

Company Profile

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About neOOne

EMPOWERING GROWTH
UNLEASHING POTENTIAL

At **neOOne Associates**, we believe that growth is more than numbers on a chart - it's the transformation of people, organizations, and ecosystems.

Founded in 2010 by **Yasmin Ahmad Mazlani** and **Rosihan Juara Baharuddin**, neOOne Associates began as a pioneering learning and development practice. Over the years, it has evolved into a **Growth Consultancy** - one that helps leaders, teams, and organizations unlock their potential and channel it into **lasting impact**.

Our work is grounded in commitment - doing whatever it takes, with integrity, to deliver excellence. It is fueled by passion, guided by trustworthiness, and brought to life through innovation that inspires better performance and results. and above all, we believe in **abundance** - that by giving and adding value to others, we grow together.

OUR VISION

To become **Southeast Asia's premier Growth Consulting firm**, redefining growth not merely as profit, but as the empowerment of people and the progress of communities.



COMMITMENT

We will do whatever it takes (with integrity) to ensure we deliver our services with excellence.



INNOVATION

We ensure every solution that we design is innovative and enables greater results and performance.



PASSION

We put our heart and soul into every service we offer.



TRUSTWORTHINESS

We earn trust and confidence through our reliability and dependability.



ABUNDANCE

We believe that the more we give and add value to others, the more fulfilled our lives will be.

Our Growth Consulting Philosophy

At **neOOne Associates**, we believe that growth is not accidental - it is designed, nurtured, and sustained through clarity of purpose, empowered people, and meaningful innovation.

Our philosophy rests on three interwoven principles that guide how we enable transformation across leaders, organizations, and ecosystems.

1.

GROWTH BY DESIGN

Transforming Systems and Strategy

- Growth is achieved by design, not left to chance.
- We help organizations rethink and redesign their system, culture, and strategy.
- This enables them to adapt to complexity and create measurable impact.
- Our approach uses evidence-based methods and systemic thinking.



2.

GROWTH FOR GOOD

Scaling Purposeful Innovation

- People are the heartbeat of sustainable growth.
- We empower individuals and teams to lead, learn, and thrive by cultivating self-awareness, collaboration, and mastery.
- We use learning sciences and accelerated learning to build capable, confident, and future-ready leaders and communities.
- This human-centered, systemically driven approach is The neOOne Way, unifying strategy, innovation, and people for transformation.

3.

GROWTH THROUGH PEOPLE

Unlocking Human Potential

- True growth is uplifting—it must benefit business, society, and the planet.
- We partner with innovators, entrepreneurs, and ecosystems to design scalable, purposeful solutions.
- The ultimate goal is to generate shared value.
- Anchored in purpose and integrity, we believe innovation must serve both progress and humanity.

The neOOne Growth Model connects systems, innovation, and people — driving transformation across organizations, ecosystems, and communities.

Our Pillars of Impact



1.

TRANSFORMATION & CHANGE

(FROM COMPLEXITY TO RESILIENCE)

We build resilient organizations with adaptive leaders and strong, values-driven cultures. Our work spans leadership and talent development, culture transformation, strategic change, and sustainability readiness.

FOCUS AREAS

- Leadership & Talent Development
- Culture & Organizational Transformation.
- Change & Strategy Enablement.
- Sustainability & Future Readiness.



2.

ENTREPRENEURSHIP & INNOVATION

(FROM IDEAS TO SCALABLE IMPACT)

We enable entrepreneurs, intrapreneurs, and ecosystems to scale ideas into real-world impact. Through venture acceleration, innovation design, and inclusive entrepreneurship programs, we foster creativity that transforms communities.

FOCUS AREAS

- Venture & Start-up Growth.
- Technology & Digital Innovation.
- Inclusive & Social Innovation.
- Ecosystem & Policy Development



3.

LEARNING & DEVELOPMENT

(FROM SKILLS TO THRIVING COMMUNITIES)

We advance the practice of learning through experiential design, accelerated learning, and digital innovation. Our programs develop trainers, facilitators, and learning leaders who shape the future of education and workforce capability

FOCUS AREAS

- Learning Design & Delivery.
- Professional Development & Mastery.
- Credentials & Future Skills.
- Communities & Ecosystems.

Pillar One – Transformation & Change



Focus areas;

- Leadership & Talent Development.
- Culture & Organizational Transformation.
- Change & Strategy Enablement.
- Sustainability & Future Readiness.



Solutions that we offer;

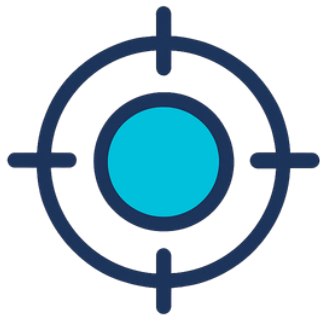
- Leadership Development Journeys (Future Leaders, Senior Leadership, Women Leaders).
- Executive & Team Coaching for Change and Transformation.
- Culture Transformation & Alignment Programs.
- Strategic Visioning and Scenario Planning Workshops.
- Organizational Design & Change Management Consultancy.
- Compassionate Systems Leadership & Psychological Safety Labs.
- Strategic Narrative Building & Communication Frameworks.
- ESG & Sustainability Readiness Assessments.
- Adaptive Strategy and Systems Thinking for Change Leaders.
- Diagnostics for Leadership, Culture, and Change Readiness.



Tools and Methodologies;

- Ontological Coaching (Newfield Network) – cultivating awareness, emotional intelligence, and embodied leadership.
- Systems Thinking & Learning Organization Models – (Peter Senge, Otto Scharmer's Theory U) to help leaders see interconnections and redesign systems for resilience.
- Compassionate Systems Leadership (MIT x SoL) – integrating empathy, systems awareness, and purpose-driven action.
- Culture Transformation Tools (Barrett Values Centre / Hofstede Insights) – diagnosing and shifting culture to align with purpose and performance.
- Denison DOCS (Performance Culture Benchmarking) - Assessing an organization's culture across four traits: Mission, Adaptability, Involvement, and Consistency.
- Organizational Network Analysis (ONA) – mapping informal networks that drive culture and influence.
- Leadership Circle Profile / StrengthsFinder – for leadership growth and team alignment.
- Strategic Narrative Design & Storytelling Frameworks – aligning organizational identity and vision.
- Scenario Planning & Adaptive Strategy Tools – building agility and future readiness.
- ESG & Sustainability Readiness Framework – integrating environmental, social, and governance principles into transformation journeys.

Pillar Two – Entrepreneurship & Innovation



Focus areas;

- Venture & Start-up Growth.
- Technology & Digital Innovation.
- Inclusive & Social Innovation.
- Ecosystem & Policy Development.



Solutions that we offer;

- Venture Acceleration & Business Model Innovation Labs.
- Design Thinking & Innovation Sprints.
- Start-up Coaching and Venture Building Programs.
- Corporate Innovation & Intrapreneurship Programs.
- Impact & Inclusive Entrepreneurship Bootcamps (Women, Youth, Social Ventures).
- Ecosystem Development & Policy Design Facilitation.
- Innovation Readiness Diagnostics for Corporations & Ecosystems.
- Technology & Digital Transformation Strategy Workshops.
- Green Tech and AI for Innovation Masterclasses.
- Funding Strategy, Pitch Development, and Investor Readiness Workshops.



Tools and Methodologies;

- Design Thinking & LUMA Innovation Frameworks – human-centered innovation process for solving complex challenges.
- Disciplined Entrepreneurship (MIT Bill Aulet) – 24-step method for venture creation and scaling.
- Lean Startup & Business Model Canvas – testing, validating, and refining business ideas efficiently.
- Impact Measurement & Theory of Change – tracking social and economic outcomes for inclusive growth.
- Innovation Readiness & Ecosystem Mapping Tools – understanding and strengthening innovation ecosystems.
- Corporate Innovation & Intrapreneurship Playbooks – translating startup agility into corporate contexts.
- Funding & Investor Readiness Frameworks – preparing founders for scaling and pitching.
- Technology & Digital Transformation Canvas – leveraging AI, EdTech, and GreenTech for growth.

Pillar Three – Learning & Development



Focus areas;

- Learning Design & Delivery.
- Professional Development & Mastery.
- Credentials & Future Skills.
- Communities & Ecosystems.



Solutions that we offer;

- Certified Learning & Facilitation Programs (Accelerated Learning, Graphic Facilitation, Coaching Mastery).
- Learning Design Consultancy (AI-Enhanced, Experiential, Hybrid, Inclusive).
- Trainer, Coach, and Facilitator Development Pathways.
- Professional Certification & Credentialing Systems.
- Digital Learning Strategy and Future Skills Mapping.
- Learning Impact & ROI Measurement Frameworks.
- Learning Conferences, Summits, and Peer Learning Communities.
- Community of Practice (e.g., Trainers' Hub, Learning Futures Studio).
- Future of Learning Research, Insights, and Diagnostics.
- Learning Analytics and Capability Benchmarking.



Tools and Methodologies;

- Accelerated Learning (Based on Dr. Georgi Lozanov's work) – optimizing learning through engagement and emotional connection.
- Experiential Learning Cycle (Kolb) – designing immersive, reflective learning experiences.
- Game-Based Learning Approach – using game-based and gamification mechanics to build engagement, motivation, and real-world skill application.
- Graphic Facilitation & Generative Scribing (The Grove International, Kely Bird) – visualizing learning and systems for deeper collective insight.
- Learning Impact & ROI Framework (Kirkpatrick & Phillips) – measuring learning effectiveness and organizational return.
- AI-Enhanced Learning Design Frameworks – integrating generative AI and analytics for personalized learning experiences.
- Neurodiversity & Inclusive Learning Design – creating accessible and equitable learning environments.
- Learning Futures Studio & Peer Learning Frameworks – building communities of practice and continuous capability development.

Our Founders



YASMIN AHMAD MAZLANI (TZEYASMIN)

Co-Founder & Managing Director, neOOne Associates
Chief Executive Officer, Lakar Technologies

Yasmin Ahmad Mazlani, fondly known as **TzeYasmin**, is the **Co-Founder and Managing Director of neOOne Associates**, a Malaysian-based **growth consulting firm** recognized for its transformative work in learning, innovation, and organizational strategy.

Under her leadership, **neOOne Associates** has evolved from a pioneering learning and development practice into a **regional growth consultancy** — empowering leaders, organizations, and ecosystems to unlock potential and achieve sustainable impact. Over the past 14 years, Yasmin has designed and led programs for clients across corporate, government, and international sectors, including **Ekuinas, MRANTI, and the United Nations Development Programme (UNDP)**.

In parallel, Yasmin serves as the **CEO of Lakar Technologies**, an **EdTech venture** developing real-time **speech-to-visual learning notes using Generative AI**. The company recently completed the **Hong Kong Science and Technology Park (HKSTP) Ideation Program** and is advancing toward the **HKSTP Incubation Program**, marking Lakar's expansion into the deep-tech innovation ecosystem.

An advocate for the fusion of science, creativity, and human development, Yasmin holds a **Master of Science in Technopreneurship and Innovation** from **Nanyang Technological University (NTU)**, Singapore, where she received the **Young and Outstanding Alumni Award (2018)**. Her academic foundation is in **Physics (Instrumentation)**, and she is currently pursuing **advanced studies in Quantum Technology and Precision Scientific Instrumentation**, alongside a **Doctorate in Business Administration (DBA) focused on AI-enhanced visual learning**.

A **Certified Accelerated Learning Master Practitioner, visual facilitator, and growth strategist**, Yasmin is recognized as a thought leader at the intersection of **education, AI, and organizational transformation** — shaping how people learn, lead, and grow in the age of intelligent systems.



ROSIHAN JUARA BAHARUDIN

Co-Founder & Design and Innovation Lead,
neOOne Associates

Rosihan Juara Baharudin is the **Co-Founder and Design and Innovation Lead of neOOne Associates**, a Malaysian-based growth consulting firm recognized for its transformative work in learning, innovation, and organizational development.

At neOOne Associates, Juara leads the firm's design innovation practice, where he integrates **game-based learning, experiential facilitation, and coaching methodologies** to design programs that drive insight, creativity, and collaboration. His work bridges art and structure — transforming complex ideas into engaging, human-centered learning experiences that ignite meaningful growth across individuals, teams, and organizations.

A **graduate in Chemical Engineering** and a **Shell Scholar**, Juara's analytical foundation and design thinking approach give him a unique edge in problem-solving and system design. He is currently pursuing a **Master's in Innovation and Design**, deepening his expertise in applying creative and systemic methods to organizational transformation and capability building.

With over two decades of experience spanning publishing, leadership development, and learning innovation, Juara has designed and facilitated programs for organizations such as **UNDP Sri Lanka, UNDP Malaysia, MaGIC, POS Malaysia, and Rail Academy**. His distinctive approach combines storytelling, strategy, and play — hallmarks of neOOne's signature style in shaping transformative learning environments.

Before co-founding neOOne, Juara served as **Managing Director of Pustaka Cipta Sdn Bhd**, a publishing house with over 30 years of history. Earlier in his career, he was **Chief Editor of Dewan Kosmik**, Malaysia's first Malay-language science and technology magazine, and **Chief Editor of MalaysianDigest.com**, an online current affairs platform.

A certified practitioner in Accelerated Learning, **Coaching, and Design Thinking**, Juara has trained and mentored over **5,000 facilitators and trainers nationwide**, championing the philosophy that impactful learning happens through creativity, connection, and purposeful design. His current work continues to shape the future of facilitation and innovation in Malaysia and beyond.

We have pool of young, dedicated and dynamic team that enjoy their work in neOOne Associates.

Our Team



YASMIN AHMAD MAZLANI
Chief Executive Officer
(Co-Founder)



ROSIHAN JUARA BAHARUDDIN
Chief Innovation Officer
(Co-Founder & Faculty Lead)



NIK MOHAMAD FAIZUDDIN
Accounts & Finance Lead



SITI FATIMAH
Training Operation Lead



RAJAESWARY
Special Project Lead



RAWI
Digital Lead



MELVIN CHONG
Human Resource



AISHA
Accounts & Finance



SHARIFAH FARAH AYNA
Social Media Lead



OMAR AHMED
Web Development &
Digital Growth



NOOR AZAM
Graphic Designer
(Publishing & Production)

Our Associates



ABU BAKAR NGAH
IR 4.0 & Digital
Transformation



SHEILA SINGAM
Transformational
Corporate Training &
Coaching



CAROLINE YAP KIM MING
Storytelling & Media
Relations



MUHD SYAFIQ SURESH
Human Resource &
Communications



DR. KHAIRUL ANUAR ABDULLAH
Design Thinking &
Problem Solving



MOHD HANIFF ABD SYUKOR
Marketing Supply
Chain



NOOR LIYANA
Professional Image &
Softskills



DR. ZAINAL ABIDDIN
Strategic Management
& Human Resource



ELYSON NG
Digital & Social Media
Marketing



FOO CHUEN YONG
Social Enterprise &
Leadership



ROSLINA ABDUL MANAP
Financial Literacy &
Coaching



MUHAMMAD SYAFIQ
Human Resource,
Management &
Leadership, Public
Speaking



AARON CHAN
Intergenerational
Leadership & EQ



MURNIRA
Organisational
Development & Talent
Management



DR. KARTINI ARIFFIN
Leadership Branding &
Digital Content



HAMKANUDIN MOHD TAUFIK
Events & Project
Management



MALENEE JINADASA
Talent Integration &
Workplace Effectiveness



JEFF CHEAH
Leadership Coaching &
Business Mentoring



NOR AZHAR ISHAK
Accelerated Learning &
Storytelling



AZURA AZMAN
Finance & Investment



QUE
Outward Bound &
Team Building



HELENA MICHAEL
Personal Leadership &
Personal Growth



TI HAJAR MOHD DAHLAN
Coaching & Technical
HR



ZARINA ZAINAL
Professional Image &
Etiquette



JESSICA LOW
Facilitated Experiential
Learning



KEN
Corporate Innovation,
Technology and
Commercialization



ELI WONG
Human Capital &
Development



SAIFUL FARHAN MASHOR
Human Resource
Development &
Managing Team
Performance



KNY WONG
Application of AI and
Accelerated Learning
Facilitator



AMIZA INTING
Design and develop
Leadership
Development & Skill
Development
programme



SARINI
Program Design (AL) &
Facilitation



AMIRA
Transformational
Coach

Our Sustainability & Impact

NEOONE SUPPORTS BELOW SDG'S



4 QUALITY
EDUCATION



8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



13 CLIMATE
ACTION



17 PARTNERSHIPS
FOR THE GOALS



Our Ecosystem Partners

COLLABORATING FOR IMPACT

We collaborated with like-minded partners to create impactful learning experiences that build skills, inspire innovation and drive meaningful growth across industries.



Our Clients

We have been privileged to count these organizations as clients:

Government, Public Sector & GLCs



Finance, Banking & Insurance



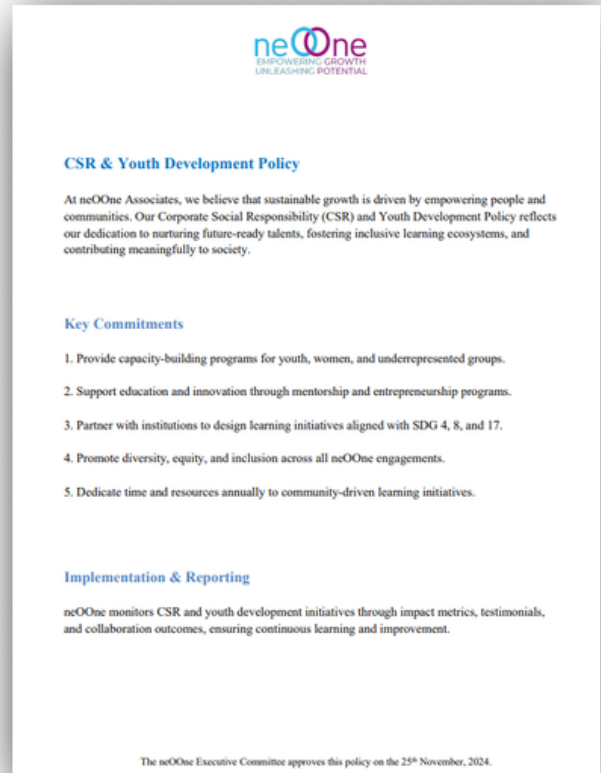
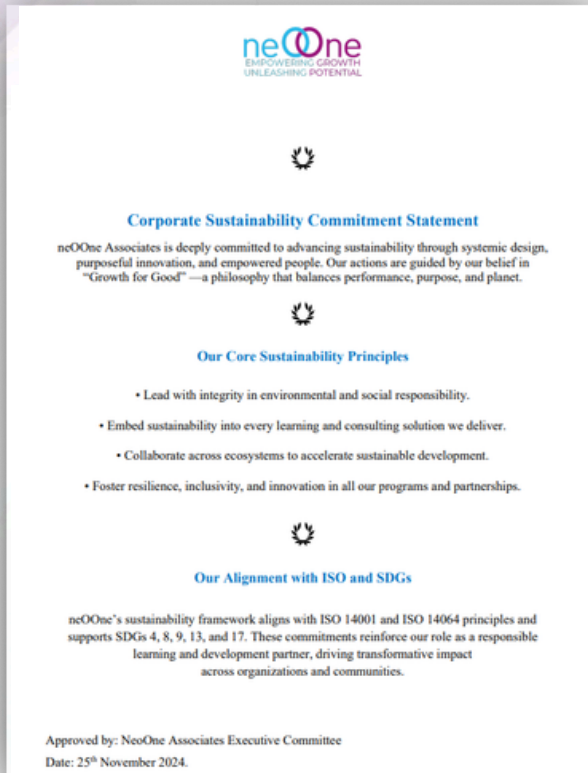
Corporate & Multinational



Education & NGOs



Our Policies

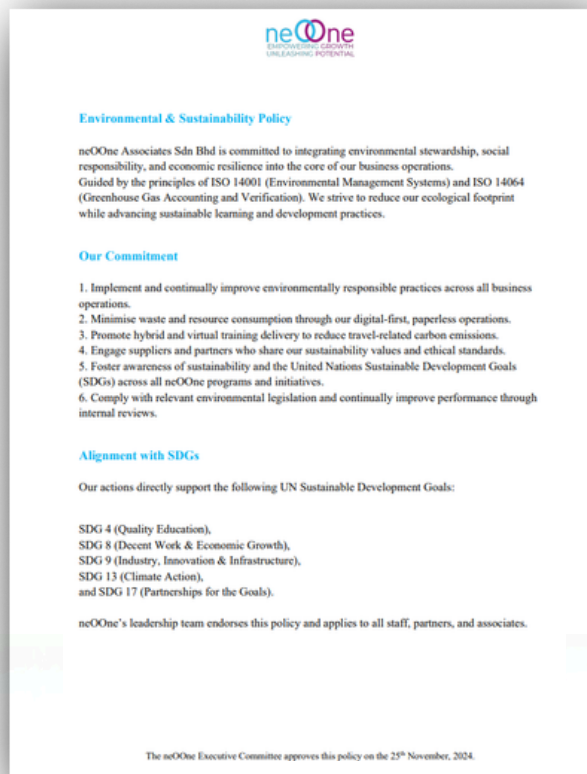


Click the link below:

[Corporate Sustainability Commitment Statement](#)

Click the link below:

[CSR & Youth Development Policy](#)



Click the link below:

[Environmental & Sustainability Policy](#)
neOOne Associates Sdn Bhd | www.neoone.com.my

Board of Directors

NEOONE GROUP OF COMPANIES

NEOONE ASSOCIATES SDN BHD
SSM CO ID : 201001039437 (923361-K)
SST NO : W10-1901-32000098
MOF REGISTRATION NO: 357-02184853



NeoUprise Sdn. Bhd.
Shareholdings

201501021051 (1146387-A)

My Purpose Ventures PLT

60%

neOOne Associates Sdn. Bhd.

40%



neOOne Associates Sdn. Bhd.
Shareholdings

Yasmin binti Ahmad Mazlani

100%



Lakar Technologies Sdn. Bhd.
Shareholdings

202201004932 (1450629-H)

neOOne Associates Sdn. Bhd.

75%

Sara Liyana Binti Rusli

25%

THE KEYMAN



**MANAGING DIRECTOR
-CO FOUNDER**

Chief Innovation & Growth

Yasmin Ahmad Mazlani

(tzeYasmin)

019 271 3292

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CO-FOUNDER

Chief Learning Architect

Rosihan Juara Baharuddin

(Juara)

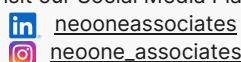
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Visit our Social Media Platform:



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