

From Passion to Vision: The Entrepreneurial Evolution of Fast Forward Consultancy

Authors: Nurhaiza Nordin, Nurnaddia Nordin and Nur Ilyana Amiira Nordin

"When passion drives purpose, it becomes more than a career; it becomes a legacy in the making."

Prologue

Behind every success in the entrepreneurial world lies an experience embroidered with dreams, grit, and a heart which dares to hope. From Passion to Vision, the entrepreneurial journey of Fast Forward Consultancy reveals the remarkable tale of Fadhliyansah bin Saipul a man with an untamed passion which blossomed into a mission, creating waves of purposeful change wherever his feet tread. From modest beginnings in 2018 seeded with unspoken struggles and unpublicized victories, and against the odds, emerged a path that is not simply one of business development, but one of human empowerment. Fast Forward Consultancy is not only a company, but an abode which bears witness to the power of values-led vision, and strategy fueled by sincerity. It is a place where knowledge touches compassion, and service is a vocation greater than trade. This is a tale which is not only to be read, but to be felt, a narrative which inspires the spirit and reminds us that when passion is underpinned by purpose, the mundane becomes extraordinary. Through unswerving belief and ceaseless dedication, a heritage was forged, not one of momentary success, but one that lasts, echoing through transformed lives and imagined futures.

Introduction

Entrepreneurship tends to be fueled at the crossroads between individual dreams and unfulfilled market demand. According to the hypothesis by Shane (2003), entrepreneurial businesses tend to originate based on the

THE AUTHORS

Nurhaiza Nordin^{1*}, Nurnaddia Nordin^{1,2}, Nur Ilyana Amiira Nordin³

¹ Faculty of Entrepreneurship and Business, University Malaysia Kelantan

² Global Entrepreneurship Research and Innovation Centre (GERIC), University Malaysia Kelantan

³ Faculty of Technology Management and Technopreneurship, Universiti Teknikal Melaka

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convergence between motivations at the individual level and tangible gaps within the marketplace. Fast Forward Consultancy (FFC) is a notable example of this concept, symbolizing the development of individual entrepreneurial experimentation into an institutionalized consultancy organization. With its establishment by Fadhliyah bin Saipul, FFC embodies an experience spurred by perseverance, self-taught learning, and visionary strategies.

The origins of FFC lie within the founder's early forays into various fields ranging from coffee bean selling to housekeeping and grassroots business consulting. These early ventures became usable laboratories for learning, through which the founder developed insights into consumer behavior, operational realities, and strategic thinking. Experience over the years was then augmented by a conventional background in organizational leadership and project management from within the academic environment, which created a profound sense of a missing link within the Malaysian consultancy space: the unavailability of comprehensive guidance services that provide enterprising and personal development solutions holistically.

To counter this void within the market, the FFC was formed as a multi-dimensional consultancy that deals in leadership development, financial literacy, business strategy, and human capital development. Its progression from ad-hoc support to an institutional and scalable venture reflects the validity of adaptive learning, intrinsic motivation, and market sensitivity within entrepreneurship. The FFC is a perfect model of how entrepreneurial purpose, based on experience and contextual intelligence, can be converted to a self-sustaining and purposeful model of a business.

Profile of Company

Fast Forward Consultancy was created as an answer to Fadhliyah, noticed gaps within the Malaysian consultancy industry. The founder, who has practical business experience and academic training, Fadhliyah, realized an important gap within the field of service integration. Initial businesses, for example, selling coffee beans and running a cleaning service company, gave real-world insight into running a business and sharpened the founder's operational skills. These ventures, though small, gave a basic understanding of the dynamics within businesses, such as relationships between customers, cost control, and fundamental marketing.

Subsequently, a professional experience as a Program Coordinator in an Australian public university further honed the founder's abilities in cross-cultural leadership, strategic planning, and project management. This academic experience allowed for an expansive understanding of stakeholder interaction, institutional operations, and organizational behavior. Putting together entrepreneurial experience and academic learning set the foundation for the development of FFC as an integrated, multi-dimensional consultancy that delivered solutions across five interconnected pillars, which include organizational management, human development, financial literacy, leadership development, and brand and marketing. This integrated approach was targeting intervening at both structural inefficiencies and individual development deficits within client organizations.

FFC's growth can be conceptualized in three strategic phases.

Foundational Phase (2018–2019)

At this stage, FFC functioned as a boutique consultancy for its main clients, educational institutions, micro-enterprises, and grassroots NGOs. This enables the firm to pilot its business model, refine its modules of service delivery, and gain some initial brand equity.

Expansion Phase (2020–2022)

Amidst the COVID-19 pandemic and post-pandemic recovery, FFC pivoted quickly to digital service delivery, offering webinars, virtual coaching, and e-learning programs. This responsiveness to crisis conditions was pivotal in gaining access to mid-tier clients.

Corporate Integration Phase (2022–Present)

With refined capabilities and a strong portfolio, FFC secured contracts with major corporations such as Microsoft Malaysia, Mr. DIY Malaysia, and PruBSN Malaysia. These partnerships signaled FFC's maturity as a consultancy capable of managing complex, large-scale transformation initiatives.

Entrepreneurial Drive and Strategic Insight

At the core of FFC's establishment was the founder, Fadhliyah bin Saipul's the founder's intrinsic motivation a drive not merely to generate profit but to deliver meaningful, sustainable change for individuals and organizations. According to effectuation theory (Sarasvathy, 2001), successful entrepreneurs often start with a given set of means who they are, what they know, and whom they know. The founder exemplified this principle, using available resources and networks to identify market gaps and craft relevant solutions.

The transition from early ventures to the establishment of FFC was underpinned by the strategic accumulation of skills and competencies. Beyond business experimentation, the founder's professional role as a Program Coordinator at a public university in Australia contributed significantly to leadership and management development. In this academic setting, the founder acquired critical skills in project management, program design, human resource coordination, and strategic planning core competencies that are directly transferable to the consultancy field.

Timmons and Spinelli (2009) suggest that it is the entrepreneurial experience of the founder that is both the manifestation of combining resources, managing risk, and building human capital. The owner of FFC relied upon practical experience as well as the organizational indoctrination offered by a combination of the university academic environment and the private industry. These experiences provided the entrepreneur with a unique form of practical wisdom and theoretical evidence. Stakeholder interactions, processes of optimizing operations, and adaptive forms of leadership proved crucial to developing both the business value proposition of FFC, as well as the innovative impetuses of the practice as a whole. The academic discipline and multicultural milieu of the owner most likely also influenced to enhance an emphasis on values of intercultural communication and empathy, as well as values of systems thinking that underpin the very essence of client interactions and innovative service delivery of FFC.

The founder of Fast Forward Consultancy (FFC) developed related entrepreneurial skills through a combination of experiences. This matrix represents activities linked to the related developed skills and areas identified in the consultancy model of FFC.

Table 1: Entrepreneurial Skills Acquisition Matrix

Source of Experience	Activities	Skills Acquired	Relevance to FFC
Small-Scale Business Ventures (2013)	<ol style="list-style-type: none"> 1. Selling coffee beans 2. Running cleaning services 	<ol style="list-style-type: none"> 1. Customer service 2. Basic accounting Sales and marketing 	<ol style="list-style-type: none"> 1. Understanding client needs 2. Managing day-to-day operations 3. Building customer loyalty
Peer Business Advice Requests	Informal consulting to friends and acquaintances	<ol style="list-style-type: none"> 1. Problem-solving 2. Communication 3. Market insight 	<ol style="list-style-type: none"> 1. Sparked idea for consultancy 2. Shaped the customer-centric advisory approach
Program Coordinator at Australian University	<ol style="list-style-type: none"> 1. Coordinating academic programs 2. Managing staff and student affairs 	<ol style="list-style-type: none"> 1. Leadership 2. Strategic planning 3. Project management 	<ol style="list-style-type: none"> 1. Development of structured consultancy frameworks 2. Leading diverse teams
Entrepreneurial Learning and Reflection	<ol style="list-style-type: none"> 1. Analyzing previous successes/failures 2. Learning from feedback 	<ol style="list-style-type: none"> 1. Resilience 2. Opportunity recognition 3. Critical thinking 	<ol style="list-style-type: none"> 1. Built adaptive strategies for client business models 2. Developed personal growth modules
Multicultural Work Environment	Working in a diverse cultural setting	<ol style="list-style-type: none"> 1. Intercultural communication 2. Emotional intelligence 	<ol style="list-style-type: none"> 1. Enhanced stakeholder engagement strategies

		3. Networking	2. Informed FFC's global and inclusive consultancy tone
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The matrix is used to illustrate the dynamic nature of entrepreneurial business acuity, and how it was a direct conduit in developing and legitimizing FFC services. Transitioning from a part-time business consultant into a full-time consultancy founder took vision, planning and experimentation. Through correspondence and interactions with small-business owners and fellow practitioners, the founder found that small businesses and micro businesses tend to experience similar issues, from lack of financial understanding, underdeveloped internal systems, gaps in leadership, etc. These common issues served as the framework through which FFC built its products and services. Importantly, the business founder had the time to reflect, refocus, and learn on a continuous basis, ensuring the team was agile and effective in an uncertain and evolving business environment.

Identifying Market Gaps and Opportunities

Creating Fast Forward Consultancy (FFC) not only arose from entrepreneurial passion but also from observable gaps in the consultancy market. The founder noticed the gaps as he was partaking in entrepreneurial action and participating informally to help startups for extra income, he saw that many of his affiliated firms in the consulting space followed a limited path. Firms solely emphasized operational management or solely focused on financial restructuring or solely provided leadership development type interventions, but rarely were they all employed together. This emphasized the compartmentalization of our ability to provide SMEs and individuals comprehensive advice and support on the myriad of issues surrounding modern business.

By linking to Shane's (2003) opportunity recognition model, the founder of FFC used the typically referred to notion of information asymmetries creating entrepreneurial opportunities, he believed that he has an amalgamation of experiences that would allow him to address these gaps in service. Previous entrepreneurial experiences in concert with the academic coordinator roles, he associated a tacit awareness of the demand versus provision inadequacies. More specifically, there were not

consultancy services that dealt with both institution efficiencies (via SOP design, systems implementation) and human development (financial literacy, leadership competences, personal growth strategies), excavating a significant gap in the service area.

Hacklin et al. (2018) emphasize that in dynamic business ecosystems, firms that can identify and respond to latent needs those not yet explicitly articulated by consumers often secure first-mover advantages. The inception of FFC was precisely such a move, rooted in a proactive diagnosis of latent organizational and personal development challenges faced by both emerging businesses and individuals in professional transition.

Opportunity Development

After identifying the gap, the next step was to validate and shape the opportunity into a business model. The founder of FFC informally conducted market research through their professional networks, peer conversations and trend report to assess the market's readiness for an integrated consultancy offering. The findings from Chen et al. (2018), suggest that the convergence of rising technology adoption and entrepreneurship alongside evolving consumer demand is creating an opportunity for consultancies to offer digitally enabled, context-sensitive and people-focused strategies.

The research provided in FFC's case, highlighted that small- and medium-sized enterprises (SMEs), start-ups and even educational institutions were increasingly looking for flexible partners to help them not only with process improvement and compliance inputs but also with enhancements to organizational culture, staff capability and leadership resilience. In particular, the implications of the pandemic on many 'traditional' leadership approaches, meant that following a period of or (in many cases) during digital, transformation and the ensuing requirement for adaptive leadership, FFC's target products and services were ideally positioned in line with the priorities of the market responding to change.

The founder used this trend to leverage FFC's consultancy by designing the model in modules that seamlessly integrated and offered customized packages related to business structure (e.g., the development of SOPs, marketing strategies), personal development (e.g., financial literacy,

support in career transitions), and leadership training. The layered and multi-dimensional value proposition positioned FFC as not a service provider, but a strategic partner for entrepreneurial and organizational growth.

In summary, the identification and development of market opportunities at FFC focused on refined, complex and balanced elements of entrepreneurial strategy, where environmental scanning, experiential learning, and innovation, formed the base of a responsive and sustainable business.

Business Model and Value Proposition

FFC was not founded as just a business but an answering medium to the multi-faceted gap in the consultancy space in Malaysia. Unlike many practitioners in traditional consulting firms who provide specialists providing siloed expertise to their clients whether it is finance, operations or marketing, we established a practice that draws from across disciplines to provide integrated consultancy services to usher clients through the complete business development lifecycle.

FFC's underscores its business model to five pillars:

1. Organizational Management – streamline processes and workflow.
2. Human Development – focus on the ability of the employee and workplace culture.
3. Fiscal Literacy – navigate budgeting, saving and investment with clients.
4. Leadership Development – manage, define and organize ethical, strategic leadership.
5. Marketing and Branding – the brand and market engagement.

This structure allows FFC to deliver a modular service contingent on client aspirations, plus it enables the firm unique value pitch as their partner for consultancy as a one-stop consultancy partner that develops institutional structure and human potential at the same time.

Innovation in Business Model

FFC's innovation was not just the services-mind you but how the services were delivered. The company established a modular business model that allowed for customization based on client size and type of organization, and designed a service plan based on the number of the plans necessary because no organizations are the same. They could select services in one pillar such as leadership development or they could engage with all five pillars in a complete package. They made the organization thinking of SMEs more accessible while remaining relevant to corporate clients.

Based on Resource-Based View (RBV) (Barney, 1991), FFC developed its competitive advantage based on their unique internal resources, particularly the founder's interdisciplinary skill set and strategic vision. This is consistent with Porter's (1985) differentiation strategy that calls for firms to be distinctive if they want to remain distinctive and achieve separation based on unique value creation. FFC really did not consider themselves an off-the-shelf consultancy in typical terms. Their services were delivered through co-created work, in which clients were actively engaged in the design and implementation of consultancy interventions. Adopting this approach enhanced the relevance and sustainability of the outcomes.

Digital Transformation and Market Expansion

The COVID-19 pandemic was both a disruption and an opportunity for FFC as a firm. With prohibitions on in-person engagements, FFC quickly pivoted to digital platforms and festivals of the new norm to hold webinars, online coaching, and e-learning programs. Digital learning management systems (LMS), gamification, and real-time diagnostics enabled the firm to substantively engage participants remotely while maintaining interactivity and personalisation that is valued by its participants.

This pivot to digital technologies allowed awareness of the firm's product to expand beyond client locations within Malaysia as it grabbed the attention of both regional and international clients. The experience exhibited by FFC during the crisis embodies dynamic capabilities (Teece et al., 1997), where firms continually reassemble resources based on environmental circumstances. Similarly, partnerships with major corporations such as Microsoft Malaysia and Mr. DIY helped to conceptualize the company's strategic direction and operational maturity. These partnerships not only provided financial sustainability for FFC, but provided a level of credibility to the firm's brand.

Strategic Challenges and Adaptive Solutions

As part of its journey, FFC experienced a number of operational, strategic, and financial challenges; moreover, FFC employed agile project management principles, which provided the firm with rapid, iterative development of solutions, incorporated rapid client feedback, and

promoted rapid course corrections. This agility facilitated not only the firm's adaptability during periods of environmental uncertainty (e.g., the COVID-19 crisis), where traditional consulting models struggled to maintain relevance but also resilience when clients were lost, operational parameters and revenue were curtailed, and the firm itself had provided stakeholder statements that were not valuable for reactive activity. Basically, FFC's adaptability and resiliency were not a direct result of simply strategic foresight, but also the firm's entrepreneurial orientation (Lumpkin & Dess, 1996); this emerged not only as exploratory but also as learning and experimenting.

Table 2: Strategic Challenges and FFC solution

Challenge	Impact	Response
Service Diversification Strain	Diluted focus and operational inefficiency	Introduced modular service architecture to streamline delivery
Market Competition	Threat from low-cost, generic consultants	Differentiated through co-creation, branding, and long-term partnerships
Financial Volatility	Unpredictable revenue streams	Implemented tiered pricing, lean operations, and high-margin prioritization
Virtual Engagement	Reduced client interactivity	Employed gamification, digital diagnostics, and blended learning models

Critical Success Factors

"Success is not just what you do, but why you do it. When passion and purpose collide, a profession is born."

The sustainable growth and resilience of Fast Forward Consultancy (FFC) can be attributed to the matching of internal competencies with external enablers or conditions. These identified critical success factors (CSFs) are essential for the firm's operational agility, market relevance, and client loyalty.

Table 3: Summary Matrix of Critical Success Factors for FFC

Category	Factor	Impact
<i>Internal</i>	Entrepreneurial passion and agility	Fostered innovation, adaptability, and strategic responsiveness
	Client-centered customization	Enhanced client satisfaction and service relevance
	Operational strength via family expertise	Enabled scalability and consistent service quality
<i>External</i>	Market demand for holistic solutions	Created strategic entry and expansion opportunities
	Digital training platforms	Enabled cost-effective, scalable service delivery
	Strong network and reputation	Strengthened brand credibility and client acquisition channels

Lessons Learned and Future Outlook

FFC's journey signals the significance of resilience, reflective learning, and values-driven leadership in entrepreneurship. The firm, led by Fadhliyansah, shows how a founder's vision can flourish into an institutional impact. The founder demonstrates developing personal growth alongside professional strategic approaches that follows Kolb's (1984) experiential learning theory illustrating the learning process with knowledge created from the transformation of experience. Looking to the future, FFC is branching into prospect-filled market opportunities in high growth areas such as halal entrepreneurship and digital transformation consultancy services, developing services in ethical governance, sustainability, and platform-based business models. Further, the firm is headed towards institutionalization by putting governance structures and succession-planning policy in place to generate continuity and investor confidence (Vazquez, 2018). These future opportunities reveal a transitioning period for maturing organization with expansion potential, while acting indeed responsibly as stewards for their stakeholders.

Fast Forward Consultancy (FFC) serves as an illustrative example of how a combination of entrepreneurial passion, adaptive strategies, and a willingness to lead with values can result in an innovative and resilient venture. FFC's founder made the leap from small ideas to large ones with

a commitment to learning, experimentation, and customer-focused service delivery, which gave FFC a foothold in the traditional consultancy world. The ability to anticipate and fill a gap within fragmented consulting sectors through combining aspects of organizational development, leadership, and digital strategies, emerged as FFC's value proposition. FFC's story confirms an overarching academic narrative that entrepreneurial success exists at the intersection of personal agency and systemic convergence (Shane, 2003; Hacklin et al., 2018). With strategic positioning for the future, FFC has already developed a plethora of future strategies, including geographical sector modifications, digital and governance adjustments, and thus is ready to scale sustainably and inform discussions about entrepreneurial development in Malaysia and further afield.

Epilogue

“The true measure of success is not found in what we achieve for ourselves, but in what we inspire, sustain, and leave behind for others.”

Every epic journey will never start from a place of certainty, rather it will start with belief. For Fadhliansah, that belief allowed him to convert obstacles into lessons, and small tests into sustainable systems. Fast Forward Consultancy is a poignant reminder that entrepreneurship at its best, is a tool for empowerment. Fast Forward Consultancy continues to grow, carrying forward the powerful message that business success and doing good in the world, is not mutually exclusive, in fact these are part of the same journey. Thus, at its core, the success of an enterprise should not solely be measured by the numbers, but how many lives and variables it has engaged and preserved for good. Fast Forward Consultancy is a perfect testament to this message. What started from one person's desire to do good, became a movement toward smarter, kinder, and more agile forms of business practice. Fadhliansah's legacy lives not only in what he built, but how he built it: with heart, with vision, and with commitment to purpose. The journey ahead will again seek to embody the same nimbleness, empathy, and innovation that started it all and Fast Forward Consultancy is well positioned to lead the charge.

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