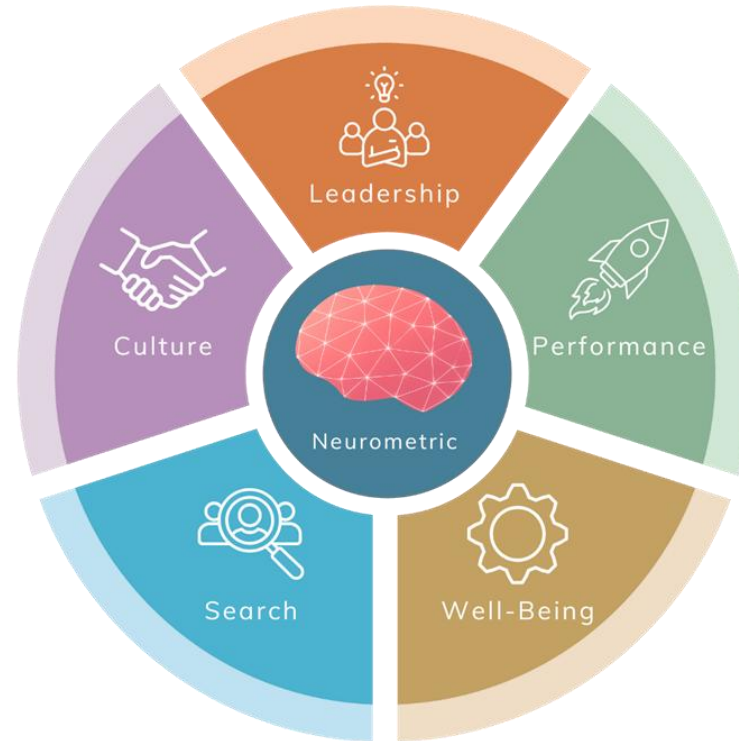


Vanaya® & Co.

An **integrated brain-focused transformation ecosystem** that helps organizations and professionals **transform and grow** through consulting services, coaching certification, professional learning, and neurotechnology.

Vanaya® STRATEGIC



www.Vanaya.co.id

Veltica Master Class



www.Veltica.co.id

Vanaya® INSTITUTE



www.Vanaya.id

Vanaya® NEUROTECH



www.Vanaya.tech



BRAIN-FOCUSED COACHING SCHOOL

We integrate **brain science**, **global competency**, **personal growth**, and **professional practice** to develop coaches who drive transformation in how individuals, teams, and organizations think, decide, act, and lead.



Award-Winning Coaching School

ICF Impact Award 2024, LAN Award 2025



Scientifically Tested Coaching Method

Examined at Vanaya's Brain and Behavior Research Center



Pioneer of Global Coaching School

#1 ICF ACTP since 2012, partnering with Erickson, Canada



Largest Worldwide Coach Community

Coachnesia 1K+, CSL Alumnae 3K+, Ericksonian 45K+ in 50+ Countries



Most Holistic Coaching Impact

4K+ Impact in Economy, Social, Health, Ecology, and Culture



Aligned with Global Standard of Triple Coaching Associations

EMCC
European Mentoring &
Coaching Council

ICF International
Coaching
Federation





Leading with Impact

Coaching Productivity for Better Performance

In collaboration with



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Tantangan Ketenagakerjaan Indonesia

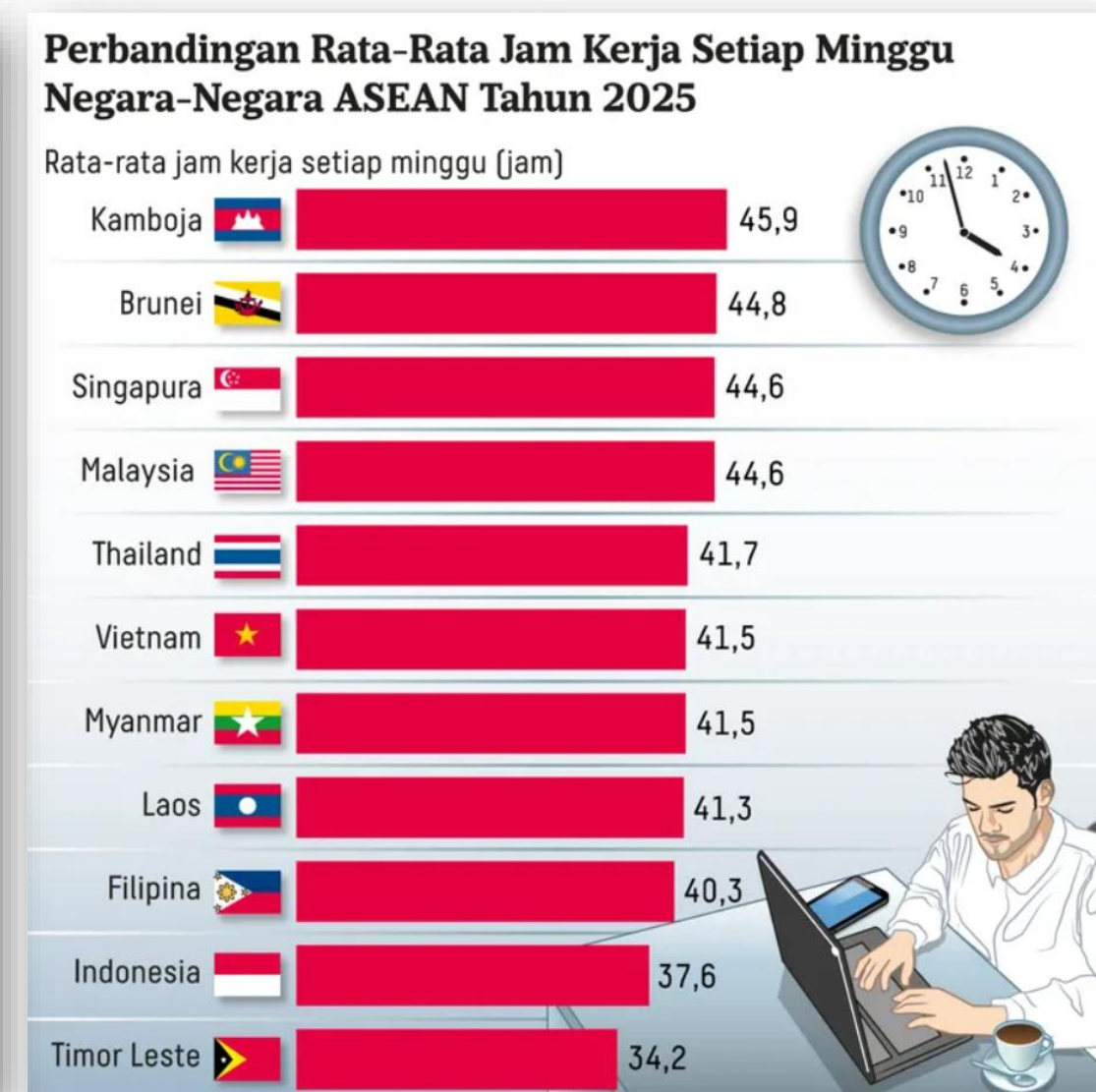
Jumlah Tenaga Kerja yang Besar dengan Produktivitas yang Rendah



Sumber: CNBC Indonesia



Sumber: Ilostat (diolah Kata Data)



Sumber: Oxford University (diolah Litbang Kompas)

PRODUKTIF ≠ SIBUK

Produktivitas itu bukan tentang melakukan banyak aktivitas, tetapi menciptakan dampak yang lebih bermakna.

SIBUK

- Banyak aktivitas
- Rapat berulang
- Respons cepat
- Output selesai, tetapi dampak belum jelas



PRODUKTIF

- ✓ Prioritas jelas
- ✓ Energi terarah
- ✓ Koordinasi lebih baik
- ✓ Output memberi nilai bagi masyarakat, tim, dan institusi



TANTANGAN KINERJA SAAT INI

01



Beban kerja tinggi

Tugas banyak, waktu terbatas

02



Distraksi digital

Fokus mudah terpecah

03



Koordinasi lintas fungsi

Banyak pihak, prioritas berbeda

04



Target layanan

Tuntutan cepat dan berkualitas

05



Perubahan kebijakan

Perlu cepat beradaptasi

06



Tindak lanjut kinerja

Eksekusi sering kehilangan momentum



MENGAPA COACHING PENTING UNTUK ASN?

Pelayanan publik membutuhkan ASN yang produktif, adaptif, dan akuntabel.



↓



Coaching membantu ASN bergerak dari memahami nilai menjadi **mempraktikkannya dalam kinerja harian.**




Selaras dengan Nilai ASN BerAKHLAK



KAPAN COACHING DIGUNAKAN DALAM KONTEKS KERJA ASN?

Coaching digunakan ketika pemimpin ingin membantu pegawai untuk:

1



**Memperjelas
prioritas kerja**

Saat fokus perlu dijernihkan

2



**Meningkatkan
ownership**

Saat tanggung jawab
perlu dikuatkan

3



**Mendorong
problem solving**

Saat solusi perlu
ditemukan

4



**Memperkuat
koordinasi**

Saat kerja lintas fungsi
dibutuhkan

5



**Mendukung
adaptasi**

Saat perubahan perlu
direspons

6



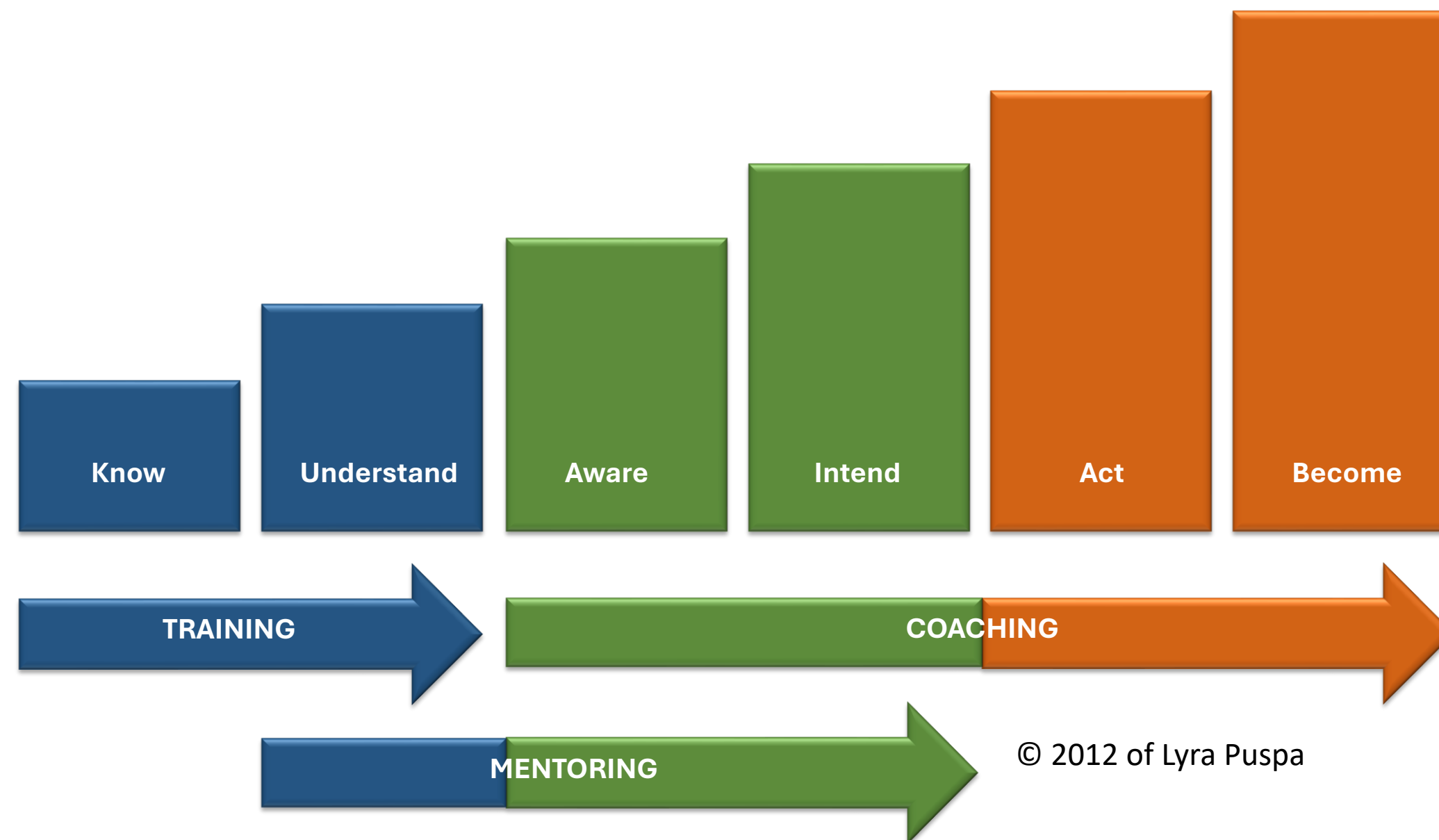
**Mengembangkan
kapasitas pegawai**

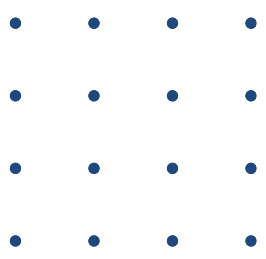
Saat kemandirian perlu
dibangun



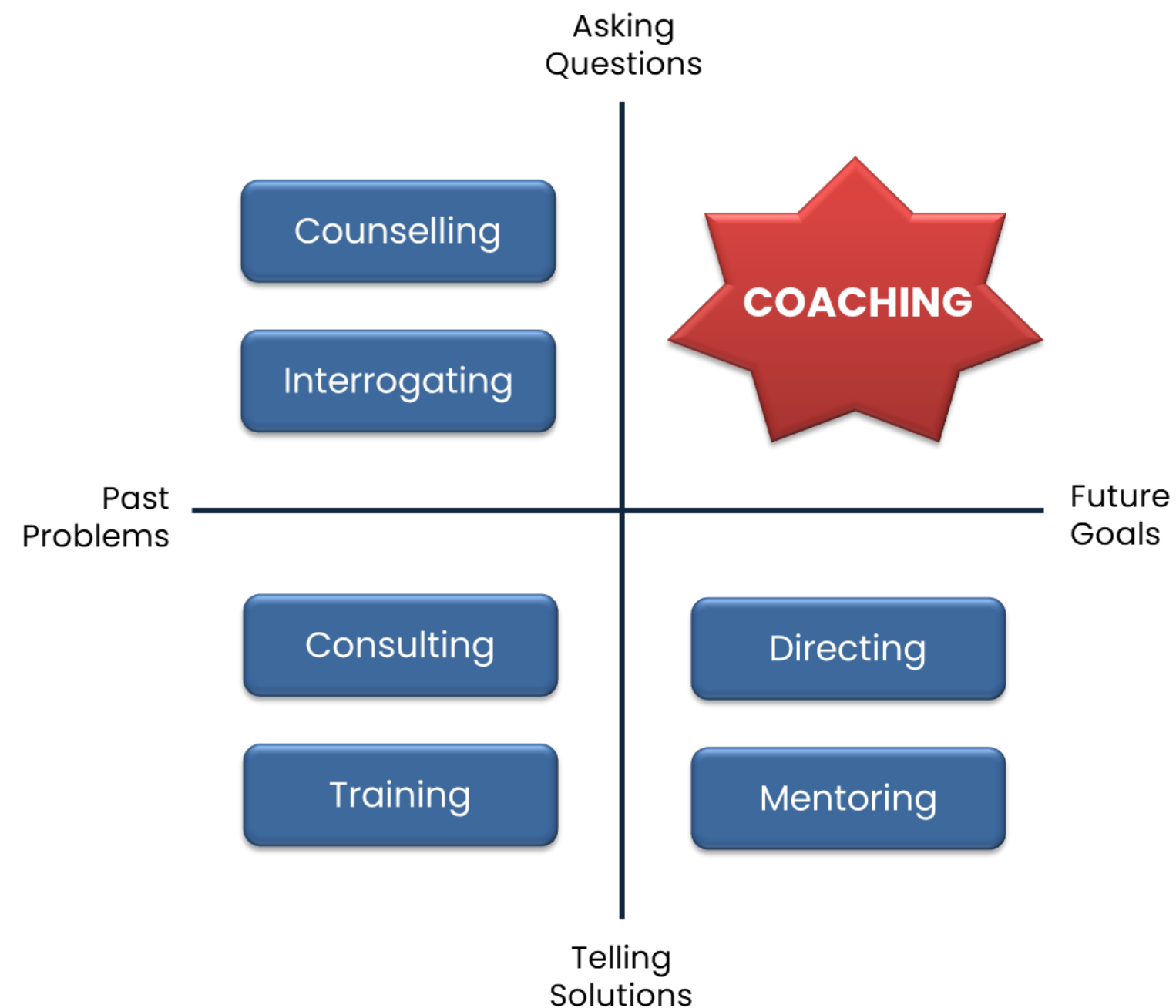
APA ITU COACHING?

Coaching adalah **percakapan reflektif** yang membantu membentuk **pola pikir baru**, **menggali potensi**, serta **mendorong transformasi diri** untuk mendukung perubahan perilaku, pertumbuhan pribadi, dan peningkatan kinerja organisasi.





Pendekatan Pengembangan Manusia



Coaching has proven to be a crucial approach to human resource development, particularly in improving employee productivity, work motivation, and well-being. Previous studies have shown that coaching not only provides individual benefits but also contributes to overall organizational effectiveness.

Sumber: Irmayani, O. (2025). Impact of Coaching on Employee Productivity, 3 (9), 1480–1488.

Managerial coaching skills contribute to friendly, supportive workplaces, and employees' perceptions of being valued and cared for influence their emotional attachment to their organization (Battistelli et al., 2016; Kim et al., 2016; Sharma and Dhar, 2016). In turn, affectively committed employees tend to “repay” managerial coaching by improving their performance (Leroy et al., 2012; Meyer and Herscovitch, 2001; Ribeiro et al., 2018; Riketta, 2002).

Sumber: Ribeiro, N., Nguyen, T., Duarte, A. P., Torres de Oliveira, R. & Faustino, C. (2021). How Managerial Coaching Promotes Employees' Affective Commitment and Individual Performance, 70 (6), 2163-2181.

Brain-Focused Coaching: The CARE Model®

Brain-Focused Coaching bertujuan untuk **mengaktifkan, mengoptimalkan, atau mengubah sistem otak** tertentu guna mendorong perubahan yang terarah.



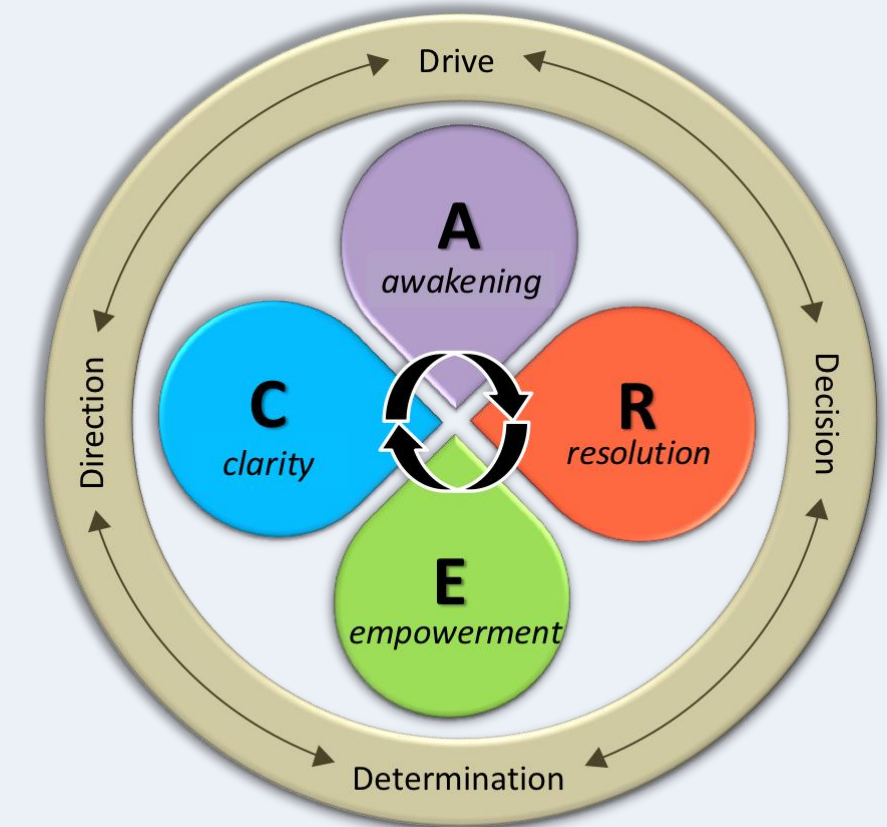
Coaching
Conversation



Stimulating
Brain Systems

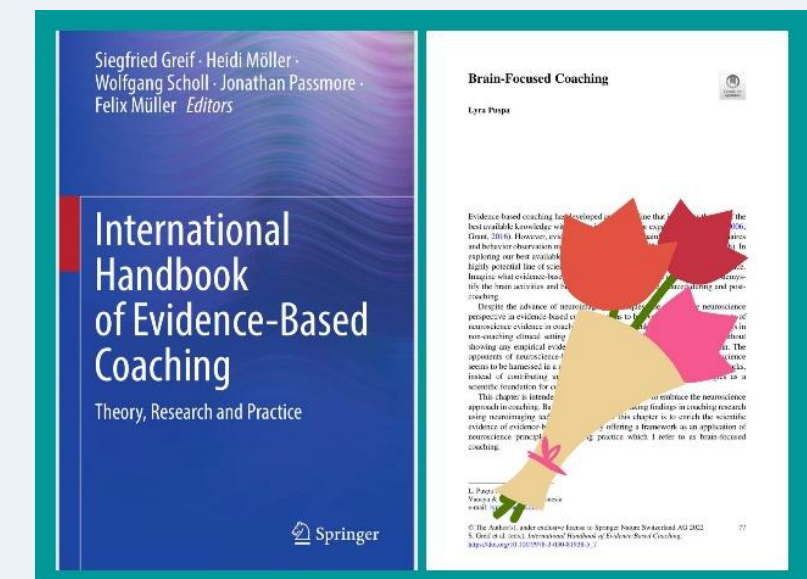


Targeted
Change

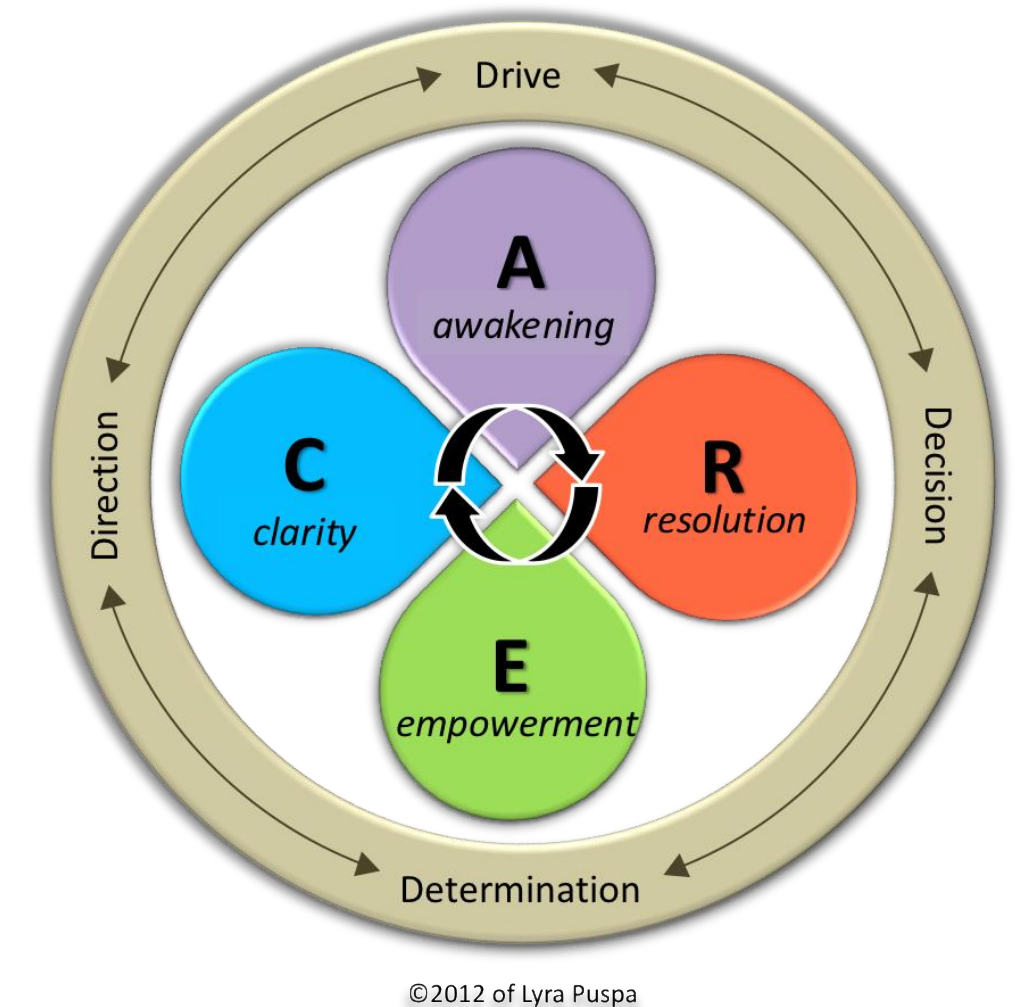
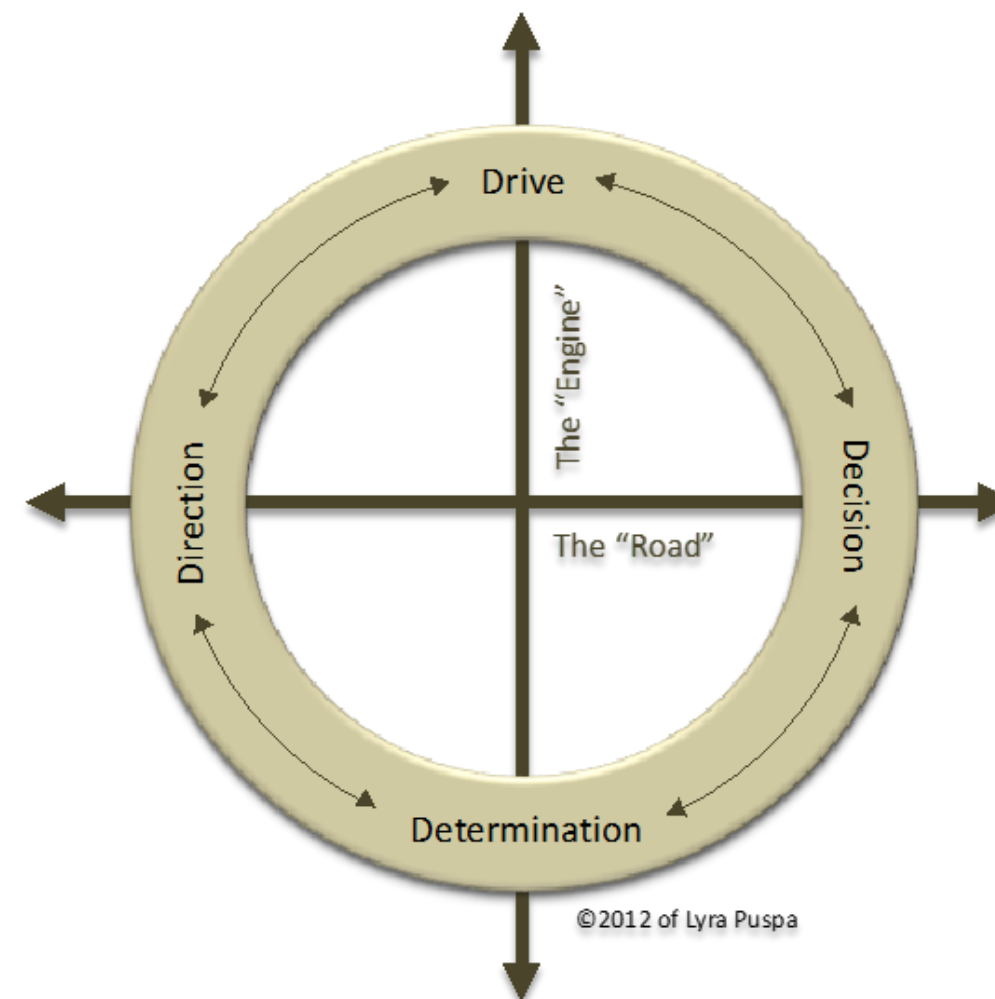
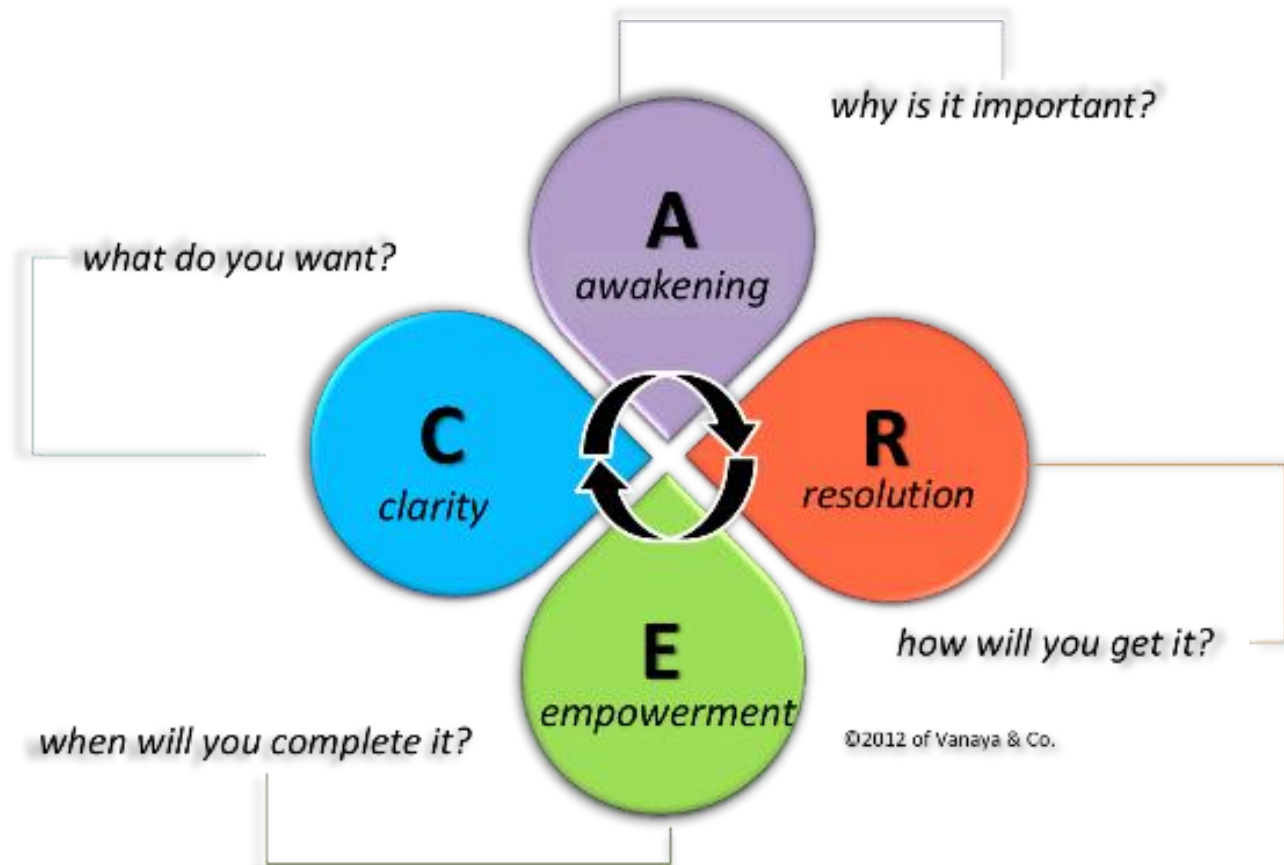


©2012 of Lyra Puspa

Brain-Focused Coaching dari Vanaya mengintegrasikan tiga pendekatan yang telah terbukti secara empiris.



Brain-Focused Coaching: The CARE Model®



92%

of organizations saw **improvement** in leadership effectiveness
(Kinkajou Consulting, 2025)

225%

revenue **growth** over 5 years in coaching-driven organizations
(BetterUp, 2023)

Coaching Enhance Capacity that Underlies Business Success



BRAIN CAPACITIES



Brain System



Brain Circuitry

UPSTREAM

OBSERVABLE QUALITIES



Competency



Experience



Personality



Mentality

MIDSTREAM

BUSINESS PERFORMANCE



KPI Achievement



Attitude & Behavior

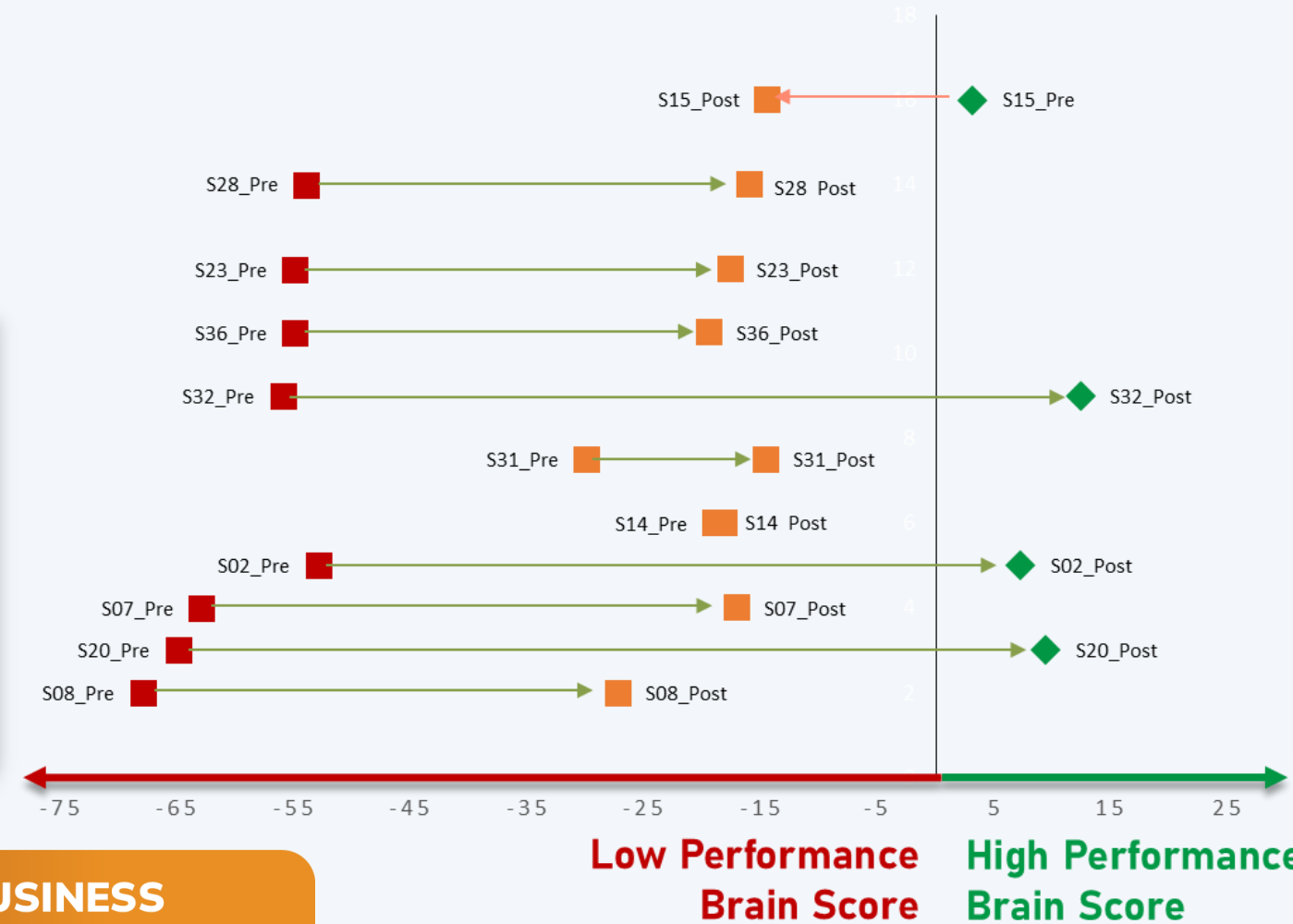
DOWNSTREAM

Shifting Low Performing People to Become High Performing People

Productivity Issues



- Delivering performance below expectation
- Lack of motivation and initiatives
- Lack of innovation
- Lack of structural leaders



Productivity Impact



- 81% ready to be posted to structural positions
- Motivation 70% increased
- 28 out of 32 came-up with innovative ideas
- 53% workable innovations to boost productivity

81%
Becomes More
Productive

70%
Becomes More
Motivated

53%
Becomes More
Innovative

Source: Vanaya NeuroLab (2020)

COACHING BUKAN...



Bukan menggurui



Pemimpin mendominasi percakapan dan menentukan apa yang harus dipikirkan.

i Contoh:

Memberi instruksi tanpa menggali perspektif.



Bukan menghakimi



Pemimpin memberi label, menyalahkan, atau menilai terlalu cepat.

i Contoh:

Menilai kinerja sebelum memahami konteks.



Bukan curhat bebas



Percakapan tidak memiliki arah, hasil, atau langkah berikutnya.

i Contoh:

Hanya bercerita tanpa fokus pada solusi.



Bukan terapi



Coaching berfokus pada kinerja kerja dan tindakan ke depan, bukan penanganan klinis.

i Contoh:

Mengatasi masalah pribadi yang bukan konteks kerja.



Bukan sekadar memberi nasihat



Nasihat dapat berguna, tetapi coaching terlebih dahulu mengaktifkan cara berpikir seseorang.

i Contoh:

Memberi solusi tanpa menggali pilihan coachee.



Pemimpin yang efektif dapat memilih gaya percakapan di situasi yang tepat



Directing

Saat risiko, urgensi, atau kepatuhan membutuhkan instruksi yang jelas.



Guiding

Saat seseorang membutuhkan struktur, perspektif, atau contoh.



Coaching

Saat tujuannya adalah pengembangan, pemecahan masalah, dan ownership.



Instruksi jelas



Arah & contoh



Tanya & refleksi

Coaching Membuat Produktivitas Lebih Berkelanjutan

Produktivitas berkelanjutan tidak hanya dibangun dari instruksi, target, dan tekanan kerja, tetapi juga dari **clarity**, **ownership**, dan **komitmen aksi**.

❌ Tanpa Coaching



Menunggu arahan



Prioritas mudah berubah



Solusi bergantung pada atasan



Tindak lanjut sering melemah



✅ Dengan Coaching



Memahami prioritas



Ownership meningkat



Solusi muncul dari pemikiran sendiri



Aksi lebih konsisten

BerAKHLAK

- Berorientasi Pelayanan
- Akuntabel
- Kompeten
- Harmonis
- Loyal
- Adaptif
- Kolaboratif





Leading with Impact

Coaching Productivity for Better Performance

In collaboration with



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