

On the FastTrack Forward

The Fifth Instalment of AFAA's Professional Excellence Programme
Welcomes Top Talents from Agencies in the Region

Kuala Lumpur, 27 September 2017 – The Asian Federation of Advertising Associations (AFAA) together with 95%, the Culture Consultancy recently concluded the 5th instalment of FastTrack. FastTrack is one of the most prestigious Professional Excellence Programme in the region, attracting top talents from Hong Kong, Taiwan, Indonesia, Sri Lanka, Pakistan and more. To earn a spot on this programme, participants from India goes through an intense selection process through a competition held by the Advertising Council of India who sends 6 participants each year.

“For many of the participating agencies across the Asian region, FastTrack is almost like a rite of passage before a promotion. AFAA specially commissioned this programme with 95% because of their unique ability in unlocking people's potential by reframing limiting beliefs and mindsets. We see the result of that in the FastTrack graduates, many of them have grown into various leadership roles in their respective agencies and achieved amazing things,” said Bharat Avalani, Chief Knowledge Officer, AFAA.

“95% was established in 2004 as a training academy to address the issue of the shortage of skilled talents in the advertising industry. Graduates from our programmes go on to win top awards and become key leaders in local as well as regional agencies or in other industries of their choosing. Today, we are a culture consultancy working with not just individuals but top management to unlock the potential of their people through culture transformation programmes. However, FastTrack is one programme that we continue to run each year with AFAA because we love being able to invest in talents from the region and hear stories of their success,” said Founder, CEO and Lead Consultant, Janet Lee of 95%, the Culture Consultancy.

FastTrack is a 3-day residential programme designed to prepare young professionals to take on challenges ahead of them in this fast-changing world. The programme modules focus on personal growth as well as practical skills training that culminates in a presentation to a panel of judges from top agencies in Malaysia.

About Ninety Five Percent Sdn. Bhd.

Turning workplaces into joyplaces; that is 95%'s powerful vision for companies. As a coaching and consultancy company in the area of culture transformation, 95%'s key strength is our ability to solve management's biggest challenges in building a high performance culture. We are experts at understanding why people don't perform and have consistently achieved breakthroughs in changing people's mindsets and attitudes as well as helping companies enhance their working environment. In our 15 years of experience in experiential training and coaching, we have worked with more than 130 companies including Multinational Corporations, Government Owned Companies and Small & Medium Enterprises.

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