

Omah Tumbuh Potensi

Empowering Leaders
to Grow and
Transform

COMPANY PROFILE





About Us

ABOUT US | **OTP** 

At **OTP Consulting**, we believe sustainable growth starts with a **strong organizational foundation**—where business direction, people systems, and execution work in alignment.

As the consulting unit of **Omah Tumbuh Potensi (OTP)**, we partner with business owners and leaders to **clarify strategy, strengthen organizational structure, and build people systems** that support long-term performance.

Our work goes beyond problem-solving. We take a **holistic and diagnostic approach**, helping organizations see what truly holds them back—whether in leadership, structure, culture, or ways of working—and translating insight into **practical, executable solutions**.

Through business consulting, organization design, HR shared services, and talent strategy, **OTP Consulting supports organizations to grow with clarity, consistency, and resilience**, ensuring transformation is not only designed—but successfully implemented.

50+
Clients

Partnered with business owners and leadership teams to build stronger, more sustainable organizations.

Our Framework

A **HOME** (OMAH) is the **PLACE** where **YOU** can...

O.M.A.H.© Framework



Observe Yourself

- WHO YOU are
- WHY YOU are here
- WHAT do YOU want



Manage Your

- Mind
- Resources



Articulate & Act of

- Your Goals
- Your Plan



Appreciate & Celebrate when Your Goals

Happen

To **GROW YOUR**
business & leader
by building a
FOUNDATION of
TRANSFORMATION

Our Values – **INSIGHT**

OUR VALUE



Our values indicate how we work, guide our decisions, and shape our relationships with clients. **INSIGHT** represents more than an acronym—it embodies our commitment to seeing beyond the surface, understanding deeply, and illuminating pathways to transformation.

Integrity

Honest, consistent, and ethical in every decision and action.

Networking

Building strong, meaningful connections that amplify impact.

Service with Heart

Caring deeply, listening with empathy, and serving with intention.

Inspiration for Growth

Encouraging new perspectives and inspiring continuous growth.

Growth Partner

Walking alongside our partners to enable sustainable transformation.

Harmony & Trust

Creating balanced collaboration grounded in trust and respect.

Trust

The foundation of every long-term partnership we build.

Our Core Service Offerings

OUR SERVICES



We support organizations by building strong foundations across **business direction, people capability, and execution readiness**, so growth becomes **sustainable, not reactive**.



01

Business Development Consulting

Clarifying direction, strengthening structure, and enabling sustainable growth.



02

HR Shared Services

Providing ongoing HR support to strengthen people systems without a full internal HR team.



03

Learning & Development Consulting

Developing leaders and capabilities through experiential learning with real performance impact.



04



Talent Sourcing & Strategy

Developing leaders and capabilities through experiential learning with real performance impact.

All services are designed to work **together**, supporting organizations at every stage of growth.

Our Impact



Clear Business Direction & Stronger Structure

Organizations gain **clarity in strategy, roles, and decision-making**, supported by organizational structures that enable growth—not slow it down.



Effective People Systems & Execution Readiness

HR and people systems become **structured, practical, and executable**, enabling leaders and teams to operate consistently and focus on results.



Sustainable Culture & Leadership Alignment

Leaders and teams work with **shared direction, accountability, and trust**, creating a culture that supports long-term performance and organizational resilience.



Meet Our Team Partner to Grow



**SUGIARTI
ROSBAK**

Founder & CEO



**AMBIYA
PIETOYO**

Business Partner



**EFFENDY
PANGESTU**

Business Partner



**RENI DWI
WAHYUNI**

Business Partner

100+ HOURS

INTL. CERTIFIED PRO COACH

coaching experience

10+ YEARS

EXPERIENCED CORPORATE TRAINER

delivering public & in-house training

10+ YEARS

FACILITATOR & CONSULTANT

empowering individuals & organizations

Meet Our Team Partner to Grow



NOER CAHYAWATI
Business Partner Surabaya
Representative



PUTU HARTANA WIJAYA
Business Partner Bali
Representative

100+ HOURS

INTL. CERTIFIED PRO COACH
coaching experience

10+ YEARS

EXPERIENCED CORPORATE TRAINER
delivering public & in-house training

10+ YEARS

FACILITATOR & CONSULTANT
empowering individuals & organizations

20+ Coaching Experience
Years

28 In Global Consumer Goods
Years

500+ In Human Development
Hours

Extensive Experience in the industry, primarily at PT. Unilever Indonesia Tbk

Sugiarti Rosbak

Our Founder & CEO



Key Roles and Achievements

- **Associate Certified Coach (ICF)**, certified by the International Coaching Federation.
- **Organization Development Consultant:** Supporting SME and multinational leaders since 2020.
- **HR Leadership:** Managed 3000 factory workers and 1000 sales team members; led HR Advisor team for 5000+ employees across Indonesia.
- **Mentoring program:** Mentor business leaders and HR on how to handled talents inside organization
- **HR Project Management:** Oversaw the divestment and transfer of 300+ employees to new company without business disruption
- **Compensation & Benefits Specialist:** Developed C&B strategies across all employee levels.



“**NILAI** yang Anda **BERIKAN** kepada pelanggan, adalah **PENGHARGAAN** Anda terhadap **DIRI** Anda”

—**Sugiarti Rosbak**,
CEO of Omah Tumbuh Potensi,
Author Lika-Liku Freelancer: Peta Perjalanan Perubahan Karier Menjadi Pekerja Lepas

**They Grow With
Us using OUR
SIGNATURE
PROGRAM**

HR Shared Services

Building Reliable People Systems for Growing Organizations

At OTP Consulting, HR Shared Services is designed to help organizations manage people **strategically and consistently**, without the burden of building a full internal HR team.

We partner with business owners and leaders to ensure HR processes support daily execution, leadership decisions, and long-term growth.

What We Support

- HR governance & basic policies
- Employee lifecycle management
- Performance & people administration
- Ongoing advisory for leaders & owners

Impact

- Structured and compliant HR processes
- Reduced operational risk
- Leaders focused on business, not HR firefighting

Building Strong Stock Management

Turning Stock into a Strategic Business Asset

We help organizations move from reactive stock handling to **structured and controlled stock management systems**.

Our approach aligns people behavior, process discipline, and simple systems to support operational efficiency and profitability.

What We Build

- Stock flow clarity & role accountability
- Simple SOPs & control mechanisms
- Alignment between operations, finance, and leadership

Impact

- Reduced stock loss & inefficiency
- Better cash flow visibility
- Stronger operational discipline

Organizational Effectiveness

Aligning Structure, Roles, and Ways of Working

Organizational effectiveness is about ensuring the organization can **execute its strategy**.

We help leaders redesign structure, clarify roles, and strengthen collaboration so teams work with clarity and accountability.

What We Address

- Organizational structure & job clarity (including building Business Process & SOP)
- Decision-making flow
- Cross-function collaboration
- Leadership alignment

Impact

- Faster execution
- Reduced overlap & conflict
- Teams working toward shared priorities

Reward & Performance Management

Driving Performance through Fair and Clear Systems

We design reward and performance systems that are **transparent, measurable, and aligned with business goals.**

Our approach ensures performance management supports motivation, accountability, and sustainable growth.

What We Design

- KPI & performance framework
- Role-based performance indicators
- Reward & incentive structure
- Performance review process

Impact

- Clear performance expectations
- Fair and motivating reward systems
- Strong performance culture

Couplepreneur Transformation

Scaling the Business by Aligning Roles, People, and Partnership

At OTP Consulting, we support **couplepreneurs** who are ready to grow their business beyond personal involvement—by building the **right structure, the right roles, and the right people**.

We help business-owner couples move from *working in the business together* to *leading the business together*, with clarity, trust, and shared direction.

What We Support

Role & Decision Clarity

- Clarifying ownership, leadership roles, and decision-making boundaries between partners.

People & Structure Readiness

- Designing organizational structures that enable delegation and reduce dependency on the owners.

Right People Placement

- Identifying, recruiting, and positioning the right people to support business growth and operational stability.

Partnership Alignment

- Supporting healthy communication, trust, and alignment between partners during the scaling phase.

Impact

- Reduced conflict and role overlap between partners
- Stronger leadership focus on strategy, not daily operations
- Teams that can run the business with confidence
- A business that grows **without sacrificing the partnership**

Building Sustainable Hospitality Ecosystems

THEY GROW WITH US



Empowering Local Potential for World-Class Service Excellence

At **Omah Tumbuh Potensi (OTP)**, we build **end-to-end transformation ecosystems** that integrate business strategy, people development, and local empowerment. In partnership with a luxury eco-resort in Eastern Indonesia, OTP designed and implemented a **sustainable hospitality ecosystem**—enabling local talent to deliver **VIP-level service excellence** while preserving cultural authenticity. Operating in a remote area, OTP successfully **connected business needs, local communities, and educational institutions**, transforming local potential into a reliable talent pipeline aligned with ultra-high-net-worth guest expectations.

OTP Ecosystem Approach

Local Talent & Community Empowerment

- Designing talent pipelines through collaboration with local tourism schools and communities
- Reducing dependency on external talent while strengthening local ownership

Capability & Service Culture Development

Translating luxury hospitality expectations into:

- Service mindset & emotional intelligence
- Professional standards & behaviors
- Culturally authentic guest experiences

Impact Across the Ecosystem

- Sustainable local talent supply
- Consistent world-class service quality
- Stronger employer brand rooted in community empowerment
- Long-term organizational resilience

Industries & Ecosystems Served

- Luxury Eco-Resort
 - Agriculture-Based Hospitality Ecosystem
- (Client details are protected under NDA.)*



Strategy into Action

The program was customized to address challenges in competitive industries through close collaboration with Top Management and Commissioners, ensuring alignment with organizational goals while boosting leaders' confidence with coaching and mentoring techniques.

Interactive Sharing of Insights

- Leaders discover practical approaches to deliver company targets effectively.
- Engaging discussions to make breakthrough overcome challenges.

Awareness & Management

- Unlock leaders' understanding of the company's Unique Selling Propositions.
- Equip teams with tools to stay inspired and goal-focused.

Relationship-Driven Decision Making

- Facilitate decision-making through in-depth strategic discussions **rooted in trust and constructive dialogue.**
- Conflict resolution sessions tailored for leadership teams **to strengthen collaboration and accountability.**

This approach ensures leaders don't just understand the strategy — they are emotionally ready to execute it.

Trusted Across Industries

Adopted by organizations in **insurance, manufacturing services, agriculture**
(Client details are protected under NDA).



Coaching Program for Career & Business

THEY GROW WITH US | 

Partnering Growth through Emotional Intelligence & Self-Mastery

At OTP Academy, coaching is a space for deep reflection, clarity, and growth.

We partner with individuals and business owners to navigate career and business journeys through **self-awareness, emotional intelligence, and intentional decision-making.**



Career Coaching

A Partner in Your Career Journey

Supporting individuals across career stages to build clarity, confidence, and direction.

Early Career

- Partnering with students and fresh graduates to build self-awareness, confidence, and career readiness.

Mid Career

- Supporting professionals in navigating career progression or transitions with emotional clarity and strategic direction.

Senior Career

- Assisting individuals and organizations in post-retirement or post-corporate transitions with purpose and renewed identity.



Business Coaching

A Partner in Building Your Business

Supporting entrepreneurs and leaders to grow businesses through people-centered leadership.

Starting a Business

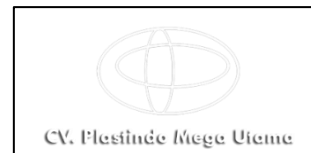
- Supporting aspiring entrepreneurs in aligning vision, values, and emotional readiness to launch their business.

Scaling a Business

- Partnering with business owners and leaders to accelerate growth by strengthening leadership mindset, decision-making, and human capital.

They Grow With Us

THEY GROW
WITH US



Thank You

Let's Begin Your
Transformation Journey



**Omah
Tumbuh
Potensi**



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