

BOOK OF CORPORATE TRAINING

TeC 
Thailand e-Business Center

01

IN-TREND
Training

02

INTERNATIONAL
Training



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สารจากผู้บริหาร

ปัจจุบันในยุคดิจิทัล ความต้องการในเรื่องของ “การพัฒนาข้อมูล ความรู้ เทคโนโลยี และนวัตกรรมระดับโลก” ที่ทันต่อเหตุการณ์กลายเป็น “เรื่องจำเป็น” ของสังคม ทั้งภาครัฐ ภาคเอกชน และภาคประชาชน เพื่อรองรับความต้องการและการเปลี่ยนแปลงของผู้บริโภคได้อย่างทันถ่วงทีและมีประสิทธิภาพสูงสุด

Thailand e-Business Center หรือ TeC จึงก่อตั้งมาจากรากฐานที่เชื่อว่า “เทคโนโลยีที่ล้ำสมัย (Advance technology) ข้อมูลเรียลไทม์ (Real-time data) และนวัตกรรม (Innovation) จะเป็นผู้กำหนดอนาคตของทุกประเทศทั่วโลก โดยมีการพัฒนาผ่านธุรกิจอิเล็กทรอนิกส์เป็นสำคัญ (e-Business)” เราจึงพยายามสร้างหนทางและโอกาสในการนำ “วิธีการ” เหล่านั้นผ่านกรณีศึกษาจริงจากธุรกิจในแต่ละประเทศ โดยเฉพาะประเทศจีน รวมถึงนำผู้เชี่ยวชาญตัวจริงจากองค์กรหรือสถาบันชั้นนำทั่วโลก สร้าง “ศูนย์กลาง หรือ Center” ของเทรนด์ธุรกิจกระแสโลกาภิวัตน์ที่ผู้ประกอบการไทย เจ้าของธุรกิจ ผู้บริหารระดับสูง และพนักงาน สามารถเชื่อมต่อผ่าน TeC ได้อย่างครบวงจรเพื่อเพิ่มประสิทธิภาพในการดำเนินธุรกิจไปสู่เป้าหมายมากที่สุด

ภายใต้แผนบริหารปี 2563

TeC เราจะมุ่งเน้นยุทธศาสตร์และกลยุทธ์เชิงรุกและสร้างความร่วมมือกับพาร์ทเนอร์หรือช่วยในประเทศและต่างประเทศ เพื่อสร้างโซลูชันดิจิทัลและบริการที่หลากหลายของเราให้ตอบโจทย์ลูกค้าคนพิเศษ บริษัทและองค์กรต่างๆ โดยในแผนเดียวกันนี้ เราต้องการเป็นผู้นำระดับนานาชาติด้านการพัฒนาไปสู่ดิจิทัล (International Digital Accelerator) เราจะใช้ความพยายามในการพัฒนา 6 สาขา ดังต่อไปนี้

- สาขาที่ 1 หลักสูตรการฝึกอบรม World-class จากต่างประเทศ และประเทศจีน
- สาขาที่ 2 การจับคู่ธุรกิจ การค้าการลงทุน การดูงาน และ สร้างโอกาสขยายธุรกิจไปยังต่างประเทศ และประเทศจีน
- สาขาที่ 3 การเปิดธุรกิจผ่านธุรกิจอีคอมเมิร์ซ ชำนาญพรมแดน ในประเทศจีน
- สาขาที่ 4 การพัฒนาทักษะในธุรกิจอิเล็กทรอนิกส์ และดิจิทัล สร้างแรงงานสาขาโดยเฉพาะเจาะจงในยุคดิจิทัล
- สาขาที่ 5 การเปิดระบบสมาชิกที่เชื่อมต่อแหล่งฐานข้อมูลที่มีประโยชน์ต่อสมาชิก ระหว่างประเทศไทยและประเทศจีน
- สาขาที่ 6 การพัฒนาธุรกิจใหม่ๆตามเทรนด์เทคโนโลยีโลก เช่น อุปกรณ์อัจฉริยะด้าน Internet of Things หรือ IoT ด้าน Smart home solution และ อุปกรณ์และบริการด้าน Artificial Intelligence หรือ AI เป็นต้น

TeC ขอให้คำมั่นสัญญาจะส่งมอบบริการ **ที่เน้นคุณภาพที่ดีที่สุด** ซึ่งสามารถตอบโจทย์ที่ท้าทายของสังคมโลก ด้วยทีมงานที่เชี่ยวชาญ และมากด้วยประสบการณ์ ซึ่งได้รับการพิสูจน์แล้วในระดับต่างประเทศและในประเทศ “Where your digital future begins” เราคือจุดเริ่มต้นในการสร้างอนาคตด้วยดิจิทัลสำหรับคุณ”



(กุลธรัตน์ ภควิชร์ไกรเลิศ)

ประธานเจ้าหน้าที่บริหาร

บริษัท เทค อี-บิสซิเนส เซ็นเตอร์ จำกัด (เทค)



การศึกษาดูงานด้านเทคโนโลยีในต่างประเทศ

- เปิดมุมมองความคิด กระบวนการดำเนินงาน กลยุทธ์ และการสร้างวัฒนธรรมองค์กรในเชิงลึกจากองค์กรชั้นนำระดับโลก
- สัมผัสประสบการณ์ตรงจากการเยี่ยมชมและพบปะผู้บริหารระดับสูงจากองค์กรชั้นนำ
- แลกเปลี่ยนประสบการณ์และองค์ความรู้ด้านเทคโนโลยีจากผู้เชี่ยวชาญเฉพาะด้าน
- จับคู่ธุรกิจและเพิ่มช่องทางในการเสาะหาทรัพยากรการผลิตและผลิตภัณฑ์จากผู้ผลิตและผู้จัดจำหน่ายรายใหญ่

The Work by TeC

- โครงการเพื่อสร้างกำลังพลด้านดิจิทัล สำหรับตอบโจทย์องค์กรที่ขาดแคลนบุคลากรที่มีความรู้ ความชำนาญในสายงานดิจิทัล

การขยายธุรกิจไปยังต่างประเทศ

- การจดทะเบียนบริษัทและเครื่องหมายการค้า
- การวางขายสินค้าบนแพลตฟอร์มออนไลน์และการทำการตลาดออนไลน์
- บริการให้คำปรึกษาจากผู้เชี่ยวชาญ เพื่อบริการอื่น ๆ ที่เกี่ยวข้อง อาทิ การเปิดบัญชีประเภทนิติบุคคลในจีน บริการด้านกฎหมาย บริการคลังสินค้าและการขนส่ง



ON-TREND Training





Alibaba
Business School

ALIBABA BUSINESS SCHOOL



CHINA

Alibaba Business School



Introduction

Taobao University, established in 2006, is the core education and training platform of Alibaba Group, which aims to ride on the expansion of digital business to enable the growth of digitally empowered merchants. Following a decade of growth and development, Taobao University now has nearly 10 million students in 133 countries, with more than 200 qualified teachers and an extensive and practical syllabus.

Taobao University is a diverse and comprehensive platform that offers on-going learning opportunities to digital practitioners at all stages of development.

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In-depth Industrial Transformation

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Expand New Retail

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Strengthen Digital Ecosystem

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Accelerate Alibaba's Globalization Strategy

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Government Training

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In-house Training for Enterprises for Digital Transformation

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E-commerce Role Model

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E-commerce MBA

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Entrepreneur Camp

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Online Platform

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Start Point

Global Smart Business Enabling System

The international training and development department of Taobao University is in line with Alibaba Group's globalization strategy, which aims to provide training programs on digital business strategy, organization, and operational skills for enterprises, individuals, and public institutions globally. Upholding the concept of "make learning easier" through systematic learning solutions, we help learners identify new opportunities for business development, enhance the operational capabilities of their online teams, find the most effective path to enter China market and land in successfully and synergize their online business and offline business to grow exponentially. In the past 3 years, Taobao University conducted 300 training courses in 12 countries across the world to more than 40,000 people. By using Alibaba's digital business experience, enterprises are better prepared to find solutions to developmental problems and grasp changing trends and face challenges.

What we provide

1. Alibaba Master CEO Program
2. Alibaba Gateway to China Market
3. Alibaba Management Program (New Retail + New Marketing + Logistic)
4. Alibaba e-Business, e-Commerce and digital courses

Program Overview

Because China is one of the countries to watch in terms of current business. From a population of 1.386 billion people, while Thailand has a population of only 69.04 million people, from the population of China that is more than 20 times that of Thailand. China has also passed the import-export value. During January-March 2018, the value of trade between Thailand and China was 20,707 million US dollars, an increase of 13.8 percent. From the same period of last year In such amount China imported from Thailand worth 10,545 million US dollars Increased 9.2 percent from the same period last year China exports to Thailand worth 10,162 million US dollars, an increase of 19.0 percent over the same period of last year. Thai entrepreneurs need to have many potential enhancements. Including the development of digital personnel, which TeC wants to help drive and develop digital skills.

TeC recognizes the importance and focuses on personnel development. By the management level or the leader in the organization which is very important. TeC therefore cooperated with

business partners both Thai and Chinese. In order to develop and offer Alibaba Executive Program courses that have been approved by reliable organizations and also as the Authorized Trainer of Alibaba that will introduce executives to know how to trade and access the e-Business trade of hands Career like China, which Alibaba is considered a successful global e-commerce giant. How to succeed in Alibaba? Both creating a corporate culture Creating a variety of platforms that meet the needs of many entrepreneurs Retail integration with E-business, online marketing creation and internet branding. Alibaba Executive Program is an exclusive course for executives and entrepreneurs. That will delve into the success of a 4-day global E-Commerce business.

KEY BENEFITS

- To allow participants to understand the latest business and trends in the matter of the internet and online market era 4.0
- Insights into business concepts for the new retail business (New Retail), data or large data management (Big Data), Marketing 4.0 (New Marketing), borderless trading methods (Cross-Border) including the concept of online commerce (e-Commerce) which can be applied to various businesses.
- To study, learn the framework of ideas and management about online businesses
- To study, understand and adapt to the e-commerce business in management and understanding of team or organization creation
- To achieve digital transformation goals, online branding and the creation of information marketing and brands that are beyond the factors and impacts on the market and organization
- To increase the potential of business strategy, management and brand building as well as creating ideas for managing business in the digital age

WHO SHOULD ATTEND

- Business Owners and CEO who interest to do cross-border trade through e-commerce
- C-Suite level that involve in strategic planning
- Cross-border business entrepreneurs
- Retail business operators

Alibaba Executive Program Alumni 1/2019



Mr. Chalakorn
Panyashom
Chief Operating Officer
Thai Broadcasting



Mr. Chotivat
Pornchothaverat
Managing Director
Tirawatgroup



Mr. Gong
Achavanuntakul
Senior Vice President
Central Group



Mr. Jomphong
Mongkhonvanit
Vice President & Dean
Siam University



Mr. Kittanun
Sontijirawong
Chief Executive Officer
The signature brand



Miss Kulthirath
Pakawachklaree
Chief Executive Officer
TeC e-Business Centre



Miss Maneenuch
Kongchachapatara
Vice President of Marketing
NS Bluescope Thailand



Mr. Nicholas
Smart
Chief Financial Officer
Tesco Lotus



Mr. Nuttapon
Voonklinhom
Advisor
TeC e-Business Centre



Mr. Pairat
Sa-Ardit
Assistant Director of Sales Department
Tobacco Authority of Thailand



Miss Pimjai
Likasitsupakarn
Assistant Vice President
Bangkok Bank



Mr. Pirattapong
Kittiveerapak
Marketing Manager
Volttech Trading



Mr. Ronnachai
Sophontanasiri
Assistant Vice President
Bangkok Bank



Miss Sarapas
Sujjai
Head of Marketing
Tobacco Authority of Thailand



Miss Sarita
Watanachan
Chief Executive Officer
Playwork



Miss Siraphan
On-Aht
Managing Director/Owner
Seven Seas Innovation



Miss Sopit
Poosanakhom
Board of Director
Villa Market



Mrs. Sunee
Nontikam
Assistant Managing Director
Bank of Ayudhya



Mr. Teerawat
Chutikanont
Chief Executive Officer
Wealth Inter Network C&M Brothers



Mr. Thanakorn
Charlee
Chief Operating Officer
MFEC



Mr. Varich
Phusanakhom
Board of Director
Villa Market



Mr. Vitoon
Totiyamaneekul
Managing Director
Star Fashion



Miss Warintra
Sriitpakorn
Vice President
Bangkok Bank



Mr. Warit
Thanopachai
Assistant Vice President
Bangkok Bank

Alibaba Executive Program Alumni 3/2019



Mr. Chanon
Ngemtongdee
President
Ngernthongdee



Mr. Chirawit
Wongpitak
International Trade Manager
Tao kae noi



Mr. Chonlatid
Patrapalapibul
Regional Sale Marketing Manager
Tao kae noi



Mr. Dhanasak
Hoonarak
Chief Business Development Officer
Workpoint Entertainment



Mr. Jakkarin
Prasitvorranan
Managing Director
Zego Travel



Miss Laddawan
Jitdon
Vice President
JTC excellent diamond



Miss Manita
Vongsattitsart
Vice President of Marketing
Thai Broadcasting



Mr. Nuttapon
Visuthikraisee
Managing Director
Asiatic Agro Industry



Miss Pavarisa
Chumvigrant
Chief Marketing Officer
Line Mobile



Miss Phurita
Butsitao
Chief Executive Officer
ECONCARE



Dr. Piyawan
Piyapong
Executive Vice President
Big C Supercenter



Mr. Sirinat
Atsawaharrit
President
Mangmee sri sook Intertrade



Mr. Smitthi
Chiranandha
Marketing Director
Tao kae noi



Mr. Wongsarun
Chatamornwong
Online Business Manager
City Fresh Fruit

Alibaba Executive Program Alumni 3/2019



คุณชนชน ชูวรรณวงศ์
Executive Director
บริษัท สิวตั้งทอง (1994) จำกัด



คุณทวิช เต็มฉวีทิม
Head of SCB10X
ธนาคารไทยพาณิชย์ จำกัด มหาชน



คุณชนาริณ ศรีสุริยาแสงโชติ
Managing Director
Bangkok Creative Valves Co.,Ltd.



คุณฐิติระพงษ์ อีศวต์กุล
Founder
บริษัท ร่วมสร้างคอมมิวนิตี จำกัด



คุณนริศ วัชรบูรณ์
Executive Director
บริษัท สยามเวลแมทกรุ๊ป จำกัด มหาชน



คุณติศรา อุณเดช
Chief Executive Officer
Yell Advertising



คุณนา ธารนเวทย์พันธ์ุ
General Manager
PTT Exploration and Production Public Co.,Ltd.



คุณธกร ธันวุฒิสกุลสิริ
Cluster Director of Sales
บริษัท ศรี สฟ้าง จำกัด



คุณบุรณัฐ จิตฤดีจำเริญ
Business Development Executive
Lenne Siam



คุณนพพล ลวณิชจง
Global Marketing Manager
บริษัท ที.บี. ฟาร์มaceutิคอลอุตสาหกรรม จำกัด



คุณน้ำฝน ชัยญา
Marketing Manager
Jamsai Publishing Co., Ltd.



คุณปรเม เทพบุตร
Managing Director
บริษัท วาณิช เชนเนอริชั่น



คุณพงศ์กิต รัชย์ศรีรุ่งรัตน์
Managing Director
Arun Import Export & Logistics Co., Ltd.



คุณพงษ์ ลกุลถาวร
Vice President
บริษัท ซีพีเอฟ ไทยอินจัน จำกัด



คุณมันกตา จมดา
Vice President of Digital Marketing
Thai Broadcasting Company limited



คุณบารวย ชังมิตรประชา
Executive Director
บริษัท ดูโวม จำกัด มหาชน



คุณยุพรัตน์ ฮงคะณะองอาจ
Manager Sales
บริษัท คอร์ปอเรชั่น จำกัด ประเภทโทร



คุณวราภา พลไพฑา
Asst. Vice President
Heritage Snacks & Food Co., Ltd.



คุณวิฑิต วิวัฒน์
Information Technology Director
บริษัท ที.บี. ฟาร์มaceutิคอลอุตสาหกรรม จำกัด



คุณวิภพ ตติยสมิฏกา
Managing Director
สตาร์ แฟชั่น (2551) จำกัด



คุณศศิกร วัฒนาลูกสิงห์
Managing Director
Jamsai Publishing Co., Ltd.



คุณศิริรามา เพลินโชค
President
บริษัท ศรี สฟ้าง จำกัด



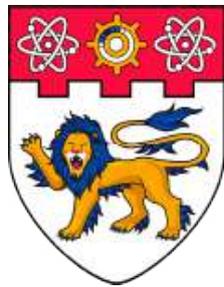
คุณศุภณัฐ กิจเจริญศักดิ์กุล
Managing Director
บริษัท ไลฟ์สไตล์ เซอร์วิส จำกัด



คุณสุกฤษฎ์ กุลาธิวิจิตร
Chief Executive Officer
บริษัท ฟูเปอร์มาร์เก็ต แอนด์ มาร์เก็ตติ้ง จำกัด



CHEANG YOKE CHUNG
Business Development Manager
Golden Triangle Duty Free Co., Ltd



**NANYANG
TECHNOLOGICAL
UNIVERSITY**

SINGAPORE

NANYANG TECHNOLOGICAL UNIVERSITY SINGAPORE



Young and research-intensive, Nanyang Technological University (NTU Singapore) is ranked 11th globally (QS World University Ranking 2019). It continued to be ranked 1st position for six consecutive years among the world's young (under 50 years) universities.

Its eco-friendly campus named one of the World's 15 Most Beautiful Campuses, is the home for 33,000 undergraduate and postgraduate students in the colleges of Engineering, Business, Science, and Humanities, Arts, & Social Sciences and the medical school, the Lee Kong Chian School of Medicine.

Drawing on its deep engagements with China, India and Southeast Asian countries, and a strong alumni network spanning these regions and beyond, NTU aims to be a vital knowledge hub on the New Silk Road. The New Silk Road is a metaphor for the unceasing flow of ideas and knowledge between Asia and the West that will help shape the course of the 21st Century

What we provide

1. Smart Nations by Smart Cities Program (Content from the brochure)
2. SME @ Nanyang Leadership Programme
3. Digital Technology and Consumer Behaviour
4. Nanyang Enterprise Risk Management

The Program will consist of the topics such as Singapore's Experience in Smart Nation; Smart Mobility: Singapore's Transport System Planning and Management; Singapore's Smart City Development & Prospect; Opportunities and Development in China – An Experience in Singapore Suzhou Industrial Park (SIP). The program includes learning beyond the walls of the classroom as there are official visits to various relevant government and corporate organizations.

The Program will be taught in English. And all lecture notes and teaching materials will be in English as well.

KEY BENEFITS

A. to provide a unique leadership development experience taking full advantage of NCPA's extensive education experiences and rich teaching resources.

B. to equip participants with comprehensive knowledge and information in the respective areas of smart city, data analytics, management for technology in the public and private sectors.

C. to hone skills of the participants in strategic thinking and competency and management.

The Program will also draw from Singapore's successful experiences in the past 5 decades in order to provide participants with hands-on experiences combined with proven successful strategies and practical management skills.

WHO SHOULD ATTEND

As small and medium enterprises grow and compete in their market, managers in these companies are compelled to develop and sharpen their competencies. Increasing demands on leaders require wide-ranging and up-to-date skills, coupled with a strategic perspective on business opportunities and challenges.

SME@Nanyang is a leadership programme specially designed to help high potential, mid-level managers enhance their competencies, business acumen, strategic mindset and business network. These will empower them to progress to senior management roles and create value for their companies.

KEY BENEFITS

Develop and sharpen decision making and leadership skills of mid-level managers in SMEs to take on a higher leadership role in the organisation.

Develop a strategic mindset towards business opportunities and challenges presented to grow an SME.

Discover how to conduct HR planning and talent management in a systematic manner.

Learn how to apply finance and accounting tools for business decision making, as well as financial ratios for evaluating the business.

WHO SHOULD ATTEND

The programme is designed for high performing managers/executives in SMEs who have the potential to be groomed to become senior managers to take on leadership roles.

Participants should preferably have a minimum qualification of 'A' levels or Diploma with exceptions only for deserving candidates and minimum 5 years of work experience, and be in a management role (responsible for other people).

The past decade has witnessed unprecedented changes in our environment and lifestyle due to advances in digital technology. Mass knowledge dissemination via the internet, online shopping, mobile devices including phones and personal health and wellness monitors, and the dramatic growth in sales of virtual and augmented reality headsets is dramatically changing consumer behaviour and the way in which disruptive brands and services are engaging with their customers.

The disruption of digital technology and its impact on consumer behaviours has very real implications for how brand owners will need to adapt their communication strategies in order to build successful and meaningful relationships with consumers of today.

KEY BENEFITS

You will gain much deeper insights on the latest findings from the fields of neuroscience and psychology that have significant implications on marketing and communications in the digital age.

- Understand how technology is changing our attention, memory and reward systems.
 - Learn how to design effective and targeted consumer messages, taking these brain and behaviour changes into account.
 - Gain insights about the multisensory brain and how virtual reality exploits this knowledge to build much more immersive consumer experiences.
 - Learn how to integrate neuromarketing techniques into the digital environment in order to predict consumer behaviour more accurately and use this information to design interactive, highly adaptive and personalized brand experiences.
-

WHO SHOULD ATTEND

This programme is designed for executives from any industry working in a marketing or communications role (advertising, PR, media) as well as professionals in the area of consumer insight, market research and design thinking. This may include but are not limited to:

Marketing Managers & Directors

Product Development Managers

Market Research Managers

Creative Managers & Directors

Communications / Media Professionals

In the volatile, uncertain, complex and ambiguous (VUCA) world of today, characterized by disruption and rapid change, the role of enterprise risk management (ERM) has become more complex and critical than before. Having a strong grasp of ERM concepts and skills are essential for managing risks, creating value and maintaining the long-term growth and sustainability of an organization.

Nanyang Enterprise Risk Management (Nanyang ERM) is an intensive programme, designed to help executives deepen their knowledge and skills in ERM concepts, processes, tools and frameworks. The programme enables management and executives to adopt a holistic view of risk exposure and improve the alignment between strategy, risk and performance of an organisation. This is the first executive education programme in Asia that offers a compelling 3-in-1 value proposition:

Build ERM competencies to make strategic decisions and optimise the risk/return trade-offs to achieve sustainable growth.

Provide a pathway to earn the only globally recognised and accredited RIMS-Certified Risk Management Professional (RIMS-CRMP®) certification*.

Gain access to the prestigious global networks of NTU Alumni and The Risk Management Society (RIMS).

KEY BENEFITS

- Improve profits and performance through better alignment of strategy, risk and returns. - Gain a holistic view of the full spectrum of risks throughout the organisation, and manage risks more effectively as an interrelated portfolio.
- Identify and address risks and opportunities in a proactive manner, thus protecting and maximising value for the stakeholders.
- Integrate ERM into strategy-setting and day-to-day operations for long-term organisational growth and sustainability.

Programme participants include, but are not limited to:

- Risk Management professionals
- Managers in Business Strategy/ Business Continuity Planning
- Corporate Banking Executives and Managers
- Internal Auditors and Accountants
- Compliance Officers
- Legal Professionals
- Leaders of SMEs
- Professionals who desire to grow their careers or knowledge in ERM to enhance their professional value

Professionals who are interested in obtaining the RIMS-CRMP® certification are also encouraged to register for this programme.

WHO SHOULD ATTEND

Middle to senior level executives who are involved in risk management, governance, internal audit, strategy-setting and business continuity planning will benefit from this programme.



NATIONAL UNIVERSITY OF SINGAPORE

National University of Singapore



As Singapore's flagship university and among Asia's best, the National University of Singapore (NUS) offers a global approach to education, research and entrepreneurship, with a focus on Asian perspectives and expertise.

Our 17 faculties across three campuses in Singapore – Kent Ridge, Bukit Timah and Outram – provide a rigorous broad-based curriculum underscored by cross-faculty enrichment. We have pioneered many innovative academic programs which include student exchange, entrepreneurial internships at 12 NUS Overseas Colleges, as well as double, joint and concurrent degree programs with some of the world's best universities. Close to 40,000 students from 100 countries enrich our vibrant and diverse campus community.

The University's multidisciplinary and real-world approach to education, research and entrepreneurship enable us to work closely with industry, governments and academia to address crucial and complex issues relevant to Asia and the world. Researchers in our faculties, 29 university-level research institutes, research centers of excellence and corporate labs focus on themes that include energy, environmental and urban sustainability; treatment and prevention of diseases common among Asians; active aging; advanced materials; as well as risk management and resilience of financial systems. The University's latest research focus is to use data science, operations research and cybersecurity to support Singapore's Smart Nation initiative. We also strive to create a supportive and innovative environment to promote creative enterprise within our community.

What we provide

1. DRIVING STRATEGIC INNOVATION
2. MERGERS & ACQUISITIONS
3. MARKETING STRATEGY IN A DIGITAL WORLD
4. LEVERAGING FINTECH FOR BUSINESS (SG)



Innovative organisations are leveraging new business models, service innovations, and applying technologies to disrupt industries and develop new markets globally. Incumbent organisations, on the other hand, need to rediscover, harness and respond to the opportunities and challenges of strategic innovation.

In larger, and historically successful organisations, agility and the capability to innovate and transform are also strategic issues to be addressed.

Developed by NUS faculty and practitioners, this programme helps leaders and senior managers to develop and drive strategic innovation.

KEY BENEFITS

Appreciation and application of emerging technologies and business models in industry disruption

Build and lead an innovative organization for the digital economy

Design action innovation strategies

Understand and implement innovation process using design thinking methodology

Managing and motivating professionals in creativity in organisation

WHO SHOULD ATTEND

Leaders, senior managers and functional heads with responsibilities for developing, or driving, or leading strategic innovations in their organizations

Program Overview

Making M&A Work

Have you or your organisation been presented with an acquisition or divestment opportunity? Are you preparing for potential growth or consolidation in the near future? You may be aware that merger and acquisition (M&A) transactions have a mixed track record, with many failing to deliver expected benefits, and some even leading to significant loss of value. And unless you are part of a very large organisation, you may have limited M&A experience and expertise within your leadership team.

This programme will help you and your team members develop a clear understanding of the underlying issues, strategic choices and ingredients necessary for ultimate M&A success. The programme takes you through an entire M&A lifecycle, beginning from crafting a growth strategy and target screening, to performing due diligence, and finally closing a deal. You will also learn to construct a strategic roadmap that will help you overcome the hurdles of post-deal integration and enable your organisation to realise the M&A deal's full potential.

Although no prior experience in M&A is required, participants are expected to have some basic knowledge of accounting and finance – i.e. balance sheets, income statements and cash flow statements. The first day of the programme is an accounting and finance refresher, which can be opted out of depending on your profile and needs.

KEY BENEFITS

Leaders and executives who have responsibility for, or who are involved in identifying, planning and/or executing M&A, including:

Senior management

Business development directors

M&A team members in strategic planning, finance, legal or human resources

Entrepreneurs

WHO SHOULD ATTEND

Understand underlying M&A issues and strategic choices

Learn M&A best practices and avoid pitfalls

Manage the deal and deal players

Learn to formulate pre and post-deal strategic roadmaps

Navigate the Evolving Marketing Landscape

The world is changing. Customer demands are changing – rapidly and unforgivingly. In the new economy, where media consumption is becoming increasingly fragmented and consumers are being bombarded daily by information, the role of marketing has never been more complex:

What does my customer value? Is my brand's story credible and relevant?

How much should I invest in marketing, and in what media and channels?

Does my marketing operating model support different customer touchpoints?

Am I gathering the right data and using the right analytics?

How can I design and deliver a branded customer experience?

Framed in an Asian context, this programme is designed to help senior marketers – as well as general managers with marketing responsibilities – navigate the complexities of marketing and develop innovative, integrated strategies to grow the business.

KEY BENEFITS

Effectively market and brand products and services in increasingly competitive, commoditised markets

Get up-to-date on the latest trends in consumer behaviour and the implications on marketing

Be equipped with a framework for designing an integrated digital marketing strategy

Understand how to draw insights from marketing analytics and make strategic decisions

Gain insight into how organisations can nurture a highly engaged corporate culture that is both performance oriented and customer centric

Develop strategies for building both brand leadership and market share leadership while strengthening customer intimacy

WHO SHOULD ATTEND

Senior marketers and business leaders who lead the marketing function, or general managers whom marketing leaders report to.

As Fintech continues to evolve, how can leaders and managers respond early and effectively to ride the wave, and leverage the myriad opportunities?

Through seminars, discussions, case studies and reflections, this programme will deepen your understanding of the rapidly changing Fintech landscape and the impact of new innovations on traditional business models. You will be equipped to identify opportunities for disruption, and harness new technologies to build a better business.

Among other key topics, you will explore current and emerging technologies around financial payments and markets, business model innovations, digital strategy, and advanced analytics.

KEY BENEFITS

Understand the current Fintech landscape from multiple stakeholder perspectives

Learn from on-the-ground experiences of industry players and disruptors

Be tech-savvy: Understand the technologies powering the Fintech wave

Gain strategic, applicable insights from real-world cases, and bounce ideas with industry peers

Recognise mobile/cybersecurity issues, and how to mitigate the risks

WHO SHOULD ATTEND

Designed for leaders and managers in financial institutions and related organisations, who need to understand and prepare for disruptive changes to financial institutions
Designed for leaders and managers in financial institutions and related organisations, who need to understand and prepare for disruptive changes to financial institutions



INSEAD



INSEAD

INSEAD is The Business School for the World.
We bring together people, cultures and ideas to develop responsible leaders who transform business and society.

With locations in Europe (France), Asia (Singapore), the Middle East (Abu Dhabi), and now North America (San Francisco), INSEAD's business education and research span four regions. Our 165 renowned Faculty members from 41 countries inspire more than 1,300-degree participants annually in our MBA, Global Executive MBA, Specialised Master's degrees (Executive Master in Finance and Executive Master in Change) and Ph.D. programs. In addition, more than 11,000 executives participate in INSEAD Executive Education programs each year.

INSEAD continues to conduct cutting-edge research and innovate across all our programs. We provide business leaders with the knowledge and awareness to operate anywhere. Our core values drive academic excellence and serve the global community as The Business School for the World.

What we provide

1. Strategic Decision Making for Leaders
2. Design Thinking and Creativity for Business
3. Business Strategy and Financial Performance
4. INSEAD Social Entrepreneurship Programme

Leading a team, board or company to success involves making critical decisions, giving sound advice, and evaluating the decisions of others. However, in fast-changing business environments, managers must often make decisions under severe time constraints and with insufficient information. In these situations, if they rely only on habitual problem-solving techniques and intuition, they can fall prey to unconscious biases that hinder their ability to make the best decisions.

Strategic Decision Making for Leaders is aimed at executives who make important decisions in their organisations and are responsible for establishing decision-making processes. Over three immersive days, the programme delivers the tools and frameworks to help you improve your decision-making and better guide your team's decisions.

Through interactive classroom sessions, case discussions, simulations and group exercises, you will develop a practical understanding of what drives your own behaviour and that of the people around you. As you analyse the psychological processes behind decision-making in the face of uncertainty, you will strengthen your ability to recognise and overcome systematic biases in the context of your working environment. You will also gain a set of easy-to-use rules that will help you challenge assumptions, support smarter decision-making processes, and build exceptional teams.

The programme examines how short-term decision-making can create obstacles that hinder organisations in the long term – for example, decisions made during recruitment or succession planning. You will explore how to adopt more sustainable decision-making processes to help your organisation avoid the pitfalls of a short-term focus, particularly in high-risk environments.

You will return to work with a comprehensive understanding of the strategic decision-making process, along with concrete guidelines on how to make better decisions, apply efficient processes, and deliver consistent results.

KEY BENEFITS

Develop critical thinking skills, sharpening your intuition in the face of risk and uncertainty

Learn ways to discover, manage, mitigate and avoid decision-making traps

Learn to leverage the power of 'nudges' – a light-touch way to influence human behaviour and improve decision-making

Boost your ability to build high-performing teams by understanding what conditions enable teams to make better decisions than individuals

Become a more strategic leader and decision-maker by understanding the long-term impact your decisions can have on your organisation

WHO SHOULD ATTEND

Senior executives and key decision-makers

Managers responsible for building high-performing teams

Managers who frequently lead projects and want to improve their ability to make smart, sound decisions

Design is a transformational force that helps organisations develop products, services and experiences that connect and resonate with customers.

This enables meaningful and emotional differentiation in the eyes of consumers. Not surprisingly, design has become increasingly important in business circles and organisations are increasingly trying to understand and master the competitive advantage design can offer. To help organisations address today's business challenges in innovative ways, business leaders are seeking to develop their creative and design thinking skills.

Building upon our 15 year partnership with ArtCenter College of Design in California - one of the most influential design schools in the world - INSEAD has developed a unique online programme to help business leaders integrate creative and design thinking with their business thinking for successful innovative problem-solving.

Design Thinking and Creativity for Business will take you on a hands-on learning journey that will help you develop the creative-thinking skills needed to innovate in any organisational context. By elevating your creative skills, you will return to work able to develop and support a creative culture within your organisation. A culture that is capable of confidently pushing and sustaining innovative efforts.

KEY BENEFITS

Master the skills you need to sustain creative and design thinking capabilities

Acquire the mindset and managerial levers you need to develop an innovative organisational culture

Equip you with a methodology to put design thinking into actions

Learn how to solve problems creatively in any setting by collaborating with design coaches

Action Learning Project to apply the learning in your personal or your organisation's context

WHO SHOULD ATTEND

Senior executives who want to strengthen their ability to lead innovation and enhance their organisation's innovation capability. Team leaders and managers seeking to develop and integrate cutting-edge creative practices into their business processes and corporate culture.

Executives seeking to learn new problem-solving approaches to innovation, building upon creativity research, design thinking and

Thinking strategically is no longer a skill confined to senior leaders; it is now crucial for professional success across a wide range of roles and responsibilities. The greater executives understand business strategy and financial performance, the better they are able to develop strategic agility in the face of disruption and make faster and smarter decisions. They will also be better equipped to help their organisations stay ahead of emerging opportunities, and drive the innovation initiatives needed to succeed in today's more challenging markets.

Are you an executive – in any function, from production to IT – who is now being called upon to provide a strategic perspective on your organisation? Developing your ability to do so will allow you to better understand the drivers behind any organisation's financial performance, and how to leverage that knowledge in your own specific areas of responsibility.

Do you work in corporate sales and advisory and need to understand your clients' evolving business challenges? Developing a strategic mindset will improve your ability to act as a more effective partner for your clients, tailor your recommendations and clearly communicate your organisation's distinctive value.

Business Strategy and Financial Performance is designed to give you the key tools and perspectives from strategy and finance to achieve these objectives. The programme will help you understand how a company's strategic agenda can evolve, and how you can use that understanding to better identify opportunities for profitable differentiation. You will then learn how to use those opportunities to formulate an execution plan, drive organisational alignment and ultimately improve financial performance.

KEY BENEFITS

Develop your ability to think strategically and see the big picture so that you can align an organisation's internal resources and capabilities with its evolving external environment

Learn to take a value-driven approach to navigating business decisions and driving sustainable competitive advantage

Understand the impact of management choices on company financials to develop a strategy execution plan for superior financial performance

WHO SHOULD ATTEND

High potentials looking to accelerate their development as business leaders

Executives in functions such as HR and IT looking to improve their ability to act as business partners within their organisations

Those responsible for B2B client relationships looking to deepen their customer understanding and to position themselves as strategic partners

Social entrepreneurship and impact business are part of a fast-growing movement that applies business tools to find sustainable solutions to neglected problems at all levels of society. Proponents of this approach develop and deploy innovative solutions to improve their communities and the world in which we live.

The INSEAD Social Entrepreneurship Programme (ISEP), launched in 2006, is the global business education leader in this dynamic field. By integrating cutting-edge theory and practice for impact business with the deep academic knowledge of INSEAD faculty and expert practitioners, ISEP has demonstrated the potential to create social and economic value through collaboration among entrepreneurs, companies, investors and an engaged public sector. High-impact social ventures thrive when leaders share ideas, innovations and experiences.

ISEP creates a unique opportunity to focus on the business skills and frameworks that enable entrepreneurs and intrapreneurs to build support among stakeholders and attract the investors needed to grow ventures to scale and maximise impact. Case studies, many developed by INSEAD faculty, provide a platform to analyse the uniquely complex issues and challenges faced by impact business leaders.

ISEP also delivers value over the long term. The network of graduates, numbering more than 700 in over 80 countries, is a dynamic community of impact business, sustainability and social enterprise leaders. Ongoing exchange, through online collaboration, regular meetings and support, serves as a foundation for further research and understanding of the field, which benefits all ISEP participants – past, present and future.

KEY BENEFITS

Understand your impact. Examine the role that impact venture leaders seek to play in their business and society and the key challenges that they face

Develop your leadership and management skills. Build your leadership, organisational and negotiation skills to manage a growing social enterprise or impact venture

Strengthen your tool kit. Apply business tools to empower communities and leverage markets to achieve sustainability and social impact

Join a dynamic global network of leaders pioneering social innovation, impact and best practices.

WHO SHOULD ATTEND

This programme is open to entrepreneurs and executives from companies or organisations involved in furthering the common good.

Candidates should hold a leadership role (CEO, founder, or senior management) for social entrepreneurial or impact business activities, generally operating for at least three years.

We welcome participants from both for-profit and non-profit organisations.

A limited amount of financial aid is available for applicants with demonstrated leadership but requiring assistance to participate.

02 INTERNATIONAL Training



All about Business Thinking

1. CREATIVE AND DESIGN THINKING FOR BUSINESS

OVERVIEW

Innovation matters to everyone, including managers in small or large organizations, start-up entrepreneurs, those in government roles, or teachers.

This course looks at how individuals and organizations use creativity and design thinking skills to identify and choose opportunities that enable innovation. Creative problem-solving skills are developed and enhanced through a range of real-world activities. By elevating your creative skills, you will return to work able to develop and support a creative culture within your organization. A culture that is capable of confidently pushing and sustaining innovative efforts.

KEY TAKEAWAY

Master the skills you need to sustain creative and design thinking capabilities

Acquire the mindset and managerial levers you need to develop an innovative organizational culture

Equip you with a methodology to put design thinking into actions

Learn how to solve problems creatively in any setting by collaborating with design coaches

Action Learning Project to apply the learning in your personal or your organization's context

WHO SHOULD ATTEND?

Any Field All Levels

2. CRITICAL THINKING FOR BUSINESS

OVERVIEW

This course is targeted to the needs of all learners, including college students, faculty, current and career-seeking professionals, and anyone from across the globe with a desire to learn how to use emerging technologies to succeed in today's rapidly changing world.

Attend this intensive critical thinking training program focused on practical learning, designed and facilitated by business people that understand your challenges and will guide you to find effective solutions. You will learn hands-on techniques to generate breakthrough ideas and solve your most pressing problems. Also, you'll discover how to ask the right questions, challenge assumptions, and see others' viewpoints with clarity.

KEY TAKEAWAY

Translate abstract ideas into tangible results
Evaluate ideas objectively
Solve problems more effectively
Make dramatically better decisions

WHO SHOULD ATTEND?
Any Field All Levels

3. CUSTOMER-CENTRIC STRATEGY FOR INNOVATIVE BUSINESS SOLUTIONS

OVERVIEW

Design Thinking Training: Learn a low-cost and low-risk method to generate business solutions. What if you could create radical solutions that could stimulate an emotional response? Better yet, what if you could do so rapidly?

Experimental, collaborative and holistically innovative. That's design thinking. It's a mindset for success. It's for anyone who wants to see infinite possibilities and turn problems into solutions. Putting the customer front and center, design thinking offers a strategy for successful companies to be more agile and innovative. Using a proven process to drive innovation, you will work in small teams to visualize outcomes and challenge assumptions. You'll learn a proven, repeatable, creative and collaborative problem-solving method that you can use to reframe problems and generate more rapid, empathetic and innovative products and services.

3. CUSTOMER-CENTRIC STRATEGY FOR INNOVATIVE BUSINESS SOLUTIONS

Understand how design thinking can improve organizational and personal performance

Embrace uncertainty and develop an experimental mindset to iterate quickly

Create a new process and attack problems from a completely new angle

Convert ideas into customer value and market opportunity

Release your group's creative thinking and sharpen critical analysis

Create more progressive and practical solutions for real-world problems

Balance constraints and technical limitations with customer preferences

Develop design thinking to foster collaboration across functions of the organization

Learn how to use a repeatable process to drive rapid innovation

During the program you will:

Network and learn from a diverse group of peers from different functions, industries, and countries

Develop a personal action plan to implement back at work

Learn and practice using real-world examples over 2 interactive days

WHO SHOULD ATTEND?
Marketing / Management / All Level

3. DATA MASTER BY ANALYTICAL SKILL

KEY TAKEAWAY

- Translate abstract ideas into tangible results
- Evaluate ideas objectively
- Solve problems more effectively
- Make dramatically better decisions

OVERVIEW

Quickly synthesize qualitative data, determine implications, and make informed decisions.

When making decisions, how do you assess the credibility of information? Do you conduct research and gather data methodically, or act on instinct and follow the latest trends? Do you know what key questions to ask? Feel confident you're making valid decisions? Whether you are developing a new product or service, presenting findings on a competitor's product, or deciding how to allocate resources, you need analytical skills to be able to support your conclusions with valid and credible evidence.

In this course, you'll learn to implement a process for analysis that ensures you're focusing on the most critical information, involving the right people, and conveying your message in terms your audiences will understand.

WHO SHOULD ATTEND?

Any Field All Levels

HR and People management

1. INNOVATIVE HR, HOW?

OVERVIEW

Effective management of human capital is critical to the success of organizations. Yet with all the emphasis on human resource development, many leaders still struggle with managing performance and retaining talent.

The program explores a variety of case studies and discussions that will help participants appreciate the strategic role and impact of human resources. You will learn about the trends and developments, the issues and challenges of managing talents globally and locally, and emerging HR technologies. With the availability of today's technology, HR managers are in a better position to leverage technology in the area of learning and development as well as people analytics.

Timely and essential topics, such as the impact of social media, the changing meaning of work, and the impact of a multi-generational workforce will also be examined.

KEY TAKEAWAY

Learn to develop HR practices that are consistent with your organization's corporate and business strategy

Gain insights into how firms can best compete in the global war for talent

Understand the role of HR in helping to develop people and position them for growth

Learn to measure performance for feedback and development

Understand how firms operate across borders through developing and retaining global leaders

Be exposed to analytical tools and understand technology's role in managing human capital

WHO SHOULD ATTEND?

Human Resource / Management / Middle to High Level

2. READY TO SUCCEED? FOLLOW ME!

OVERVIEW

This program is designed to help leaders and senior managers advance their leadership skills and build their capacity to lead successful change.

Through robust leadership frameworks and exercises, you will gain insight into the mindset of high-performance leaders, and learn to tap into your own strengths to influence and lead with impact. You will explore different facets of leadership, such as how to inspire and motivate teams, build commitment and manage resistance to change.

KEY TAKEAWAY

Discover the evolving role of leaders and the impact of different leadership styles

Develop new ways to negotiate and build influence in the workplace

Understand the nature of human decision-making and what it takes to make effective team decisions

Learn to coach, inspire and motivate others to achieve higher levels of performance and commitment to strategic goals

Lead effectively in challenging circumstances arising from the change

WHO SHOULD ATTEND?

Any Field / Middle to High Level

3. BEING EMERGING LEADER

OVERVIEW

The transition from an individual contributor to manager is one of the most difficult, yet critical shifts in any leader's career. Most new managers are promoted for their exceptional performance as an individual. However, being an effective manager demands a deeper awareness of one's leadership impact and ability to drive team performance.

This program is designed to help rising leaders identify and refine their personal leadership styles, develop their emotional intelligence, and acquire the skills that will enable them to bring out the best in others.

You will gain perspectives on how you are perceived, learn to connect with others, and identify areas of growth. The program also includes a small group coaching session that will help you establish a personal development plan that you can implement within a three to the five-year timeframe for sustained career advancement.

KEY TAKEAWAY

Understand the responsibilities of a supervisor or new manager

Gain leadership skills such as communication, conflict resolution, team building and change management

Learn how to influence with and without power at the workplace

Learn how to navigate the political environment in organizations

Become adept at providing effective feedback and mentoring to subordinates

WHO SHOULD ATTEND?

Any Field / Middle to High Level

4. TALENT MANAGEMENT GOES AGILE

OVERVIEW

In the wake of an unprecedented rate of change, volatility and uncertainty for business, inconsistencies in talent management excellence are manifesting at an accelerating rate.

Digital and agile ways of working are forcing us to rethink our conventional ways of doing. In fact, we notice that talent management practices in companies where the HR Strategy is aligned with the companies' core businesses are starting to align with the concept of business agility too. As a result, talent management practices are moving away from long-range planning and 'waterfall' organizational change transformation models and instead, moving towards nimbler talent management methods that allow them to adapt and innovate quickly.

KEY TAKEAWAY

Input modules imparting new knowledge and insights, tied in with relevant case studies

Problem-solving an assignment of strategic value to your company in a peer-assisted setting

Active stimulation for peer groups to continue active networking beyond the program

WHO SHOULD ATTEND?

Any Field / Middle to High Level

Communication

1. SUPERWOMAN

Have you ever been told (or felt) you're too stiff, timid, aggressive, nervous, bossy, emotional, have a boring voice, or lack confidence? If you want to be considered as a potential leader, it's essential to improve and develop your verbal and nonverbal messages. This program helps you to do just that.

This program explores the key components of being "powerful." In a supportive atmosphere, you'll get honest feedback from your facilitator and peers, benefit from videotaping and improvisation practice, and get a realistic idea of your current power image. You'll then identify and practice improving your power presence. Filled with personalized coaching and intensive feedback, this is the ideal course for women who want to influence and maximize their executive presence.

KEY TAKEAWAY

Learn how body language and verbal behaviors affect your image as a leader

Recognize how small changes can improve your ability to be perceived as powerful

Use your verbal and body language in appropriate ways to increase your influence

Understand how powerful leaders vary and balance their verbal and body language depending on the circumstances

Learn how to project confidence in any business situation

Receive personalized coaching and thorough feedback from your instructors and peers

WHO SHOULD ATTEND?

Any Field / Middle to High Level

2. Great Prepare, Great Present

OVERVIEW

Do you freeze up at the thought of having to make a presentation? You'll gain the skills to put together a compelling presentation and deliver it from short notes, making eye contact, breathing appropriately and speaking slowly with assurance while communicating matters effectively, engagingly and persuasively.

You'll learn how to organize a presentation, how to make it memorable, and how to communicate clearly. Develop your presentation skills to transform yourself from inexperienced speaker to skilled presenter through planning and practice. Learn how to captivate your audience and improve at presenting your ideas with conviction, control and without fear.

KEY TAKEAWAY

Structure presentations with a beginning, middle, and end

Know how to captivate and engage your audience

Deliver with confidence and get techniques to bring vitality, interest, and clarity to your presentation.

WHO SHOULD ATTEND?

Any Field / Middle to High Level

Innovation & Transformation

1. DRIVING INNOVATIVE STRATEGY

OVERVIEW

Innovative organizations are leveraging new business models, service innovations, and applying technologies to disrupt industries.

In larger, and historically successful organizations, agility and the capability to innovate and transform are also strategic issues to be addressed.

This program helps leaders and senior managers to develop new markets globally. Incumbent organizations, on the other hand, need to rediscover, harness and respond to the opportunities and challenges of strategic innovation. develop and drive strategic innovation.

KEY TAKEAWAY

Appreciating and applying emerging technologies and business models in the context of industry disruption

Building and leading an innovative organization for the digital economy

Formulating innovation-driven strategies

Understanding and implementing the innovation process using design thinking methodology

Managing and motivating creativity in the organization

WHO SHOULD ATTEND?

Management / Middle to High Level

2. STRATEGIC MANAGEMENT IN DISRUPTIVE ERA

OVERVIEW

Strategic management is critical to the development and growth of every organization. Senior executives tasked with this responsibility will recognize that successful execution of strategy requires the ability to navigate uncertainty, make timely decisions, and align strategy with the organization's systems, people and culture.

This program is designed to help you expand your strategic mindset, acquire the skills needed to gain stakeholder buy-in, and translate strategy into value-driven decisions. Adopting a practical approach, it introduces relevant concepts, analytical tools, and their application to real-world problems in a variety of industries and contexts. You will emerge better equipped to tackle strategic initiatives, transform operating models, and drive change and innovation.

KEY TAKEAWAY

Learn to apply key analytical tools used in strategy formulation

Discover ways to facilitate communication and understanding of business strategies at all levels of the organization

Understand how operations contribute to the competitiveness of the business

Gain insights on the best practices in strategy formulation and implementation

Be exposed to diverse perspectives and experiences from fellow business leaders

WHO SHOULD ATTEND?

Management / Middle to High Level

3. LEADING WITH BIG DATA ANALYTICS & MACHINE LEARNING

OVERVIEW

The convergence of big data and machine learning with technologies such as cloud services, sensors, ubiquitous computing, mobile devices and the Internet of Things has created vast new opportunities for business. Analytics has become a competitive and sustainable advantage for many organizations. To harness the benefits of big data and machine learning, however, business leaders face the pressing challenge of not only acquiring the right technologies and talent to analyze and interpret the data but also to weave a data-centric mindset into the organization's structure and cultural fabric.

This program empowers you with the skills and confidence to tackle data-driven opportunities and accelerate data-analysis transformation in your organization. Through lectures, case studies and discussions, you will gain real-world insights on various applications of big data analytics and machine learning, and how they can be used to fuel better decision-making within the context of your own organization.

KEY TAKEAWAY

Discover how big data and analytics can help your business accelerate innovation and achieve a competitive and sustainable edge

Be exposed to some of the most recent ideas and techniques in big data, machine learning, and analytics

Learn to understand, interpret and trust the data that goes into your analytics to make business-critical decisions

Learn to build a data-driven culture across your organization

WHO SHOULD ATTEND?

Any Field / Middle to High Level

4. MARKETING STRATEGY IN A DIGITAL WORLD

OVERVIEW

The world is changing. Customer demands are changing – rapidly and unforgettingly. In the new economy, where media consumption is becoming increasingly fragmented and consumers are being bombarded daily by information, the role of marketing has never been more complex:

- What does my customer value? Is my brand's story credible and relevant?
- How much should I invest in marketing, and in what media and channels?
- Does my marketing operate model to support different customer touchpoints?
- Am I gathering the right data and using the right analytics?
- How can I design and deliver a branded customer experience?

Framed in an Asian context, this program is designed to help senior marketers as well as general managers with marketing responsibilities – navigate the complexities of marketing and develop innovative, integrated strategies to grow the business.

KEY TAKEAWAY

Effectively market and brand products and services in increasingly competitive, commoditized markets

Get up-to-date on the latest trends in consumer behavior and the implications of marketing

Be equipped with a framework for designing an integrated digital marketing strategy

Understand how to draw insights from marketing analytics and make strategic decisions

Gain insight into how organizations can nurture a highly engaged corporate culture that is both performance-oriented and customer-centric

Develop strategies for building both brand leadership and market share leadership while strengthening customer intimacy

WHO SHOULD ATTEND?

Marketing / Management / Middle to High Level

Negotiation and sale skills

1. Negotiating to Win

OVERVIEW

Are you ready to negotiate a win-win strategy? How can you prepare for your next negotiations? Should you always negotiate? You are responsible for negotiating a contract, a project or an agreement with a client, a business partner or a supplier and you need to make sure it is a win-win solution. What are the best practices for negotiating? Is it really possible for you to create alternative solutions? How can you prepare for negotiations?

Get the skills, insights, and competencies to conduct negotiations successfully at every level. Learn to prepare your next negotiations, develop alternative solutions and scenarios, and learn to discover the challenges of the other party to reach a solution that benefits both sides.

You are responsible for negotiating a contract, a project or an agreement with a client, a business partner or a supplier and you need to make sure it is a win-win solution. What are the best practices for negotiating? Is it really possible for you to create alternative solutions? How can you prepare for negotiations?

Register to this intensive 3-day This negotiation skills training program focused on practical learning, designed and facilitated by business people that understand your challenges and will guide you to find effective solutions.

KEY TAKEAWAY

Learn to plan negotiations

Approach your negotiations strategically by knowing the negotiation stages

Learn the value of persuasion

WHO SHOULD ATTEND?

Any Field All Levels

2. Successful Selling Techniques for the New or Prospective Salesperson

OVERVIEW

Start your sales career the right way—with this intensive introduction to selling. Because of the mounting pressure facing salespersons in today's tough economy, this challenging profession is becoming even more competitive. But many prospective sales professionals don't have a solid foundation and understanding of the fundamentals of selling. The way we sell is changing rapidly. Cold Calling is just not working like it used to. In our connected, tech-savvy world, innovative new technologies, sales tools and strategies are essential to sales success. This interactive workshop not only shows sales executives HOW to sell strategically, it also GIVES them effective tools for implementation. So whether you are new at selling or a seasoned professional, this workshop is guaranteed to give you an entirely new approach to selling.

This intensive, highly interactive two-day introduction to the art of selling will equip you with the Professional Selling Skills combined with a well designed Sales Strategy sets you apart from your opposition and equips your sales people with ammunition to go out and win the strategic battle instead of fighting a price war. tools and techniques you need to achieve sales success and improve your performance. So whether you are new at selling or a seasoned professional, this workshop is guaranteed to give you an entirely new approach to selling.

KEY TAKEAWAY

- Identify the behaviors and skills of a successful sales professional
- Describe different types of selling models
- Identify elements of the sales framework
- Understand prospecting basics and be able to conduct a sales call
- Use a customer-centered selling approach to provide value
- Choose a closing technique to earn the business
- A complete formula to achieve sales goals
- Manage the customer relationship on an ongoing basis
- Develop an action plan to apply your new skills.

WHO SHOULD ATTEND?

Sales / All Levels

Culture awareness

1. ALIBABA MANAGEMENT & CULTURE

OVERVIEW

Alibaba's success is largely credited to culture. We have talked the walk and walked the talk! Culture is ultimately embodied in what we say and do. In other words, it must be something that can be seen, heard and touched by people. - Jack Ma

Born in the early stage of Alibaba, the Legendary Sales Team is one of the toughest and most powerful teams in China's Internet history. The team wins clients step by step in the critical period of Alibaba's development. Alibaba's Legendary Sales Team has not only laid a solid foundation for the company's subsequent development, but also fostered more than half of the Internet circle's "CXOS", including Cheng Wei, CEO of DiDi, Gan Jiawei, COO of Meituan, and Lu Guangyu, COO of Dianping.com. They are praised by Jack Ma as a group of people with "the most authentic Alibaba gene".

KEY TAKEAWAY

Alibaba's management pyramid - How can the company run farther, faster and more steadily

Alibaba's Three Axes of Strategy: Core factors and key steps for building the strategy - Upper three axes (How to make the mission, vision and value deeply rooted in the whole company) & Lower three axes (Organization, talent & KPI)

Customer Value as the key driver - connecting mission, vision organizational skills, and business

Evolution and assessment of Alibaba's values

The core of implementing the culture into employees' and organizational behaviors

WHO SHOULD ATTEND?

Management / Middle to High Level

A Guide to China

1. The Chinese Language and Business Etiquette

OVERVIEW

This is a course that focuses on improving basic Chinese communication skills needed for executives. Both speaking, listening, reading and writing skills by learning from exercises that simulate the situation in daily life and conducting business with Chinese people under the unique social, cultural, etiquette and customs.

This course has been designed to be suitable for students and a trend of global business. By incorporating teaching techniques with lectures, practical and workshop perfectly, which will help build confidence, increase competitiveness and help you achieve your goals in communication and conduct business with Chinese people effectively.

KEY TAKEAWAY

Understand the principles of Chinese concepts and skills that will be taught by the expert who has the real experience directly in doing business with Chinese people.

Workshop to follow Chinese customs and language usage in professional communication with Chinese people Under the simulations of doing business

The sharing experience gained from the expert in doing business with Chinese people

Network for executive cooperation and businessmen who looking for business partners both Thai and Chinese

Certificate from TeC (according to the training policy)

WHO SHOULD ATTEND?

Any Field All Levels



AND MORE ++



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