FORSAE

Growing Value

A VALUE
THAT GROWS
EVERYDAY

A VALUE THAT GROWS EVERYDAY

FORSAE is a 100% Timorese company and was born from the desire to support Managers and Leaders from various economic sectors that develop their activity in public administration, private sector as well as non-governmental organizations and international agencies, contributing to continuous improvement of its results.

Created in October 2018, FORSAE's **Mission** is to promote organizational development, human capital and business communication. We aim to contribute effectively for the economy growth and the development of Timor-Leste, using the best work practices, management and consultancy models in the areas which we operate, supported by the following **Values:**

RESPONSIBILITY

Implement projects with a great sense of responsibility and in accordance with goals defined together with each client.

EXCELLENCE

Allocate an experience team to each project that guarantee alignment with the best practices and international standards.

INTEGRITY

Develop business and projects with respect and ethical values.

TRUST

Ensure proximity and build relationships with each client based on trust.

Being the reference Consulting firm in Timor-Leste is our Vision, supported by the following Objectives:

• Help public and private organizations and companies through the best strategies, processes, systems and models that allow them to manage better their human resources, in an efficient and sustained manner, in line with their strategy and objectives;

• Develop the best talents through their competencies and training, enhancing culture, identity and commitment of employees;

• Support companies and organizations across their business development cycle: start-up, development, growth and maturity;

• Use Corporate Communication as a strategic tool to create value and share information across the company;

• Act as a partner along the change management process of the company.

We have the operational conditions and professionals to collaborate with Timorese organizations and companies and, we believe we can make a difference in the country, because we have:

A dedicated team to our clients' needs, supported in a personalized approach.

Best practices, testes tools and work methodologies.

Resources based in Timor-Leste with female local leadership.

A team with experience in different countries, sectors and projects.

A multi-disciplinary team with different backgrounds and areas of expertise.

Human Capital Management Consulting

We believe that People are what distinguishes companies and we can add value to your business through development and training of your employees.

We have as reference the best practices to support your business strategy, achieve results more efficiently, enhance the culture, identity and commitment of your employees, through four pillars of Human Capital Management:

Organizational and Human Capital Development

Organizations face numerous challenges on a daily basis and the pressure for results is permanent. Leaders and Managers are called upon to intervene, applying their best management practices, knowledge and skills to achieve the desired performance for their teams and organization in general. This will only be possible if organizations and companies invest in management models, processes and tools to develop their activities and people.

- **Organizational and Functional Design**
- **Management and Skills Development**
- **Career Management**
- **Performance Management**
- **Training Programs**
- **Coaching**
- **Assessment Centres**

Cultural Transformation and Commitment

The organizational culture is defined as a set of values that defines the organization's identity: habits, behaviors, values, principles, policies, systems, etc. It refers to everything that involves the company's routine and dictates the way people think, feel and act. It is what determines the way the company works and its employees interact with each other. The more consistent and similar the behaviors and values are, the greater the sense of belonging, commitment and well-being of employees. As a consequence, it will be possible to achieve a higher level of employee satisfaction and motivation, and results will be more easily achieved because everyone works towards for a common purpose.

- **Culture and Organizational Identity**
- **Strategic Alignment**
- **Satisfaction Studies**
- **Team Buildings**

Change Management

In a more and more volatile, uncertain, complex and ambiguous world (VUCA), organizations and their people are driven to live differently, as changes are constant and increasingly rapid. For this reason, Leaders and Managers must be properly prepared for technological, digital and cultural change processes in order to optimize their teams, business processes and the desired result. Agility should be understood as a priority since the changes have implications in terms of time and money, affecting the entire organization. It is essential that change processes are properly designed and implemented and based on the best strategic and tacit plans.

- **Change Management Programs**
- **Internal Communication Plans**

Technological Solutions

Nowadays it is no longer possible to talk about organizational development and growth without resorting to the use of technological tools. Increasingly, organizations are forced to rethink their business strategy and operation in order to improve their competitiveness, agility and responsiveness. For an adequate and effective people management is fundamental the existence of technological applications that allow human capital professionals to improve their work in terms of productivity, data analysis and time management. The use of technological solutions aims a better execution of the daily administrative tasks, reduce costs and concentrate organization's resources on the strategic issues for the business.

- **Employee Portal**
- **Human Capital Administration**
- **E-Learning**
- **E-Recruitment**
- **Training Management**

- **Payroll**
- **Time and Absence Management**
- **Performance and Appraisal**
- **HR Data Analytics**

Corporate Communication

Organizations are like a living organism, formed by several different and interdependent parts that work together.

For an organization to function it is necessary to have a Corporate Communication in order to maintain and manage the established relationships in this context. It will ensure that employees work together and aligned to achieve the company's goals, develop the employees' sense of belonging, improve the corporate image and, consequently, the organization's results. With the digital transformation, communication has been developing with the use of new technologies and internet, allowing more people to reach it, expanding and gaining more creative and efficient forms.

Branding

The branding purpose is to awaken sensations, create connections between the customer and a certain product/service and define a set of values by which a company or organization intends to be perceived by the market, competitors, partners and customers. Companies and organizations have a brand, a set of elements that identify the business, the visual identity and its reputation. The existence of a brand is crucial for the customer when he/she is making a purchase decision, and a definition of a solid strategy will allow better results and increased business volume.

- **Strategy and Brand Creation Processes**
- **Visual Identity**

- **Brand Repositioning**
- **Events**

Digital Communication

Information has never been so strategic and has played a key role in business development. In such a dynamic and volatile world, the dissemination of information through the use of digital platforms - web, social networks and mobile devices - is increasingly widespread and used by everyone, everywhere and at any time. More than ever, it is crucial for companies and organizations to expand the brand relationship with their customers and stakeholders, in a fast, efficient and personalized manner. It is important to be close to the customer, creating a deep relationship and their loyalty to the brand. People want to follow the news, know more details about a specific product or service, have a more direct contact with the brand.

• **Digital Communication Strategy**   • **Contents Development**
• **Creation and Maintenance of Digital Platforms**

Communication and Visibility Plans

It is important to think of communication as a strategic tool for companies and organizations.
The communication and visibility plan (CVP) is a document that aims to define and guide the strategy that organizations intend to implement within the scope of their business and/or specific programs. Generally, and depending on the type of business, sector of activity or context, CVPs are designed with the aim of gaining notoriety in the market and positioning in the sector, increasing the number of customers and/or partners, launching a new product/service or as part of a rebranding. These documents define all communication and visibility activities to be carried out over a period of time, such as: the objectives to be achieved, the way results will be disseminated, the communication channels to be used, the target audience to reach, the type of information to share, etc.

• **Strategic and Operational**   • **Communication Programs**
  Communication Plans