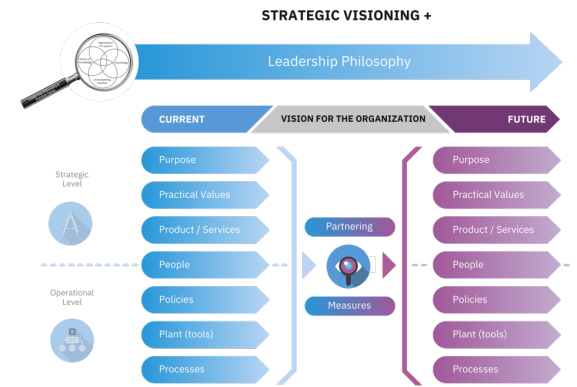




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Introduction to Profound Knowledge Partners Asia

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Aug 2025

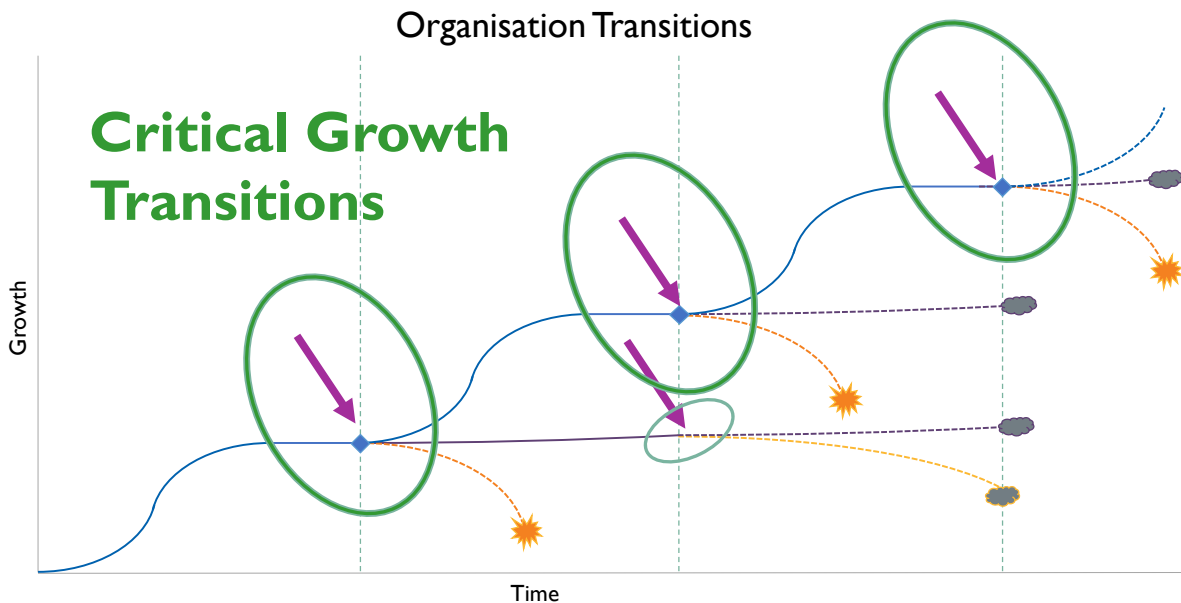
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Who are we?

Established
2013

*Profound Knowledge Partners Asia (PKP Asia) are a boutique consultancy and business coaching practice, specialising in Strategy, Innovation and Change. We help organisations large and small diagnose their challenges and navigate **critical growth transitions**. We are often called **business improvement scientists** because we bring the application of the scientific method to the art of business change. Through this our small team will help you to build a sustainable platform of profitable growth.*





Service Offerings

Profound Knowledge Partners Asia helps organisations in the Asia Pacific region to:

- *Strategically envision, innovate and optimise their products, services, and processes for market superiority*
- *build their people and structure for sustainable capability*

| through | Strategy | Innovation | Change/Business Improvement |
|---------------------|---|--|--|
| Individual | <ul style="list-style-type: none"> ▶ Business Executive Coaching ▶ SME CEO/MD Coaching ▶ Strategic Intelligence coaching | <ul style="list-style-type: none"> ▶ Innovation Leadership Coaching ▶ Innovation skills training and workshops | <ul style="list-style-type: none"> ▶ Change management coaching ▶ Ami™ capability training (GB/BB level) * |
| Team | <ul style="list-style-type: none"> ▶ Leadership Team Coaching ▶ Strategic Planning workshops ▶ Strategic Visioning workshop ▶ LINK (HILT) workshops | <ul style="list-style-type: none"> ▶ Innovation Team workshops ▶ Innovation Team coaching | <ul style="list-style-type: none"> ▶ Business Improvement Team Workshops * ▶ Business Improvement team coaching * |
| Organisation | <ul style="list-style-type: none"> ▶ Strategy and Strategic Vision deployment consulting & coaching ▶ Culture change consulting ▶ Building a Learning Organisation | <ul style="list-style-type: none"> ▶ Innovation Program Leadership and Management Consulting and Coaching ▶ Spark! – A fun day innovation experience | <ul style="list-style-type: none"> ▶ Business Improvement Program Management Coaching ▶ AimiHub Sales and deployment ▶ Business System Analysis and Mapping |

[PKP Asia Website](#)

* Ami™ are Agile Lean Six Sigma methods



Value Statement

PKP Asia successfully creates capability and value in large and small large organisations by coaching and consulting to them in practical ways to make productive change – Helping businesses in transition:

- Refine purpose and strategic direction
- Move from Strategic Planning to implementation and results
- Innovate (new) and improve (existing) products, services, processes and business models
- Drive sustainable growth in market penetration, deeper staff engagement and more resilient profitability
- Make a larger positive impact on the world (Productive Capitalism, ESGR & UN SDG's)
- Solve challenges

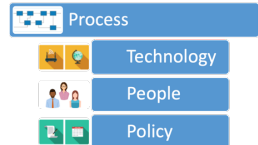
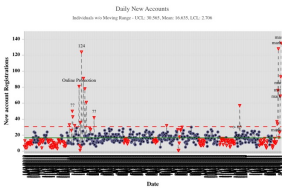


Your trusted business improvement adviser



How we help you (in detail)

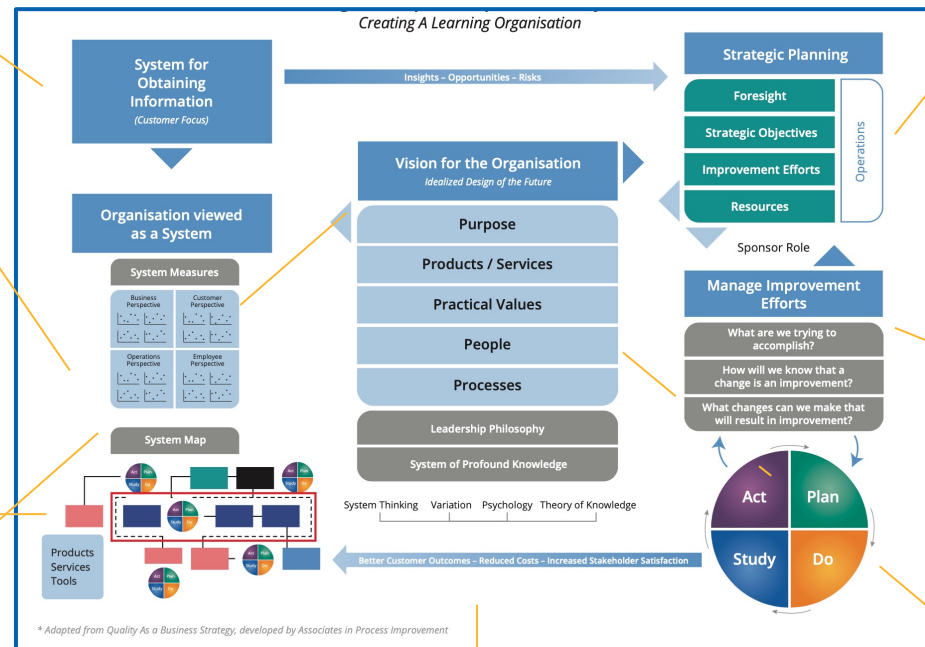
- Build capability and systems for measurement and information
 - External Trend Analysis
 - Internal success measures



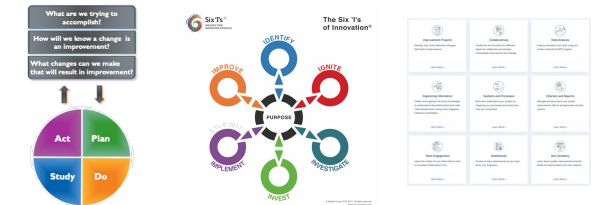
- Create Process System Maps
- Analyse operational processes
- Prepare for business planning activities

- ❖ Establish the foundations for Creating a Learning Organisation - fit for a profitable, sustainable future
- ❖ Business Coaching to enhance CEO & Senior Leader capability

Small Medium Large Enterprise



- Build capability and systems for strategic, operations and improvement planning
- Create business strategy through workshops and consulting
- Make ESGR part of your strategy
- Review Product / Service / Customer Experience & Market approach



- Establish and coach programs of innovation and business improvement
- Build innovation and business improvement capability
- Deploy Innovation and Improvement Management Systems

Built around elements of the Strategic Enterprise Improvement System

- Build and refine Strategic Visions
- Deploy Vision / Mission / Purpose



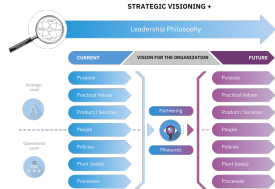

Build High Impact Leadership Teams



- Review and refine organisation culture and Practical Values
- Improve employee and partner engagement and motivation

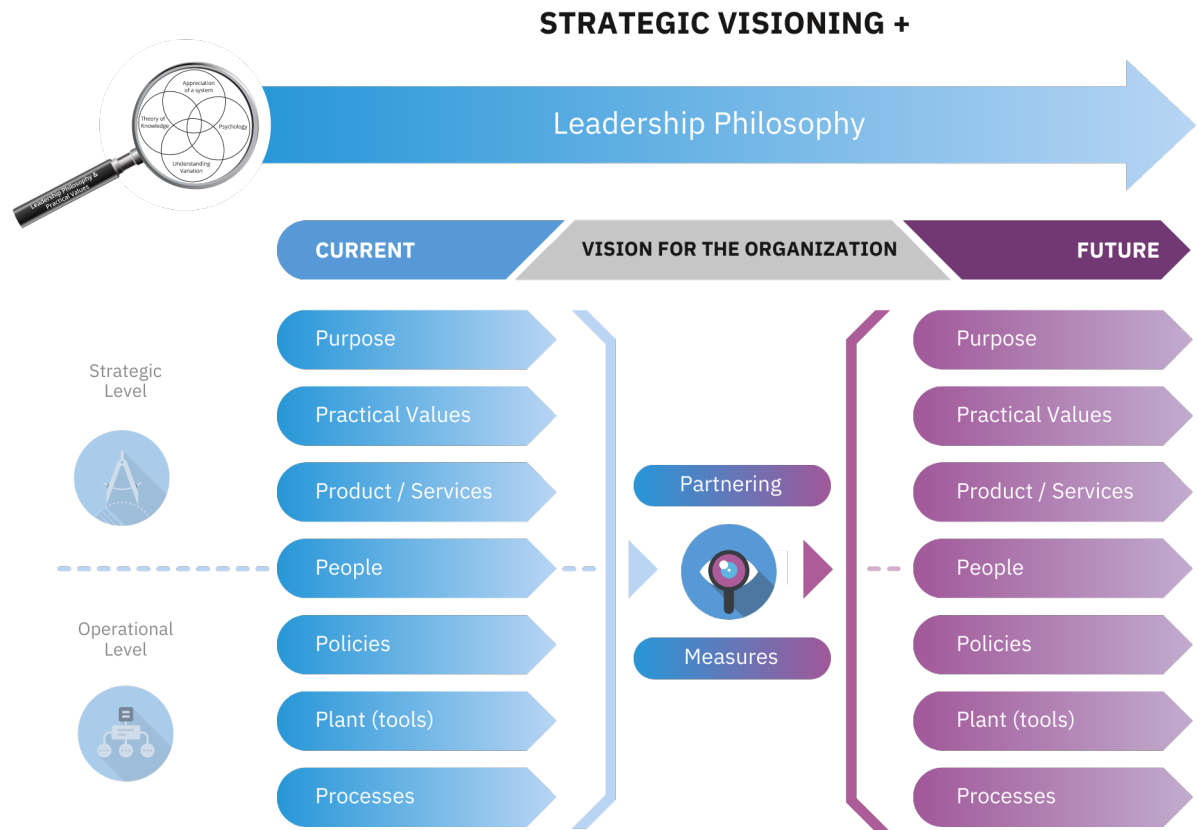
3 client case studies

Profound Knowledge Partners Asia helps organisations large and small diagnose their challenges and navigate critical growth transitions.

| Sector | Client Description | Challenge | Interventions | Outcome |
|-----------------------|--|---|---|---|
| Veterinary Group | A Veterinary group, at the time of contracting with a hospital, one clinic, a house-call practice and a small e-shop on the side | This small private business had grown well over 16 years but profit was becoming squeezed even as revenue continued to climb. There were many structural problems and the GM/partner was at “wits end” – ambition and partner vision vs real capability barriers to growth. | <ul style="list-style-type: none"> Executive Coaching for GM, then partners & other directors Strategic planning workshops and execution coaching Team effectiveness coaching Process improvement coaching HR structure consulting | <p>Helped GM to extend professional leadership capability, build a growth strategy with their leadership team and execute structural changes over a 3 year period that resulted in average CAGR ~20%, significant profit and business capability improvement, and led to a very lucrative buy-out.</p>  |
| Household Furniture | High-end household and office furniture designer, manufacturer, distributor and retailers with multiple brands, one main manufacturing site in China and a well-established global supply chain at time of contracting | This successful company had grown quickly on the back of a successful distribution model and had decided to rapidly expand into direct retail in parallel. As a result, costs increased, profits plunged and operational efficiency dropped dramatically over few years | <ul style="list-style-type: none"> Strategic and improvement planning workshops Process analysis and consulting Process Improvement training Project management coaching Capability development in business excellence manager | <p>Working with the MD and Leadership, analysed the primary operational issues and reframed the operational strategy. From that a business improvement program was established to improve design, manufacturing and supply chain flows, reduce WIP inventory, set up a greenfield manufacturing site in North America, and reduce product quality issues, amongst other projects. As a result, whilst revenue did not grow quickly, both retail and wholesale profitability improved considerably and operational capability expanded significantly, paving the way for faster growth in the future</p>  |
| Famous Clothing Brand | Major listed global clothing company with multiple brands and manufacturing/ sourcing across Asia, as well as global distribution/retail with large and growing brand presence in Asia | After rolling out a new globally deployed HRIS system in Asia, both HR and the business units were not getting the expected outcomes – neither productivity improvements, nor data insights. | <ul style="list-style-type: none"> Process analysis and consulting Planning workshop Process Improvement training Project management coaching Senior leader advisory | <p>After working with HR and the Global IT to diagnose the challenges, defined a program of process improvements, software tweaks, training sessions and internal communications, usage of the system vastly improved, reporting results became reliable and valuable, and productivity across the employee lifecycle improved dramatically. This removed some internal barriers to growth.</p> |

Reaching for the future with Strategic Visioning +

Profound Knowledge Partners Asia helps organisations set a structural detailed vision of the future with a plan to get there.



- Any strategy is formed from 3 components – Ends (Vision and Objectives) ,Ways (Methods and Capabilities) and Means (Resources and Capacities).
- The Strategic Visioning + framework provides a method for translating high-level conceptual visions into detail plans for change.
- By detailing the strategic and operational level changes required to shift from the “current state” to towards a practical “idealised future”, programs of innovation and change can be specified and deployed throughout the organisation – moving from Vision and Objectives (“The What”) to method and resources planning (“How”).
- By defining what is needed to achieve the future, and why such changes are important, leaders can build engagement and momentum for change through innovation and process improvement.



People & Clients

- **Managing Partner: David Thomas**
 - 24+ years in Asia, 35+ years business experience
 - Senior regional commercial, operational and functional roles with HP & Philips (change and business management)
 - Lean Six Sigma Black Belt and Black Belt Champion
 - Experienced Innovation Coach
 - Executive & Team coach
- Small team of associates around the globe and in Asia
- Experience with a broad range of commercial, public and manufacturing sectors:

Shipping & Logistics; Banking and Finance; Online Retail; Consumer Goods Manufacturing, Distribution & Retail; Electronics manufacturing and export; Mechanical engineering, tooling and plastics; Chemicals Manufacturing & Distribution; Automotive Manufacturing, Distribution, Service and Aftermarket; Entertainment Services; Computing hardware and services; Textiles; Hospitality, Food and beverage; Building services (lighting, electrical and data); and Healthcare



Certifications

- **HP Black Belt and Aimi Methods partner**
- **Six 'I's[®] of Innovation practitioner**
- Genos Emotional Intelligence (partner)
- SDI 2.0 / Core Strengths (partner)
- MGSCC Executive Coach & GLOF
- Advanced Professional Coach (ProgressU)
- DDI & Impact Leadership Facilitator
- Harrison Assessment practitioner
- Berlitz Cultural Orientations Coach
- PDI Dialogue & Negotiation facilitator



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