

BRIDGE Leaders Mandate

A 6-month senior management development journey for C-1 and C-2 leaders in large corporations, MNCs, and matrix organisations.

Built to develop leaders who can bridge executive intent, operational execution, stakeholder commitment, culture, generations, and follow-through.

6

MONTHS

6

MODULES

12

CLASS DAYS

1

MANDATE

Most execution problems live between people.

Senior leaders usually know the strategy. The breakdown happens when the strategy must move across functions, cultures, generations, regions, reporting lines, and stakeholder groups.

MATRIX DRAG

Work slows between functions.

Teams finish their own part, but nobody owns the handoff, dependency, or final closure.

HIDDEN FRICTION

Agreement does not become commitment.

Leaders nod in meetings, then interpret the decision differently outside the room.

CULTURE LOAD

People misread intent.

Hierarchy, generation, language, and regional norms change how messages land.

LEADERSHIP GAP

Capable leaders stay invisible.

C-1 and C-2 leaders are expected to influence without always having formal authority.

The programme is designed for leaders who are already responsible, technically capable, and trusted, but now need to create movement across parts of the organisation that do not naturally move together.

C-1 and C-2 leaders carry the middle load.

They translate executive intent into operating movement. They also translate ground reality back to senior decision makers. If this bridge is weak, strategy becomes communication, not execution.

1

Executive intent is clear at the top.

The direction is announced, but the interpretation is uneven once it reaches business units, functions, countries, and teams.

2

Operational movement depends on middle leadership.

C-1 and C-2 leaders must build commitment, align priorities, handle cultural friction, and close execution loops.

3

BRIDGE builds the missing human mechanism.

The journey trains, tests, and measures the behaviours that turn intent into repeatable action.

Six human gaps behind stuck business outcomes.

BRIDGE gives the organisation a simple language for diagnosing where movement is breaking before choosing the module, simulation, assignment, or management output.

B

Buyer Decision

Move stakeholders from polite agreement to active commitment.

R

Relationship & Culture

Read trust, hierarchy, culture, language, and generational signals.

I

Invisible Leadership

Build voice, presence, and influence without relying on authority.

D

Doing & Done

Practise until behaviour is usable when the situation gets difficult.

G

Growth Transfer

Turn learning into routines, coaching, reinforcement, and evidence.

E

Execution Rhythm

Turn intent into ownership, decision cadence, handoff, and follow-through.

Every month produces one piece of the final mandate.

This is not a 12-day training course. It is a 6-month applied leadership journey with repeated practice, evidence collection, and a final management-facing outcome.

01

Pre-programme preparation

Participants complete focused pre-work before each module so class time can be used for practice and application.

02

Two-day in-person class

Each module uses senior-level facilitation, live cases, practice, and one in-room leadership simulation.

03

20 post-programme e-learning and action steps

Short digital lessons and workplace actions keep the behaviour alive after the class.

04

Virtual simulation assessment

Each module includes one online simulation to test decision behaviour and produce assessment evidence.

05

Workplace assignment

Each assignment becomes one part of the final BRIDGE Impact Mandate.

The modules build one complete leadership outcome.

Each module has a clear business problem, observable behaviours, simulation evidence, and a workplace output.

MONTH 1

Execution Rhythm

Turn decisions into operating cadence, ownership, review rhythm, and visible follow-through.

- Output: Execution Gap Map
- Simulation: Gunung Ledang or Project G.E.C.K.

MONTH 2

Relationship & Culture

Read stakeholder trust, regional assumptions, hierarchy, and generational expectations.

- Output: Stakeholder Trust Map
- Simulation: Sultanate of Melaka or The Merger

MONTH 3

Invisible Leadership

Build leadership presence, influence, and directness without relying on title or noise.

- Output: Influence Strategy
- Simulation: The Hard Word or The Panthers

MONTH 4

Buyer Decision

Move stakeholders from agreement to active, trackable commitment.

- Output: Decision Commitment Plan
- Simulation: NiteMarket or The Mandate

The final two modules make transfer visible.

The journey ends with leaders proving that they can close work, transfer capability, and present an evidence-backed mandate to management.

MONTH 5

Doing & Done

Use realistic practice and a 30-day behaviour experiment to test whether behaviour changes under pressure.

- Output: Behaviour Shift Evidence
- Simulation: ZERO-DAY or The Roster

MONTH 6

Growth Transfer

Build reinforcement, coaching, team routines, and a 90-day continuation plan.

- Output: Management Presentation Deck
- Simulation: The Panthers or The C.O.R.E.

FINAL OUTCOME

BRIDGE Impact Mandate

Participants present one complete business-linked mandate to management.

- Business issue
- Human gap diagnosis
- 90-day rhythm and transfer plan

ASSESSMENT

Simulation-Assessed Development

The room learns. The online simulation assesses. Workplace assignments show whether the behaviour transfers.

- Facilitator evidence
- Simulation evidence
- Workplace evidence

We diagnose before we train.

The programme starts by locating where execution is breaking and what human gap is causing it. The report can be built async-first, even when senior stakeholders are too busy for long meetings.

INPUT 1

BRIDGE Sponsor Brief

A structured async brief completed by the sponsor to identify stuck outcomes, urgency, stakeholders, and business impact.

INPUT 2

Participant Self-Diagnostic

Leaders assess their own execution, influence, culture, ownership, and transfer patterns.

INPUT 3

Leadership 360

A custom BRIDGE 360 captures visible behaviours from managers, peers, reports, and internal stakeholders.

INPUT 4

DISC + Color Brain

Communication and thinking patterns are used to explain behaviour without reducing the diagnosis to personality labels.

Every module is measured through visible behaviour.

Each BRIDGE competency has observable indicators, negative patterns, simulation evidence, and workplace evidence.

B

Stakeholder Commitment Building

Builds commitment through sequence, evidence, and conversation before asking for action.

R

Cultural Trust Bridging

Notifies how culture, generation, hierarchy, and function change how messages land.

I

Leadership Presence Without Force

Changes group direction through timing, framing, judgement, and difficult clarity.

D

Ownership To Completion

Converts discussion into ownership, handoff, decision rights, and closure.

G

Capability Multiplication

Turns personal knowledge into teachable routines that continue without the leader present.

E

Operating Cadence Design

Turns decisions into repeated meetings, metrics, reviews, and follow-through routines.

Behaviour scale: Absent, Inconsistent, Reliable, Multiplier. This scale feeds the 360, simulation scoring, assignment review, and final report.

HR and management get more than attendance.

The programme produces evidence at four levels: participant reaction, learning, behaviour, and business relevance.

1

Reaction

Participant relevance, confidence, and readiness are captured after each module.

2

Learning

Online simulations, checks, and facilitator scoring show whether the core behaviour is understood.

3

Behaviour

Workplace assignments prove whether the leader applied the behaviour to real work.

4

Results

The BRIDGE Impact Mandate connects the behaviour change to one business issue, stakeholder group, or execution priority.

Designed first for in-house corporate cohorts.

The offer is available in three formats, but the full value is realised when one organisation uses the complete mandate against real strategic priorities.

PRIMARY

In-House Corporate Cohort

The full 6-month mandate for one organisation's C-1 and C-2 leaders, customised to strategy, business issue, and leadership pipeline.

SECONDARY

Public Executive Development Cohort

A scheduled senior leader cohort with cross-industry peer learning and optional academic pathway.

TERTIARY

Single-Module Intervention

A focused module for one urgent issue, used only when the organisation is not ready for the full mandate.

IDEAL COHORT

10 to 15 participants

Small enough for senior-level practice and evidence review. Large enough to create peer pressure, cross-functional insight, and visible transfer.

Certification is built into the programme.

The programme is structured to support HRDC claimability and to provide a formal certificate of completion for participants who complete the required components.

INCLUDED

Certificate of Completion

Participants receive certification when they complete attendance, simulation assessment, workplace assignments, and final presentation requirements.

INCLUDED

HRDC Claimability Support

Programme documentation, outcomes, structure, and evidence requirements are prepared to support HRDC submission.

EVIDENCE

Completion Requirements

Completion is based on participation, e-learning progress, simulation assessment, submitted assignments, and final management presentation.

OPTIONAL PATHWAY

University-Linked Development

Where relevant, the programme can be aligned to a wider executive education or postgraduate development pathway.

Certification should strengthen the commercial case, but the buyer promise remains business movement: better commitment, clearer handoffs, stronger cross-cultural leadership, and visible execution rhythm.

Founding cohorts receive the full journey at a proof-of-concept rate.

The first 5 corporate cohorts are offered at a founding rate in exchange for structured feedback, refinement input, and permission to document anonymised learning evidence.

FOUNDING COHORT

First 5 corporate cohorts

RM280,000

For one in-house cohort of 10 to 15 participants.

- 6-month BRIDGE Leaders Mandate
- 12 in-person class days
- 6 in-room simulations
- 6 online simulation assessments
- 120 e-learning/action steps
- Final BRIDGE Impact Mandate presentation

STANDARD COHORT

After founding cohort allocation

RM480,000

For one in-house cohort of 10 to 15 participants.

- Full programme architecture
- Diagnostic and cohort report
- Leadership 360 integration
- Assessment and evidence reporting
- Certificate and HRDC claimability support

The cohort fee covers the complete development journey.

The investment is priced as a senior management development mandate, not a day-rate training package.

INCLUDED

Programme design and facilitation

All six modules, in-person facilitation, simulation debriefs, workplace assignment design, and senior-level integration.

INCLUDED

Digital learning and assessment

Post-programme action steps, online simulation assessments, and evidence capture.

INCLUDED

Diagnostic and reporting

Sponsor brief, participant self-diagnostic, DISC, Color Brain, Leadership 360, cohort report, and final evidence summary.

EXCLUDED

Commercial exclusions

Venue, participant travel, accommodation, outstation facilitator travel, custom simulation build beyond agreed scope, and external university fees where applicable.

Soo Hoo Yoon Hunn, The Bridge-Maker

Soo Hoo Yoon Hunn works with leaders where technical capability is not the issue, but trust, conversation, commitment, and execution have become the constraint.

EXPERIENCE

17+ years of facilitation experience

Trainer, facilitator, speaker, and coach for senior and emerging leaders across Malaysia and Asia Pacific.

REACH

80,000+ professionals developed

Participants across leadership, sales, communication, culture, people development, and transformation programmes.

ROOMS SERVED

30+ Fortune 500 teams

Experience working with corporate teams where stakeholder complexity, regional culture, and execution pressure are real.

INSTITUTIONAL ROLE

Founding President, MAPTaC

Leadership role in the Malaysian professional training and coaching ecosystem.



Start with the BRIDGE Sponsor Brief.

Before proposing dates, modules, or participants, we first identify the business outcome that is stuck and the human gap behind it.

The sponsor brief can be completed asynchronously.

It captures the organisation's priority outcome, stakeholder landscape, current execution gap, participant profile, and the management result expected from the cohort.

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CTA

Start with the BRIDGE Sponsor Brief

Use the brief to determine whether the organisation is ready for a founding cohort.