



Senior Management Coaching

Like a fingerprint, Simplifi helps you uncover your unique strengths and passions to unlock your full potential.

ABOUT SIMPLIFI

Our Vision and Mission

Our Vision

Be a pioneer in scenario based training across Asia where real work, not theory drives learning.

Our Mission

Simplifi transforms leadership by guiding on paradox than frameworks.

Stop Performing, Start Being.

@simplifi

Leaders today don't need more frameworks, they need **clarity, embodiment, and presence.**



Stop Performing, Start Being.

@simplifi

HOW WE DO IT?

The AAA Arc every leader needs...

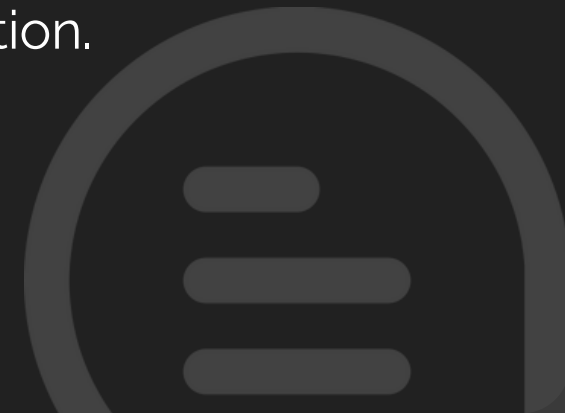
Awareness to recognise your triggers

Recognise triggers and patterns before they hijack you.



Activate in real life scenarios

Apply the new response in live situations, balancing heart and head for clear action.



Assimilate seamlessly your life decisions.

Embed the change by working on your real issues so results stick.



Stop Performing, Start Being.

@simplifi

WHAT WE DO?

Learn like you play.

Make Adult Learning Fun

We throw managers into live, unscripted scenarios, think improv meets strategy.

100% Human, Messy & Real

We embrace the chaos, emotions, doubt, missteps and work through it with EQ.

Psychological Safety is Paramount

We build spaces where honesty isn't risky, it's respected.

~~Slides, scripts, or staged roleplays.~~

~~Calling people out or spotlight shame~~

~~Polished performance or robotic responses.~~

Stop Performing, Start Being.

@simplifi

WHAT WE *DON'T* DO?

No Frameworks!

No prescriptions or
rigid Frameworks

Principles over templates,
we build as we go.

No Projecting

Your story and not my
agenda.

No academic,
heavy training

Less theory, real-world,
human-first learning.

No retreat 'highs'

Change happens in daily
life, not at a weekend
getaway.

Stop Performing, Start Being.


@simplifi

WHAT DRIVES OUR COACHING APPROACH?

Coaching Philosophy


Awareness (60%)

You start building more self-awareness, that's 70% of the battle won.




Repetition (30%)

Catch the pattern, practice the new move till it feels natural.



Internalisation (10%)

Own it so deeply it becomes who you are.



Stop Performing, Start Being.

@simplifi

HOW DOES OUR TRAINING REALLY WORK?

Training Methodology

step
1

Identify & Capture Real Problems

Intro call with guided questions to help form assessment.

step
2

60 to 90 -Minute, Sessions

From stuck to next step in 60–90 Minutes.



Staggered, Not One-Off

Multiple sessions over 3–6 months to allow reflection & integration.



Time Investment: 16 Hours (2 days)

Spread over months to support sustainable behavior change.

Stop Performing, Start Being.

@simplifi

WHAT IMPACT DO WE MAKE?

Business Impact you can Measure

EQ-led Better culture from
self-aware leaders

Self-Aware Leaders = Better Culture

30% Project delays cut
by team for faster
decisions

Faster & Smarter Decisions

40% Cross-functional
friction drops by
boosting collaboration

Seamless Collaboration

25% Turnover drops by
saving on rehiring

Engagement Up, Attrition Down

25-35% Internal promotions rise by
cutting hiring costs

Grow Talent From Within

12-18 Months succession accelerated by
identifying high-potential talent early

Accelerated Succession

Stop Performing, Start Being.

@simplifi

WHAT IMPACT DO WE MAKE?

Modules...

EQ-led

Servant Leadership

Identity & Ego

Communication

Critical Thinking

Organisational Excellence

OKR Implementation(3 months)

Stop Performing, Start Being.

@simplifi

WHO IS THE COACH?

About Coach



Ex-Chief of Staff,
HR Director

Cognitive
Behavioral
Therapist

18 years of
coaching, 5000+
individuals

Distinguished
Toastmaster,
DTM

Bala Subramanian

Bala isn't a typical coach. He's a trusted learning partner who creates an adult, grounded space for real growth. With 15 years across Asia in **Senior Operations and HR roles** - he brings hands-on experience across Compliance, Sales, Marketing, and People leadership. **He's also, an OKR and KPI specialist certified by 'Measure What Matters'**, known for turning strategy into execution.

Starting training at 18 and as one of the youngest Distinguished Toastmasters (DTM), Bala now leads Simplifi, a fresh methodology known for wit, sharp insights, and evaluations that cut through fluff.

His style?

Two-way learning with zero top-down coaching, making growth natural and engaging.

Stop Performing, Start Being.

@simplifi

@simplifi

Whatsapp

+ 65 81573627

Zalo

+84774869635

Email

Bala_s@simplifigvo.com

LinkedIn

Bala Subramanian

Let's get Started!

Book Calendly.

Stop Performing, Start Being.

Client Testimonial

Bala's intuition is his superpower - and he wields it effortlessly.

He knows exactly when to challenge you, when to reassure you, and how to hold space in a way that's rare. I've personally benefited from his coaching across both personal and professional crossroads.

What sets Bala apart is how he balances empathy with action. He doesn't sugarcoat or indulge in toxic positivity. Once the emotional spiral settles, he brings sharp objectivity and guides you toward real, tangible next steps.

Trustworthy, grounded, and deeply human, he's the kind of coach you don't forget.



Siti Aishah Binte Azari
Head of Community & Partnerships, JDI Group



Client Testimonial

Bala supported iSteer at a crucial juncture as we established our operations in Singapore. He is a strategic thinker and a high-level operator who requires little to no guidance. He was instrumental in shaping a positive culture that continues to exist today.

As a coach, Bala has a natural ability to connect with people, allowing him to surface underlying problem statements quickly. This helped us strengthen our organizational structure and improve communication across the company.

Bala continues to be a valuable coach for us over the years, and I highly recommend his coaching for senior leaders within any organization.



Umashanker Raju
Founder & CEO, iSteer Inc

Stop Performing, Start Being.



Client Testimonial

Balasubramanian joined JDI as a Strategic Operations Advisor and made an immediate, transformative impact. **He architected our group-wide operating model, establishing our first clear KPI and OKR frameworks across multiple business and functional units.** Bala's ability to navigate complex matrix structures helped shift the organization from person-driven execution to a repeatable, system-driven model.

During a critical restructuring phase, he provided much-needed leadership implementing RACI matrices and sales operations cadences that significantly improved visibility for me as Managing Director. His work didn't just address immediate issues; it laid the foundation for our next stage of growth.

I highly recommend Bala if you are looking for someone to create immediate impact.

Frank Lee
Managing Director, JDI Group



Client Testimonial

Bala joined Brankas as a Talent Acquisition Lead and started making immediate impact to our hiring practices, process & methodology. He also took on much needed leadership in HR Functions and served as my chief of staff as we scaled up in business and operational complexity. He has high EQ which allows him to navigate across functions, culture and senior leadership.

His high EQ allows him to navigate across functions, cultures, and senior leadership with ease. Beyond operations, Bala is a strong coach - guiding senior leaders at different levels of maturity and helping them gain clarity across hiring, leadership, and change management. ***Within six months, he helped raise our NPS score for 'Trust in Senior Management' from 30 to 75%.***

I highly recommend Bala if you are looking for a senior leader within the Org.



Todd Schweitzer
CEO & Founder, Brankas



Client Testimonial

Bala is the coach I wish I had years ago. He's not only deeply insightful and approachable, but he also earned my trust within minutes. What stood out was his ability to bring both wisdom and vulnerability into the conversation, making it feel safe, honest, and real.

In just 90 minutes, I walked away with clarity, direction, and a clear sense of what needed to shift. His style is powerful, he challenges you without making you feel judged. He listens, truly listens, and asks questions that linger long after the session.

Whether you're navigating personal or professional crossroads, I can't recommend Bala enough.



Rafael Reis
Technical & Commercialization Director, Calares Inc

Stop Performing, Start Being.



Client Testimonial

Bala helped me to structure my life, be a better person, better founder, more passionate, and gave me lessons in life that helped prepare my mindset to go after my dreams whilst I was managing a very crucial personal transformation in my life.

He is practical, emphatic, and acts as your personal mentor who listens, puts things in perspective and gave me the courage to face my blind spots in a nurturing manner.

Meeting Bala is one of the best things that happened to me this year and he is a real game changer in life.

I couldn't have asked for a better coach to be my partner in life.



Jiego Tanchanco
CEO, Fleethive

Stop Performing, Start Being.



Client Testimonial

Bala has the rare ability to absorb knowledge quickly and adapt to his environment, allowing him to identify issues early and put the right processes in place. Coupled with his tenacity, he built a world-class operational function across the organization.

He has a strong grasp of company problem statements and approaches them through clear hypotheses and practical execution.

Most importantly, as a coach, Bala was able to rally and galvanize people toward the company's success. He also has an uncanny ability to spot and nurture talent, making him highly approachable for leadership, mentorship, and guidance.



Mike Dickinson
COO, Brankas

Stop Performing, Start Being.

