant



MARLY  
bring out the best

MARLY OPTIMA INDONESIA

## MARLY CERTIFIED PROFESSIONAL COACH PROGRAM



72 Hours  
The ICF Accredited  
Coaching Education



Fasilitator:  
**Dr. Ismarli Muis, M.Si. Psikolog**

Program Schedule for 5 Months  
**November 2023 - April 2024**  
Online Program

 [www.marly.co.id](http://www.marly.co.id)  [admin@marly.co.id](mailto:admin@marly.co.id)  Marly Consultant   [marly.co.id](https://www.marly.co.id)



Scan Here

## TRAINING



**1 DAY**  
**WORKSHOP**  
**Rp 7.500.000,-**

POINTS OF YOU®

# CERTIFIED EXPLORER

## Hello Points Workshop – Level 1

6 HOURS

**CCE**

ICF CONTINUING  
COACH EDUCATION

**ICF**

POINTS OF YOU®

Academy

Welcome  
to our world



[www.points-of-you.com](http://www.points-of-you.com)

## What You'll Learn?

### **Points of You® concept**

The world of Points of You® and the way it works.

### **Points of You® cards**

Learn how to use an exclusive technique of photo observation to gain new points of view.

### **Zooming In with The Coaching Game**

Go on a speed date with your thoughts and insights. Experience fun and easy-going process that goes surprisingly deep.

### **My Story with Punctum**

Re-frame an empowering life story with the brilliance of Punctum.

### **Layout Charts**

Map your thoughts and feelings with a tailor-made, one-on-one, coaching tool for self-exploration.

## What You'll Get?



### Training Live Workshop

Hello Points  
1 days, 6 hours

### Points of You Tools

Set of The Coaching Game  
Set of Punctum

### L1 Concept Pack

Workshop Booklet  
L1 Exclusive set of cards  
Goodie Bag  
Canvas bag

## TRAINING



**2 DAYS**

**WORKSHOP**

**Rp 25.650.000,-**

**POINTS OF YOU®**

# **CERTIFIED PRACTITIONER**

## **Creative Practice Workshop – Level 2**

**18 HOURS**

**CCE**

ICF CONTINUING  
COACH EDUCATION

**ICF**



POINTS OF YOU®

Academy

Learn the basics  
& start working



[www.points-of-you.com](http://www.points-of-you.com)

## What You'll Learn?

### **The Power of photos**

An introduction to the language of today's world  
– the empowering language of Photos.

### **Points of You® Method**

Learn the 4 simple steps of our unique method.

### **The Potential Me with Faces**

A new version of our bestselling process with the eye-opening cards of Faces.  
After experiencing the process, we will teach you useful techniques and practice various adaptations.

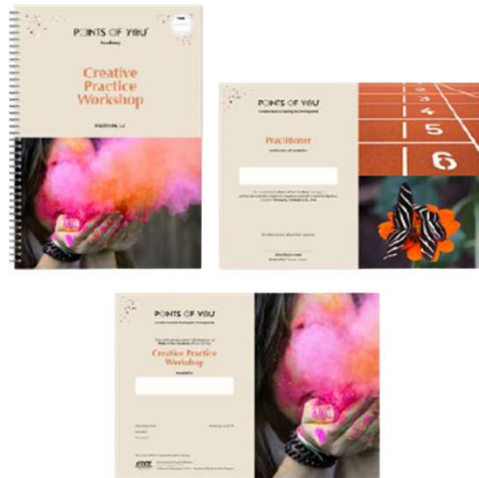
### **A full day of Frequently Used Activities**

Take part in creative ice breakers, feedback activities,  
an interview process and more.

### **Layout Charts – Create your own**

Build your personal workshop based on a Points of You®  
secret ingredient – Our Layout Charts.

## What You'll Get?



### Training Live Workshop

Creative Practice  
2 days, 16 hours



### 1 Online Course

How to facilitate the  
Hello Points Workshop  
2 hours  
+ L.1 Facilitator E-booklet



### Points of You Tools

Set of Faces  
Set of Flow



### Creative Practice Pack

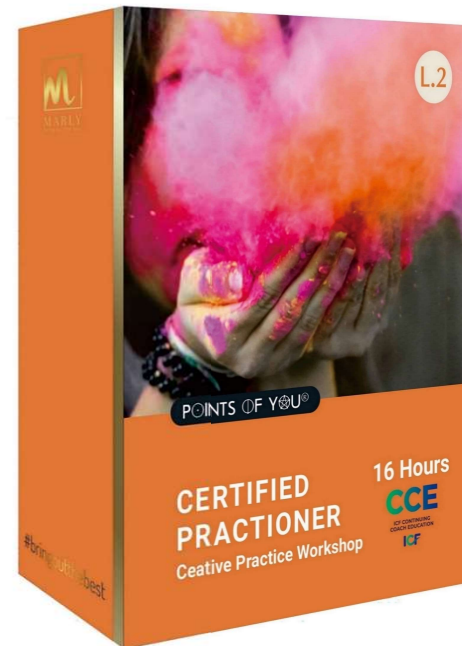
Workshop Booklet  
Notebook  
L.2 Exclusive set of cards  
Goody Bag  
Canvas bag



## BUNDLES L.1 + L.2



~~Rp 7.500.000,-~~



~~Rp 25.650.000,-~~

**Only Rp 26.750.000,-**

## TRAINING

### Coaching Skill Program in Education



**3 DAYS**  
**WORKSHOP**  
**Rp 4.900.000,-**

## COACHING SKILLS FOR EDUCATORS

Coaching Skills for Educators aims to assist educators in understanding the benefits of coaching in education. Coaching can help educators comprehend the needs of learners as individuals on their learning journey, enabling them to better understand their student's learning styles and support them in reaching their full potential. Additionally, this program strives to enhance the quality of teaching by providing educators with the necessary coaching skills. Through this program, educators will be capable of fostering effective and open communication between themselves and their students, thus facilitating a more conducive and improved teaching and learning process.

## TRAINING

### Coaching Skill Program in Education



**1 DAY**  
**WORKSHOP**  
**Rp 750.000,-**

## TEACHER AS COACH

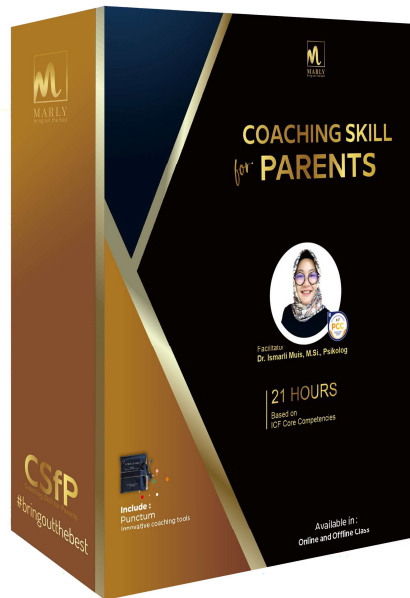
Teacher as Coach is a one-day workshop designed for educators who seek to enhance their coaching skills and empower students to independently solve their problems. Typically, the coaching competencies gained through the workshop can be applied to academic guidance processes and classroom teaching. During the workshop, educators will learn effective coaching techniques that can be used to support students in overcoming challenges, fostering their problem-solving abilities, and promoting self-reliance.

These coaching skills can be applied in academic mentoring or one-on-one interactions with students, as well as in classroom settings to create a more supportive and empowering learning environment. By adopting a coaching approach, educators can better understand their student's needs and help them develop the necessary skills to succeed academically and personally.



## TRAINING

### Coaching Skill Program in **Parenting**



**3 DAYS**  
**WORKSHOP**  
**Rp 4.900.000,-**

## COACHING SKILLS FOR PARENTS

Coaching Skill for Parents is a suitable program for parents, or anyone interested in gaining a deeper understanding of basic coaching techniques that can be applied within the family environment. The program aims to help parents comprehend their children's needs better and improve the quality of parenting to foster stronger relationships with their kids.

Through this program, parents will learn valuable coaching skills that can be used to create a more supportive and nurturing environment for their children. It will enable parents to communicate effectively and openly with their kids, leading to the development of a harmonious and closer bond between them. By applying coaching principles, parents can better understand their children's perspectives, aspirations, and challenges, thus empowering them to support their children's growth and development more effectively.

## TRAINING

### Coaching Skill Program in **Parenting**



**1 DAY**  
**WORKSHOP**  
**Rp 750.000,-**

## PARENTS AS COACH

Parents as Coach is a one-day workshop designed for parents or anyone interested in understanding basic coaching techniques that can be applied within the family environment, especially in the context of parenting and educating children. During the workshop, participants will learn essential coaching skills that can help them become more effective and supportive parents.

The program focuses on empowering parents to better understand their children's needs, aspirations, and challenges, enabling them to create a nurturing and positive family atmosphere. By applying coaching principles, parents can foster open communication, strengthen the parent-child relationship, and support their children's personal growth and development.

## TRAINING

### Coaching Skill Program in **Organization**



**3 DAYS**  
**WORKSHOP**  
**Rp 4.900.000,-**

## COACHING SKILLS FOR LEADER

Program Coaching Skill For Leaders is designed to assist leaders in enhancing their coaching skills to effectively empower their staff to maximize their potential and handle challenges more effectively. During this program, leaders will be trained in the necessary coaching skills to aid their staff in independently finding solutions to problems and setting accountable action plans to achieve work-related goals. As a result, this program will help leaders increase the productivity and performance of their teams.

Moreover, Coaching Skill for Leaders aims to improve the quality of communication between leaders and their staff. By adopting coaching techniques, leaders can foster a more open and constructive dialogue, leading to better understanding and collaboration within the team. This improved communication will contribute to a positive work environment and foster a culture of growth and development among the staff.

## TRAINING



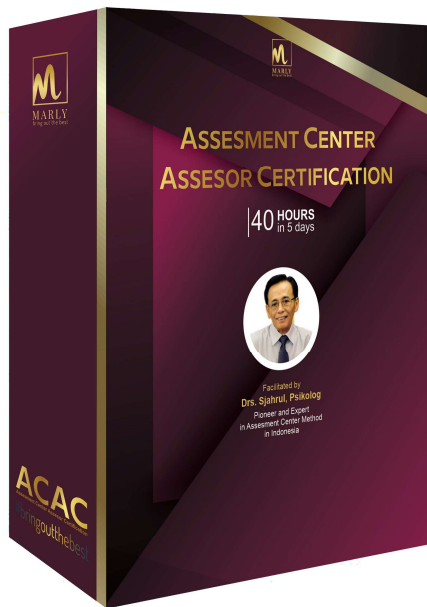
**1 MONTH  
PROGRAM**  
**Rp 10.900.000,-**

## MARLY CERTIFIED SERVICE PROFESSIONAL

Certified Service Professional Program is a certified training program aimed at developing competency in providing professional service. The focus of this program is to drive behavioral and attitudinal changes among professionals working in the service industry, making them more empathetic and helpful. This, in turn, will have a positive impact on increasing customer or community satisfaction and adding value to the organization.

Through this program, participants will gain a deeper understanding of consumers or the community, their characteristics, and the best ways to meet their needs through excellent and professional service. The main goal is to equip participants with the necessary skills to deliver top-notch service and create a positive customer experience. This program is beneficial for professionals working in service-related fields, enabling them to elevate their service delivery and contribute to the overall success of the organization.

## TRAINING



**5 DAYS**  
**PROGRAM**  
**Rp 8.500.000,-**

# ASSESSMENT CENTER ASSESSOR CERTIFICATION

The Assessment Center Assessor Certification program is designed to train assessors capable of conducting employee assessments based on competencies as the foundation. Through this training, participants will learn various methods and techniques that can aid in conducting effective assessment activities. Additionally, participants will gain an understanding of the fundamental principles of the Assessment Center and the skills to apply them in the assessment process



## TRAINING



**3 DAYS**  
**PROGRAM**  
**Rp 4.000.000,-**

# BEHAVIORAL EVENT INTERVIEW CERTIFICATION

The Behavioral Event Interview (BEI) Certification is designed to train interviewers who can conduct behavior-based interviews (BEI) with a high level of expertise. Through this training, participants will learn various effective methods and techniques for conducting behavior-based interviews with employees or potential candidates. In this program, participants will gain a deep understanding of the fundamental principles of BEI and the skills to apply them in the interview process

## COACHING

Personal and professional development are essential for you, who are seeking to maximize your potential and achieve success.

At our coaching services, we embrace a partnership approach with experienced coaches to support you in gaining valuable insights, exploring your potential, accomplishing your goals, and creating positive changes.

# COACHING PROGRAM



## PROFESSIONAL DEVELOPMENT PROGRAM

- Executive Excellence Program
- Leadership Edge Program
- Peak Professional Program



## PERSONAL DEVELOPMENT PROGRAM

- Life Transition Program
- Life Maximizing and Focus Program
- Introductory Program



## BUSINESS DEVELOPMENT PROGRAM

- Business Acceleration Program
- Business Start Up Program
- Booster Session

# PROFESSIONAL DEVELOPMENT PROGRAM

## EXECUTIVE EXCELLENCE PROGRAM

This 3 months program is specifically designed for the seasoned executive who desires continued leadership development and career success. These leaders are highly visible and have profound effects on their organizations through every action they take. The program offers an in-depth process for identifying and addressing the often subtle yet deeply ingrained behaviors that can be fine-tuned for a positive impact – on their success and their company.

- 1 x 45-minute intake and orientation session
- 1 x individual competency-based assessment
- 4 x 45-minute personal coaching session
- Monthly exercise, homework, and insight
- Biweekly accountability and support via messenger or email to ensure ongoing progress
- Access to workshops and seminars at a discounted rate

**Rp 35.000.000,-**

## LEADERSHIP EDGE PROGRAM

This 3 months program offers a comprehensive development process for the experienced leader who desires to become a senior executive candidate. This individual already has most of the “success boxes checked”, and development goals are more narrowly defined. The program includes in-depth assessment and feedback, along with personal planning and coaching for improved leadership effectiveness, organizational influence, and career advancement.

- 1 x 45-minute intake and orientation session
- 1 x individual competency-based assessment
- 4 x 45-minute personal coaching session
- Biweekly accountability and support via messenger or email to ensure ongoing progress
- Access to workshops and seminars at a discounted rate

**Rp 25.000.000,-**

## PEAK PROFESSIONAL PROGRAM

This program is aimed at the up-and-coming manager or high-potential professional. Typically, this individual has demonstrated outstanding professional and technical talents as well as the right aptitude for leadership. The program primarily focuses on supporting leadership capabilities and defining top priorities for development.

- 1 x 45-minute personal coaching session
- Access to workshops and seminars at a discounted rate

**Rp 2.000.000,-/session**

# PERSONAL DEVELOPMENT PROGRAM

## LIFE TRANSITION PROGRAM

This 6 weeks program is designed for individuals who are going through transition and life changes, either professionally or personally. Over the course of letting go of certain things and preparing for what lies ahead we all value having a guide along the journey that can move at your pace to increase hope and action

1 x 45-minute intake and orientation session  
5 x 45-minute personal coaching session  
Weekly exercise, homework, and insight  
Unlimited "Got a minute" phone to enhance coaching session (5 minutes)  
Weekly accountability and support via messenger or email to ensure ongoing progress  
Access to workshops and seminars at a discounted rate

**Rp 24.000.000,-**

## LIFE MAXIMIZING & FOCUS PROGRAM

This 4 weeks program is specifically designed for an individual who wants to maximize their personal or professional life by assessing their strengths, skill, temperaments, passions, and opportunities to enhance their preferred future. Looking at how you're wired, you will be inspired and energized by the direction you set and the goals we help achieve

1 x 45-minute intake and orientation session  
4 x 45-minute personal coaching session  
Weekly exercise, homework, and insight  
Unlimited "Got a minute" phone to enhance coaching session (5 minutes)  
Weekly accountability and support via messenger or email to ensure ongoing progress  
Access to workshops and seminars at a discounted rate

**Rp 20.000.000,-**

## EXPLORING OPTION PROGRAM

This program is designed for individuals who want to experience the impact that coaching can have in their lives while exploring the best options for their ongoing coaching needs.

1 x 45-minute personal coaching session  
Access to workshops and seminars at a discounted rate

**Rp 2.000.000,-/session**



# BUSINEES DEVELOPMENT PROGRAM

## BUSINESS ACCELERATION PROGRAM

This 6 months program is aimed at the entrepreneur or small business owner who are at a crossroad or looking to set new strategic directions for programs, products, or services. The program includes identifying core business, personal strengths and values, challenges and opportunities, and mapping out a simple, strategic business plan to achieve success.

1 x 45-minute intake and orientation session  
6 x 45-minute personal coaching session  
Biweekly exercise, homework, and insight  
Unlimited "Got a minute" phone to enhance coaching session (5 minutes)  
Biweekly accountability and support via messenger or email to ensure ongoing progress  
Access to workshops and seminars at a discounted rate

**Rp 35.000.000,-**

## BUSINESS START-UP PROGRAM

This 6 months program is aimed at entrepreneurs who are willing to develop a business. The program includes identifying market needs, personal strengths and values, challenges and opportunities, and mapping out a simple and strategic business plan.

1 x 45-minute intake and orientation session  
4 x 45-minute personal coaching session  
Biweekly exercise, homework and insight  
Unlimited "Got a minute" phone to enhance coaching session (5 minutes)  
Biweekly accountability and support via messenger or email to ensure ongoing progress  
Access to workshops and seminars at a discounted rate

**Rp 25.000.000,-**

## BOOSTER SESSION

A productive session is designed for the entrepreneur who wants to get enlightenment in developing their business activities.

1 x 45-minute personal coaching session  
Access to workshops and seminars at a discounted rate

**Rp 2.000.000,-/session**

# COUNSELING

In today's fast-paced world, the demands of change require flexibility and resilience to face various challenges. Our counseling services empower individuals to thrive in their personal and professional lives. We are dedicated to developing emotional intelligence, improving mental well-being, and enhancing interpersonal skills.

Our experienced counselors foster a warm and supportive environment, engaging in a personalized, one-on-one learning-oriented process. We tailor our methods to meet the unique needs and context of each client. We provide the necessary support and guidance to enable you to achieve your personal and professional goals.



# RESEARCH

In an era of constant change and information overload, research plays a crucial role in gaining insights and making informed decisions.

Our research services offer comprehensive analysis and valuable information on a wide range of topics including personal development and business or organization.

Our expert's researcher diverse methodologies to provide evidence-based research that empowers you and your organizations to make informed choices and achieve your desired outcomes.

## WHAT OUR ALUMNI SAY...



**Nuraeni** ✓

@alumniACACBatch2

Terimakasih untuk Marly, luar biasa pelayanan yang diberikan, selalu menyediakan fasilitas-fasilitas yang merupakan kebutuhan sebagai peserta diklat, lengkap, dan profesional

BPSDM Provinsi Sulawesi Selatan



**Riski Januar** ✓

@alumniMCPCBatch5

Saya merasakan support dari fasilitator dan tim selama proses belajar, terutama saat saya menemukan hambatan

Development Partner PM Semakna



**Bagus** ✓

@pesertaTeacherasCoachBatch3

Seminar TAC dapat mendukung pekerjaan saya dan bisa kita terapkan untuk keluarga. Seminar ini dilaksanakan dengan cara yang menyenangkan, asik, dan diberi kesempatan untuk praktik.

Pengembang SDM PT. PLN



**Bripda Riska** ✓

@pesertaServiceExellence

Marly mengajarkan cara berempati dan terkoneksi dengan masyarakat sehingga masyarakat merasa puas dan percaya. Training ini luar biasa karena memberikan pengetahuan terkait cara melakukan pelayanan.

Polres Palopo

## OUR TEAM



Nurul Habiba Makkatenni

Program Development

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Rahma Anugrah

Customer Relation

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Siti Wardaya Yaman

General Affair

---



Zaahirah Syam

Creative and Marketing

---





**CALLING OUT ALL MAHASISWA !**

# COACHING MOVEMENT

SESI COACHING **GRATIS** UNTUK EKSPLORASI GOALS



Flexible Schedule with Associate Coach



Partnering Students in Career Planning and Academic Goals



Enhancing The University's Reputation in Student Development



Event and Community Access



**BOOK SEAT FREE HERE:**



**6282187001289**





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Makassar 90222  
Indonesia



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**MARLY**  
bring out the best

**Assessment  
Training  
Counseling  
Coaching  
Research**

## **PT MARLY OPTIMA INDONESIA**

Organizational and Human Capital Development Consultant



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[admin@marly.co.id](mailto:admin@marly.co.id)



Marly



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