

**PURPOSE OF  
Z CONSULTANCY**



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# **DRIVING CHANGE**



**GUIDING THE  
TRANSFORMATION  
OF PEOPLE &  
ORGANISATIONS**



# WHO WE ARE?

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WE ARE TRANSFORMATION CATALYSTS



# WHAT WE DO?

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HOW DO WE MANAGE THE PROCESS?

- Tranform **people** and **organizations**
- With the **people** and **organisations**
- Success is **owned** by the **transformed**
- **Treasured** and **Nurtured**



# WHY WE DO IT?

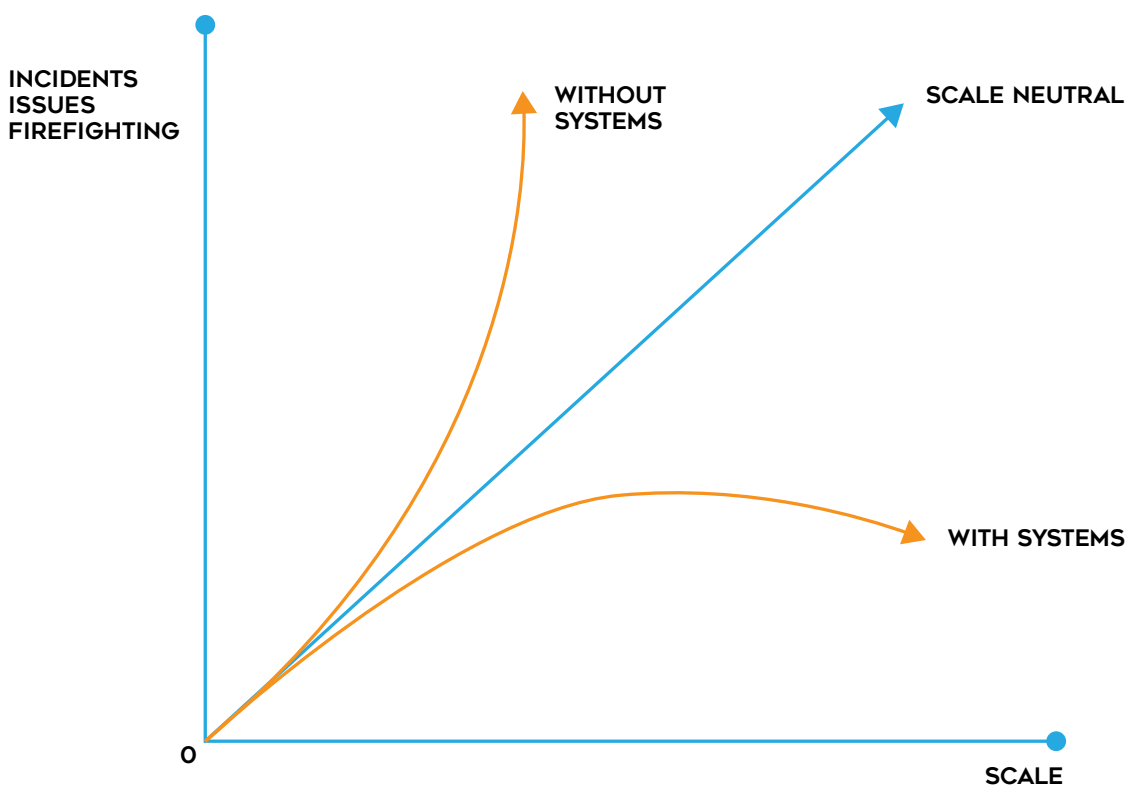
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## WHEN IS TRANSFORMATION NEEDED?

- Businesses **growing** beyond existing capacity
- Entering into **new** markets
- Moving forward **diversifying** from core
- When **launching** new products or services
- When **losing** markets / volumes, people or other assets

## ASSESSING THE NEED FOR TRANSFORMATION

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# FOR WHOM?

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## LEVERAGING THE MODELS

Working with the top team we:

- **Prioritise** issues
- **Examine** alternative approaches
- **Agree** on solutions
- **Support** effective implementation
- **Monitor** over a period of time

## THE TEAM OWNS THE SOLUTIONS

# THE REALITY

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## THE CHOICE

In the old world the law of the jungle  
=  
**survival of the fittest** prevailed

**This is no longer applicable:**  
Cost of hiring, training are high and  
productivity losses cost money

**The choice is to do something  
or do nothing!**

# CONTACT US

**For a discussion of what we can do to help your business, wherever you are, whatever you do.**

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## TUSITHA KUMARAKULASINGAM

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## PROFILE



**Tusitha Kumarakulasingam is currently operating as a Transformation Catalyst,** focusing on supporting business and individuals to explore the potential that is available, creating clear objectives and strategies to achieve them. Her interventions help organizations and it's people achieve greater results.

She is a professional marketer with a proven track record spanning over 35 years, with extensive experience in food and personal care categories with leading multinational companies – Bestfoods Inc, Unilever Ceylon, Nestle Lanka Ltd. Numerous innovative marketing strategies developed based on extensive consumer research resulted in the Brands responsible for, achieving leadership positions in the respective categories. Her hands on experience in market research and media operations provides the holistic approach to creating winning sales and marketing strategies. She has extensive knowledge on the role of packaging in FMCG and represents an international design house in Sri Lanka.

**Her passion in working with people to enhance creative capabilities has resulted in success.**

Since 2009 she has been working as an independent resource provider for many organizations. As a management consultant, the current work involves focus on “Business and People Transformation” . Today she focuses mostly on working with the younger generation ( Millennials) to guide them and provide a purpose. She has also authored a book on advice for the next generation.

Her network in the business world is extensive and she has managed to gain respect , through work that leaves a mark.

## **THE WORK UNDERTAKEN CAN BE CLUSTERED INTO SEVERAL AREAS**

**Creating a Direction for organizations and supporting the implementation**

**Business development, Strategy and implementation support**

**Consumer centric marketing strategy and implementation support, to build strong Brands**

**Process re – evaluation and improvement with implementation support**

**HR transformation work – skill and competency development, coaching and mentoring**

She is an active member of the Sri Lanka Women's Chamber of Industry and Commerce.

She has authored a book for the younger generation “Because I Said So” which has been well received.

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# TUSITHA KUMARAKULASINGAM

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