



HC CONSULTANTS GROUP

**FLOURISHING INDIVIDUALS,
THRIVING ORGANISATIONS**

Headquarter (Singapore)

H&C Consultants Group Pte Ltd (202241792D)
68 Circular Road #02-01 Singapore, 049422
Email : info@hcconsultantsgroup.com

Malaysia

HC Consultants Sdn Bhd (903330-P)
Wisma UOA Bangsar, Tower A,
A-19-6, Jalan Bangsar Utama 1,
Taman Bangsar 59000 Kuala Lumpur



SUNIL HASMUKHARAY

Global Keynote Speaker | Thought Leader on Flourishing Cultures & Human-Centred Performance

Global CSP® | Culture Transformation Strategist | Leadership & Change Expert | ROI-Driven L&D Specialist | Executive Coach | Adjunct Professor

Founder & Group CEO, HC Consultants Group
Director, ROI Institute Malaysia

SUNIL HASMUKHARAY is a globally recognised keynote speaker, culture transformation strategist, and thought leader on Flourishing Cultures and Human-Centred Performance. With over 25 years of international experience, he works at the intersection of leadership, culture, and business strategy, partnering with multinational corporations, government-linked organisations, and public sector institutions to drive sustainable, measurable transformation.

As the Founder and Group CEO of HC Consultants Group and Director of ROI Institute Malaysia, Sunil has been instrumental in shaping leadership capability, talent strategies, and organisational cultures across diverse industries and geographies. His work is anchored in his signature FITO™ Framework (Flourishing Individuals, Thriving Organisations), which integrates Positive Psychology, Solution-Focused approaches, Appreciative Inquiry, and ROI methodology to unlock human potential while delivering tangible business outcomes.

Sunil is widely regarded as a strategist and catalyst for transformation, enabling organisations to align people, performance, and purpose. His expertise spans leadership development, culture transformation, change management, organisational design, and ROI-driven performance improvement. What sets his work apart is his ability to combine human-centred leadership with rigorous impact measurement, ensuring that transformation is sustainable and quantifiable.

A respected voice in the global professional community, Sunil serves as Malaysia's Ambassador to the EMCC Asia Pacific Region and has contributed as a Subject Matter Expert to the ISO 30422 Learning & Development standards, shaping international practices in capability development. Recognized for his organization transformation and change management globally experience, he was recently appointed as a Director of Association of Change Management Professional (ACMP) in Singapore. He also the Founder and President of the Malaysia Positive Psychology Association (MPPA) and the Co-Founder and Immediate Past President of the Malaysia Association of Professional Trainers & Coaches (MAPTAC), a community of over 4,000 trainers and coaches.

Sunil holds globally recognised credentials including Certified Speaking Professional (CSP®) and Senior Professional in Human Resources – International (SPHRi), and is a certified professional leadership and team coach. Through his work, he has delivered over 2,500 customised interventions, impacting more than 500,000 professionals across 120+ countries, and generating over USD 160 million in measurable organisational impact. Driven by a clear and compelling purpose, Sunil is committed to enabling Flourishing Individuals and Thriving Organisations, believing that when people grow and perform at their best, organisations succeed, and societies progress

Let's together stay in touch and explore how we can co-create positive impact together!

Sunil Hasmukharay



ABOUT US

HC Consultants Group is a Malaysia-based global consulting firm with **15+ years** of experience in business growth, leadership excellence, and large-scale organisational transformation. With engagements across **49+ countries (in-person)** and **120+ countries (virtual)**, HC has served **1,000+ organisations** through **2,500+ customized interventions**, impacting **500,000+ professionals** worldwide. The firm is recognised as an architect of systemic transformation, bringing global scale and institutional depth to national-level initiatives.

HC strengthens national and organisational capability through **integrated leadership development, culture transformation, talent strategy, governance alignment, and human capital optimisation**. Its approach builds **Strengths-Driven, Solution-Focused, and Accountable systems** that translate strategic intent into measurable performance outcomes. Engagements include large-scale culture transformation, leadership architecture design, succession planning, public sector capacity building, and **ROI-driven human capital strategies**.

Guided by the philosophy **“Flourishing Individuals, Thriving Organisations,”** HC applies globally recognised frameworks such as **Positive Psychology, Solution-Focused Strategy, Appreciative Inquiry, and ROI impact measurement**. The firm partners with corporations, GLCs, ministries, government agencies, statutory bodies, and financial institutions to design scalable, sustainable transformation roadmaps that enhance productivity, governance excellence, workforce readiness, and long-term national competitiveness.

OUR PURPOSE



Flourishing Individuals

To unlock individual's full potential, helping them live purposeful life while contributing to organisation success.



Empowering Leaders

To empower leaders with strength-based, solution-focused people management skills for business growth.



Thriving Organisations

To facilitate culture transformation, driving change, and shaping organisational strategy.

OUR SUBSIDIARIES



INDUSTRY EXPERIENCE & TRACK RECORD

HC Consultants Group has extensive experience across ministries, government agencies, corporate, GLC, public sector, manufacturing, financial services, education, and professional institutions.

49+

Countries In-Person



120+

Countries Virtual



500,000+

Participants Impacted Globally



2,500+

Customized Interventions Designed and Delivered



1,000+

Clients Impacted Positively

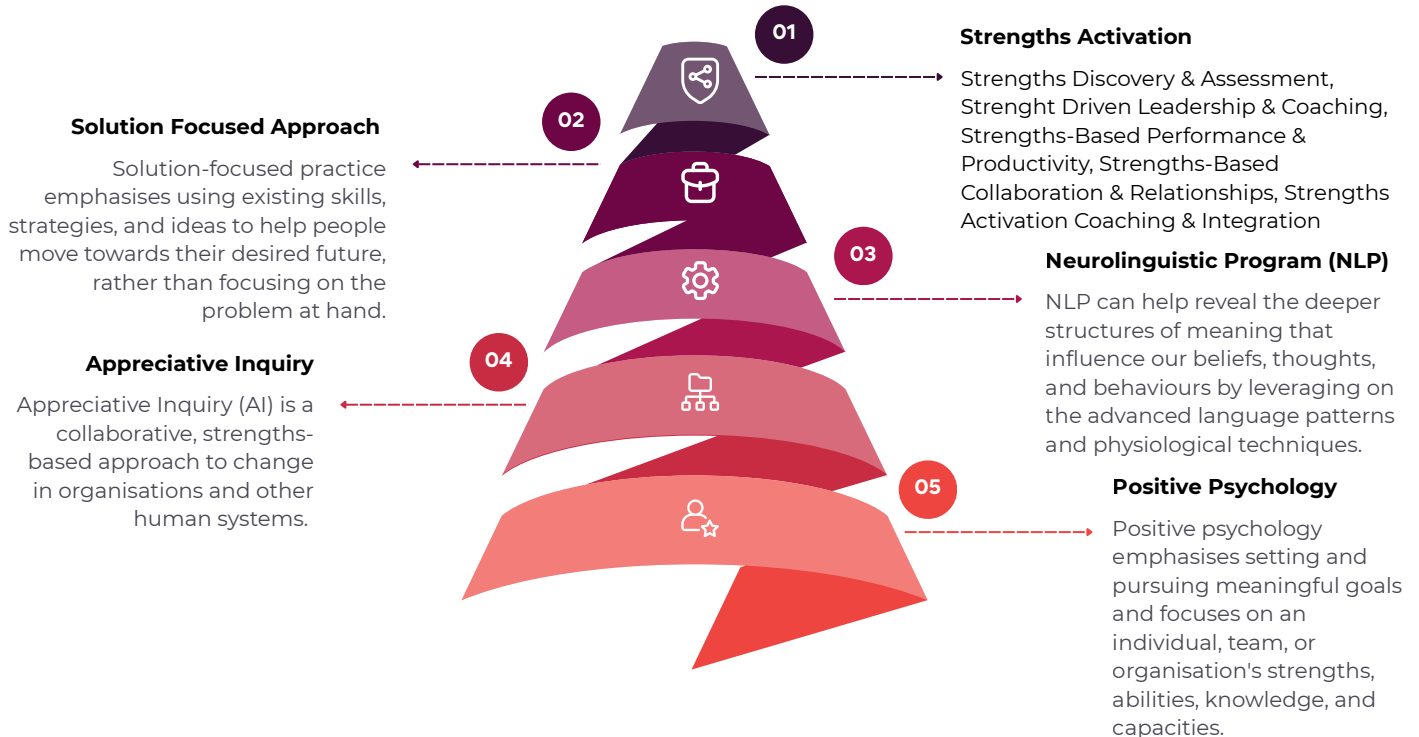


USD 160+M

Business Growth for Clients

OUR APPROACH & FRAMEWORKS

All our interventions, programs designs, implementations and deliveries are based on the following frameworks



OUR GLOBAL AFFILIATIONS



KEY INDUSTRIES WHERE HC CONSULTANTS GROUP HAS DELIVERED IMPACT GLOBALLY

Energy & Natural Resources

Oil & Gas | Energy | Utilities | Regulatory Bodies

Public Sector & Institutional Governance

Government Ministries | Statutory Bodies | Public Institutions
Government-Linked Companies

Infrastructure & Industrial Development

Infrastructure | Utilities | Construction
Manufacturing

Financial Services & Economic Systems

Banking | Financial Services | Insurance

Education & Workforce Development

Education Institutions | International TVET | SMEs | Family-Owned Enterprises

Digital Economy & Service Operations

Telecommunications | Global Business Services | Shared Services | Contact Centers



OUR CORE CAPABILITIES

Psychological Safety & Wellbeing

- Psychological Safety Diagnostics & Insights
- Positive Employee Experience & Engagement
- Wellbeing Strategy, Systems, Policies & Culture Alignment

Talent & People Strategy

- ISO 30422 L&D
- People & Workforce Strategy
- Talent Assessment & Identification
- Competency & Capability Frameworks
- Leadership & Talent Development
- Succession & Career Pathways
- Learning, Performance & EVP Enablement

Organisation Development

- Organisation Diagnosis & Insights
- Organisation Design & Operating Model
- Capability & Workforce Development
- Process & Systems Optimisation
- Change Enablement
- Culture & Behaviour Integration
- Organisational Effectiveness
- Governance & Sustainability

Leadership Excellence

- Leadership Competency & Capability Frameworks
- Leadership Development Pathways
- 360 Assessments & Psychometrics
- Executive Leader Coaching

High-Performance Teams

- Team Purpose, Alignment & Operating Rhythm
- Leadership & Team Dynamics
- Performance & Accountability Systems
- Culture, Engagement & Motivation

Change Management

- Change Readiness & Impact Assessment
- Change Strategy & Roadmap
- Leadership & Stakeholder Alignment
- Communication & Change Story Telling

Culture Transformation

- Culture Diagnosis, Insights, Strategy & Behavioural Design
- Leadership & Culture Narrative Activation
- Organisation-wide Culture Enablement
- Culture Communication & Narrative
- Measurement, System & Process Alignment, Governance & Sustainment

ROI **Malaysia** INSTITUTE®







Key stakeholders often complain of investing heavily in certain aspects of the business like learning and development, coaching, sales invention program and many others but are sometimes not about to see or calculate accurately what is the financial Return on Investment (ROI). We are working with ROI Institute to do just that!

ROI Institute helps organisations evaluate the success of projects and programs, including measuring the financial return on investment (ROI) by implementing the ROI Methodology® into organisations. We do this by providing workshops, consulting, coaching, briefings and presentations, publications, research, and benchmarking.

ROI Institute is the leader in measuring the impact of programs, projects, and initiatives.

| | | |
|---|--|--|
|  <p>16,000+ ROI Certification Participants</p> |  <p>9,000+ Organisations Implemented the ROI Methodology</p> |  <p>70+ Countries represented by ROI Institute Partners</p> |
|---|--|--|

Our Approach

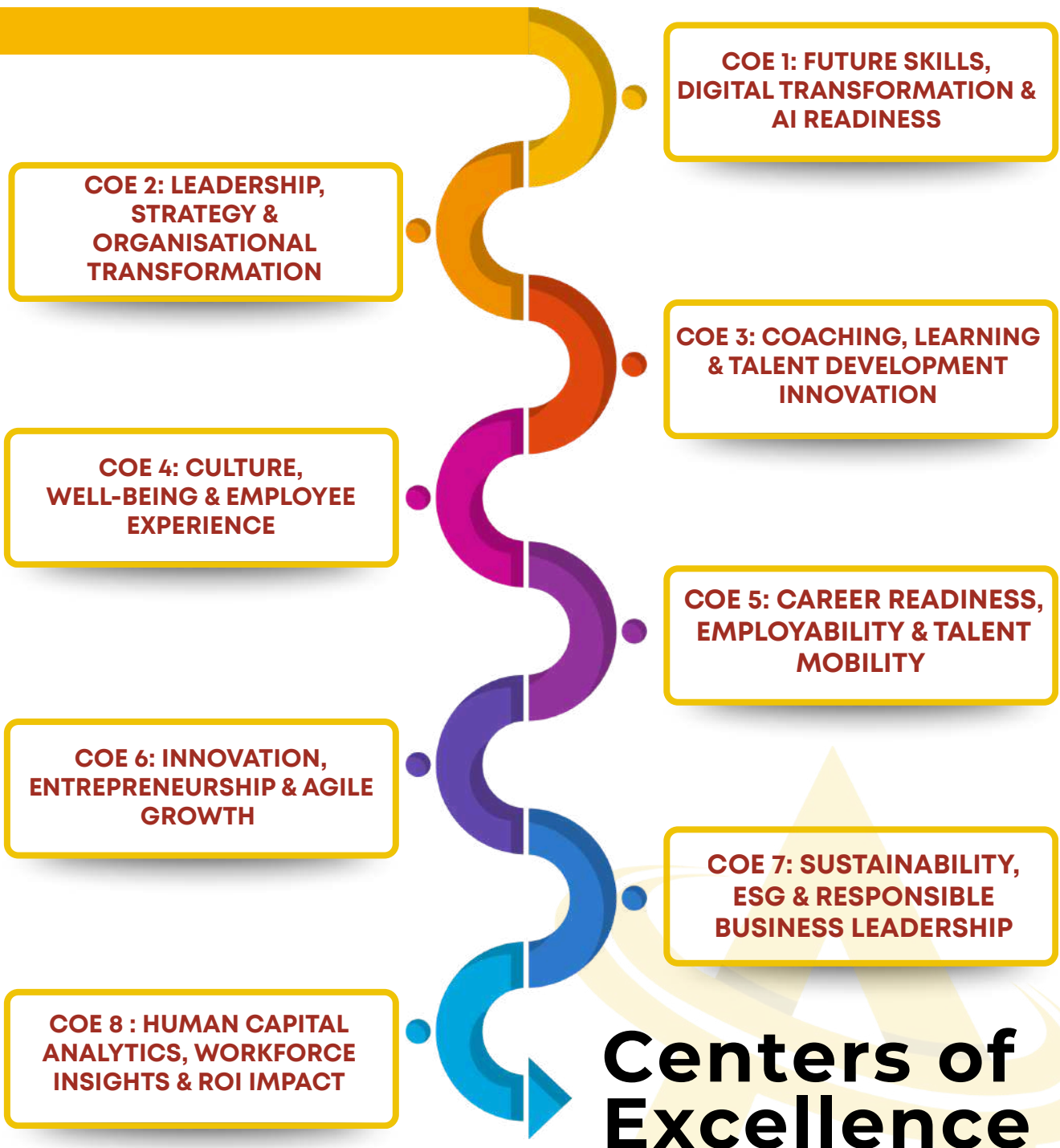
| | | | | | |
|---|--|--|--|---|---|
|  <p>Why? Start with Impact</p> |  <p>How? Select the right solution</p> |  <p>What? Expect success with objectives</p> |  <p>How Much? Collect Data Along the Way</p> |  <p>What's It Worth? Analyse the Data</p> |  <p>So what? Leverage the results</p> |
|---|--|--|--|---|---|

Our Key Solutions

| | | |
|---|--|---|
| <p>ROI Certification</p>  | <p>ROI Consulting</p>  | <p>Workshops</p>  |
|---|--|---|



The Asia People Development Academy (APDA) is envisioned as a **multi-disciplinary, future-focused talent development ecosystem** dedicated to strengthening workforce, leadership, and organisational capabilities across Asia. Built as a collaborative regional platform, APDA integrates the expertise of **eight specialized Centers of Excellence (CoEs)**, each designed to advance world-class learning, research, tools, standards, and innovative development solutions that prepare individuals and organisations for the rapidly evolving Future of Work.



ABOUT US

Centre of Appreciative Inquiry Asia specialises in management and strategic consulting using appreciative inquiry-based organisational solutions, serving more than a dozen clients since its inception in Jan 2020.

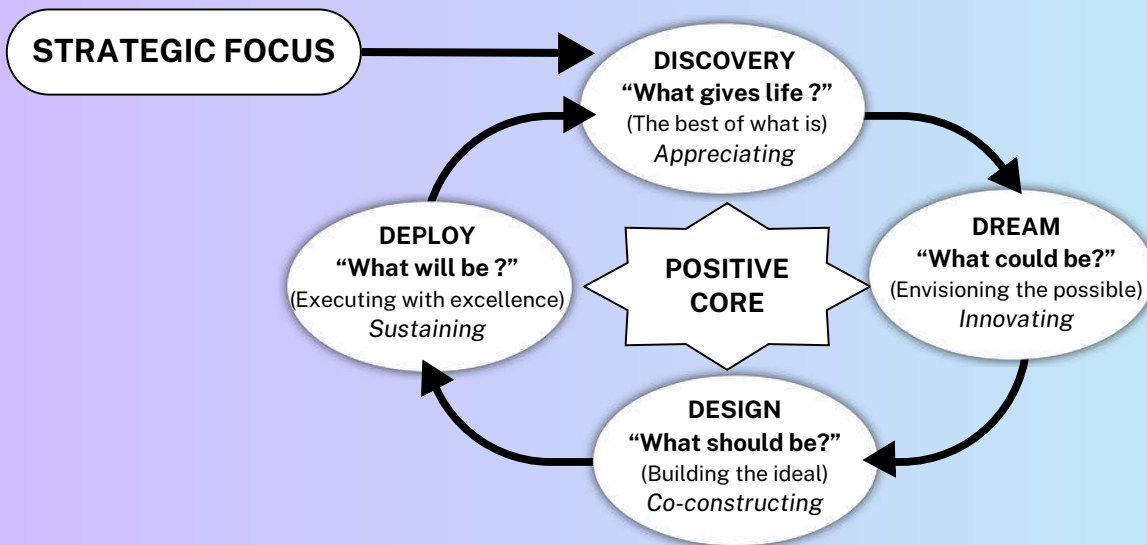
Over the years, we have delivered workshops and training programs tailored to meet the rapidly changing needs of leaders in today's global economy. Our strategy involves developing individuals, groups, and organisations to thrive successfully.

By leveraging on the existing talents, strengths and resources, our clients are able to connect to their positive core in ways that elevate their energy, sharpen their vision, and inspire action for positive, sustainable change.



CENTER OF APPRECIATIVE INQUIRY ASIA

THE APPRECIATIVE INQUIRY 4-D MODEL



THE POWER OF POSITIVE CHANGE

Changes are inevitable yet we still have the power to turn it into our favor, positively. We strongly believe an organisation that is well aligned, often hit the moon even if they were to miss the stars. Fundamentally, the means of influencing the change is what that guarantees extraordinary results. .





POSITIVE WELLBEING INSTITUTE (PWI)

A Specialist Division of HC Consultants Group, designing positive, safe & flourishing workplaces.

WHO ARE WE

PWI is the specialist institute dedicated to workplace wellbeing, psychological safety, and positive culture transformation.

Unlike traditional training providers, PWI focuses exclusively on building happier, healthier, and psychologically safe workplaces through structured, scalable, and measurable interventions.

OUR POSITIONING (WHAT MAKES US DIFFERENT)

PWI is dedicated to one core mission: **Making workplaces Positive, Safe, and Human-Centred, without compromising performance.**

We don't run generic wellness programs.

We design **organisation-wide wellbeing ecosystems with measurable impact.**

OUR APPROACH

We combine:

- Positive Psychology (science of flourishing)
- Solution-Focused Approach (practical change)
- Strengths-Based Development (what works)
- ROI Measurement (Level 1-5) (business impact)

IMPACT WE CREATE

- Psychologically safe, trust-based workplaces
- Reduced burnout and improved mental wellbeing
- Stronger engagement and employee experience
- Leaders who care and deliver results
- Sustainable culture transformation (not short-term fixes)
- Measurable ROI on wellbeing investments

WHY POSITIVE WELLBEING INSTITUTE

- A dedicated wellbeing specialist brand (not generic consulting)
- Signature, productised solutions (IP-driven)
- Focus on culture + wellbeing + psychological safety
- Designed for scalability and sustainability

OUR SIGNATURE CORE PRODUCTS

1. Positive Workplace Ecosystem™

2. Certified Mental Health Advocate™ Program

3. Psychological Safety Accelerator™

4. Positive Leadership for Wellbeing™

5. Positive Teams & Energy at Work™

6. Happier Workplace Experience™



About Us

Solution Focused Academy was founded in 2016, with a strong desire to build strengths driven, solution focused leaders and organisation in the region. We collaborate with clients to provide evidence-based, long-lasting solutions through our Solutions Focused Organisation Development approach. Our emphasis on research-oriented practices ensures reliable outcomes in the dynamic field of Human Resource development.



**SOLUTION FOCUSED
TRAINED LEADERS &
COACHES GLOBALLY**



**CLIENTS
GLOBALLY**



**CUSTOMISED STRENGTHS DRIVEN,
SOLUTION FOCUSED INVENTIONS &
ORGANISATIONS DEVELOPMENT
SOLUTIONS**

As a global partner of **Solution Surfers, Switzerland**, we offer ICF Level 1 and Level 2 Coaching certifications program as part of our Solution Focused Leadership & Coaching development program.

solutionsurfers[®]



Solution Focused Approach

Welcome to a new wave of thinking that focuses on small, simple and quick steps, to bring about desired changes. Solution Focused model focuses on solutions not problems and uses strengths based leadership, appreciative inquiry, positive psychology and NLP to empower you and your team to achieve peak performance, improve their level of productivity with results that positively impact the bottom line.

The Solution Focused Approach:

- finds what already works and focuses on doing more of it
- brings to the surface strengths and resources
- leverages on strengths and resources that generate desired results
- drives change management to increase productivity & performance



STRENGTHS · PROFILE

Why Strengths Profile ?

Encourages individuals and teams to harness their skills and strengths at work

Facilitates insights into individual strengths to help with general planning and day-to-day challenges.

Supports the growth of your people

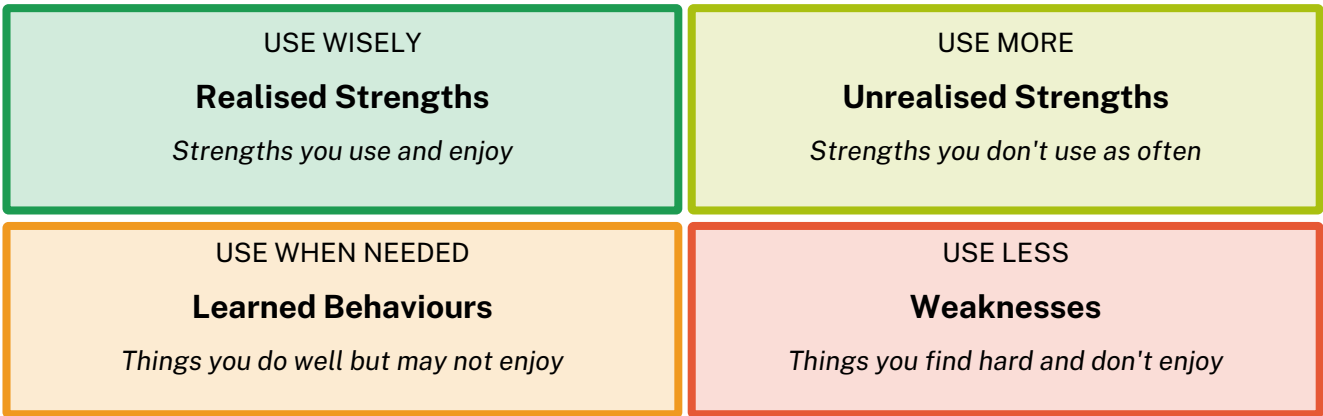
Holistic development that includes self-discovery, peer-learning, and manager as key components of an individual's journey.

Delivers deep insights and celebrates differences

The assessment facilitates an inclusive approach to understand, appreciate, and celebrate differences in everyone.

How is Strengths Profile different ?

There are 60 strengths in Strengths Profile meaning you get authentic results that feel just like you. You will discover your realised strengths, unrealised strengths, learned behaviours and weaknesses. Each Profile is packed full of practical advice. You'll know how to describe your Best SELF, how to develop your future potential, and find career suggestions that match your strengths.



Discover the Right Profile for You

Introductory Profile

Identify 14 strengths and up to 7 potential areas of burnout to prioritise your well-being.

Expert Profile

Discover your 60 strengths in our extended report and unlock limitless opportunities to flourish and achieve your goals.

Leader Profile

Pinpoint your leadership strengths and equip yourself with the necessary tools to lead authentically.

Accreditation

Get the skills, confidence and knowledge to help others be their best self and find career and life success.

OUR PAST CLIENTS



Flourishing Individuals, Thriving Organisations



THANK YOU




For more information or clarification on our proposal, kindly get in touch with our CEO Mr Sunil Hasmukharay at **+6012 9585357** or email : **sunil@hcconsultantsgroup.com**

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68 Circular Road #02-01 Singapore, 049422
Email : info@hcconsultantsgroup.com
Mobile: +6012 958 5357

Malaysia

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Taman Bangsar
59000 Kuala Lumpur
Email : info@hcconsultantsgroup.com
Mobile : +6 012 878 5357 / +6 012 315 5427

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