

ACHIEVING LEADERSHIP IN AN UNCERTAIN WORLD: KNOW YOURSELF TO LEAD EFFECTIVELY

▶ ONLINE LEADERSHIP TRAINING PROGRAM

Sorayuth Vathanavisuth, Ph.D.

Principal Consultant & Executive Coach
Center for Southeast Asia Leadership



PROGRAM SCHEDULE

โปรแกรมภาษาไทย

- WORKSHOP และการบรรยาย:
วันที่ 19-20 และ 26-27 กุมภาพันธ์ 2568
(รวม 4 วัน วันละ 4 ชม.)
- 1-ON-1 FEEDBACK: วันที่ 3-7 มีนาคม 2568

English Program

- WORKSHOP & LECTURING: MARCH 12-13
AND 19-20, 2025 (4 DAYS, 4 HRS/DAY)
- 1-ON-1 FEEDBACK: MARCH 24-28, 2025

WHY THIS PROGRAM: **Key objectives**

✓ Helping executives to recognize their potential.

To help executives recognize their own potential to effectively handle changes that impact the organization.

✓ Enhancing Team Performance for Goals

To enable executives to apply these insights to improve the performance of their subordinates, guiding them towards achieving the organization's planned goals.

✓ Enabling executives to grow in professional careers.

To help executives understand their potential in all dimensions, enabling them to use this understanding to develop, improve, and continue growing in their professional careers.



Who should attend

- CEO & Top executives
- HR Executives
- Managers seeking ongoing self-improvement
- Business owners aiming to enhance their skills on their own terms



**assessment
associates
international**

**PARTICIPANTS WILL RECEIVE
A 'CERTIFICATE OF
ATTENDANCE' FROM
ASSESSMENT ASSOCIATES
INTERNATIONAL (AAI), USA.**

Introduction

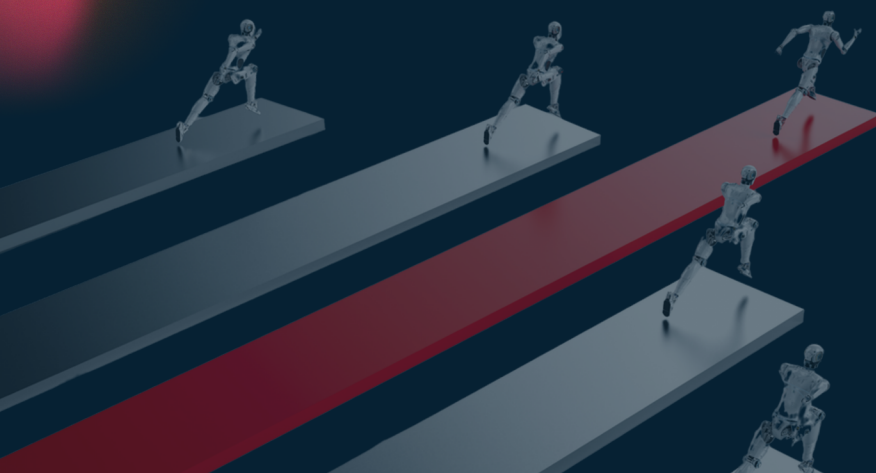
Achieving Leadership in an Uncertain World: Know yourself to lead effectively

📖 When thinking of leaders, one might recall great figures from history and their numerous achievements.

Leadership can be taught and learned, but a key to success is self-awareness. Understanding who you truly are is crucial.

Executives each have their own leadership styles. Managing a small group is considerably easier than leading a larger one. Seasoned managers can be more challenging to handle than their less experienced counterparts due to their extensive experience with various issues throughout their careers. Effective management is possible, but it requires the ability to understand others' personalities, capabilities, and situations. At times, it can feel like navigating a maze with no clear map to guide you.

This exclusive seminar will introduce one of the most recognized personality assessments to the business community. It will reveal participants' inner selves and provide a clear understanding of their leadership styles based on the results of the Work Behavior Inventory (WBI) and Applied Reasoning Test (ART). 🗨️



WHY THIS PROGRAM: **Key takeaways**

After completing this program, executives will understand and be able to apply the knowledge in their actual work, including:



The characteristics and trends of their own **work style** to respond to organizational changes and competitive environments.



The process of **self-assessment and planning steps** for their own development, as well as for their team members whom they lead.



Best practices and processes widely used by renowned and successful organizations to **develop executives** and prepare them for continuous competition.



A practical **Development Action Plan (DAP)** and the process of creating it, including actionable principles and examples that can be applied or adapted to real work situations.



The outcomes from the **1-on-1 Coaching & Feedback session**: Executives will receive a detailed explanation of their WBI report results and recommendations on how to further develop themselves in a changing world.

WHY THIS PROGRAM: **Learning Process**

โปรแกรมภาษาไทย

วันที่ 19-20 และ 26-27 กุมภาพันธ์ 2568
เวลา 13:00 น. ถึง 17:00 น.

- ✓ Workshop และบรรยาย: 4 วัน (วันละ 4 ชม.)
- ✓ ทำแบบประเมิน ART & WBI
- ✓ 1-on-1 Coaching & Feedback
กับ อาจารย์สรยุทธ: ท่านละ 1 ชม. ในช่วง
วันที่ 3-7 มีนาคม 2568

กระบวนการเรียนรู้สำหรับโปรแกรมนี้ประกอบด้วย 3 องค์ประกอบหลัก:

- 1. Workshop และการบรรยาย:** ผู้เข้าร่วมจะเข้าร่วมโปรแกรมแบบออนไลน์ผ่านทาง Virtual Space Platform ตั้งแต่วันที่ 13:00 น. ถึง 17:00 น. ในวันที่ 19-20 และ 26-27 กุมภาพันธ์ 2568
- 2. แบบทดสอบ ART และ WBI:** ผู้เข้าร่วมจะได้ทำแบบประเมินออนไลน์เพื่อประเมินศักยภาพด้านความเป็นผู้นำ โดยรหัสผ่านสำหรับแบบประเมินจะถูกส่งให้หลังจากจบเซสชันในวันพุธที่ 19 กุมภาพันธ์ 2568
- 3. 1-on-1 Coaching & Feedback:** ผู้เข้าร่วมจะได้รับคำอธิบายรายงานผลการประเมิน ART และ WBI แบบเฉพาะบุคคลผ่านการโค้ชและให้ข้อมูลแบบตัวต่อตัวกับอาจารย์สรยุทธ ใช้เวลาประมาณ 1 ชั่วโมง แบบออนไลน์ผ่านทาง Virtual Space Platform

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WHY THIS PROGRAM: **Learning Process**

English Program

March 12-13 and 19-20, 2025
from 1:00 PM to 5:00 PM BKK Time

- ✓ Workshop & Lecturing: 4 days (4 hrs/day)
- ✓ ART & WBI Assessment Results
- ✓ 1-on-1 Coaching & Feedback
with Dr. Sorayuth: 1 hr / participant
between March 24-28, 2025.

The learning process for this program will consist of three main components:

1. Workshop & lecturing: Participants will join the program online via the Virtual Space Platform from 1:00 PM to 5:00 PM Bangkok Time on March 12-13 and 19-20, 2025

2. ART & WBI on-line session: Participants will complete online assessments to evaluate their leadership potential. Passwords for the assessments will be provided after the session on Wednesday, March 12, 2025.

3. 1-on-1 Coaching & Feedback: Participants will receive a personalized explanation of their ART and WBI assessment results through one-on-one coaching and feedback with Dr. Sorayuth. Each session will last approximately one hour and will take place online via the Virtual Space Platform.

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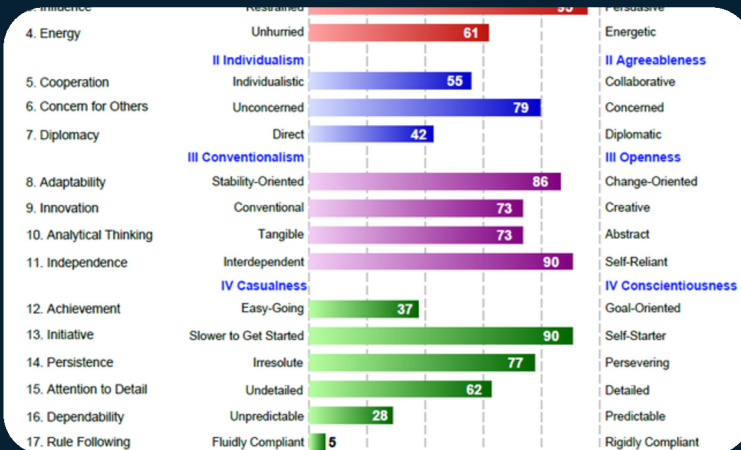
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WHAT IS **WBI (Work Behavior Inventory)** ?

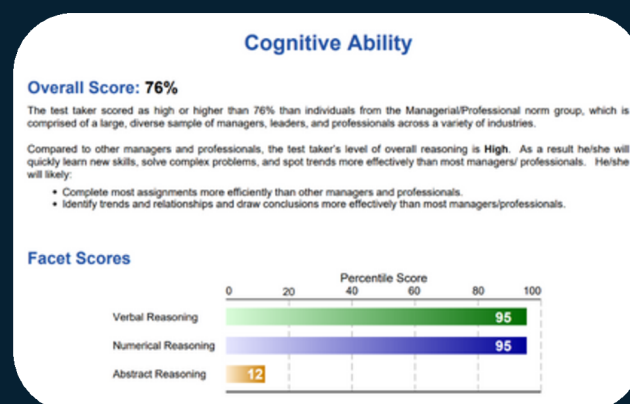


The Work Behavior Inventory (WBI) is a state-of-the-art tool that assesses the executives' leadership potential and work styles. It gives user the capability to assess himself/ herself and develop him/ her in the right direction.

Through extensive research across many organizations, the WBI has been shown to have these features: reliable, valid, correlation with the Big Five (Openness to experience, Conscientiousness, Agreeableness, Extraversion and Neuroticism, or emotional stability), behavioral competencies defined by researchers (Spencer & Spencer, 1993), etc.

Participants will receive an individual report on leadership profile based on Work Behavior Inventory (WBI) for which they will run through on-line assessment before attending the seminar. The report will let them aware of their areas of strength and development needed.

WHAT IS **Applied Reasoning Test (ART)**?

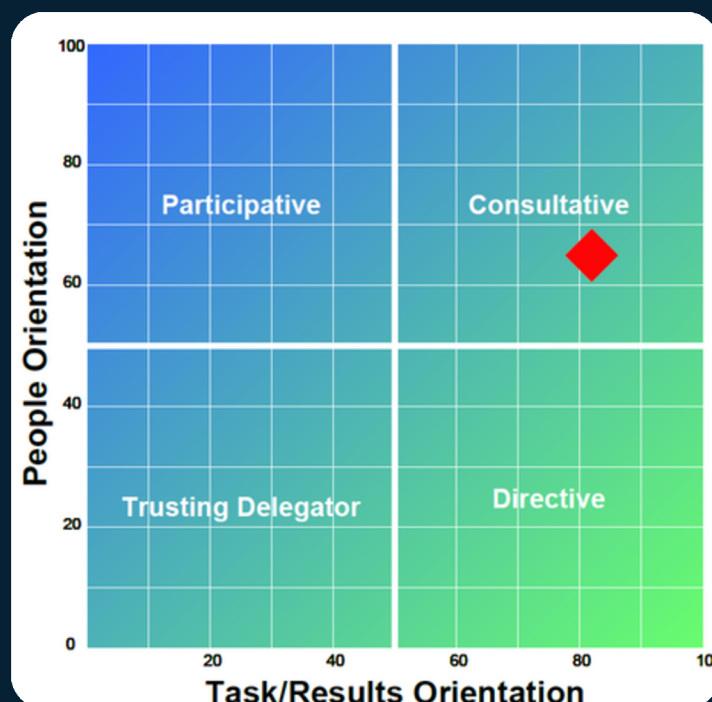


The Applied Reasoning Test (ART) is a cognitive ability test that measures an individual's ability to reason, solve problems, learn new concepts and understand complex relationships. The ART assesses three primary cognitive abilities and provides scores on each of these abilities, as well as a combined, overall score.

WHY THIS PROGRAM: **Key topics to be discussed**

This course has been designed to cover content that will provide executives with the following knowledge

- Ohio leadership study & Four styles of leadership
- 6C-Characteristics of Leader
- Big five aspects of human personality
- Role of psychometric assessment in leadership development.
- Introduction to Work Behavior Inventory (WBI) psychometric assessment
- Nature of WBI scores
- 'Assets' and 'cautions' to be considered and focused for corrective measurement
- Behavioral Growth Potential
- Structure of Cognitive Ability
- A Model of Leadership Effectiveness: The Building Blocks of Success
- Overview of individual Development Action Plan (DAP)
- How to apply ART & WBI Development Report to DAP



COMMENTARY

Miss Churairat Sinbanchongjit
Senior Executive Vice President (Human Resources and Organization Development)
Thailand Post Co., Ltd

“Cultivating soft skills, particularly leadership, eludes swift observation and measurement. Yet, it stands as an indispensable competency for individuals, especially executives charged with guiding teams and driving organizational progression.

To elevate the recruitment and development paradigms at Thailand Post, we have instituted a leadership assessment mechanism. This instrument is pivotal in appraising and quantifying essential leadership behaviors, notably among senior executives who must proficiently lead teams and orchestrate operations.

Prominently, we employ the Work Behavior Inventory (WBI), an evaluative tool that offers profound insights into critical managerial behaviors and tendencies. The findings from this assessment underpin the formulation of tailored development strategies, ensuring that executives steer their teams and execute their responsibilities with maximal efficiency.

Therefore, fostering soft skills in alignment with the outlined principles cannot be actualized through uniform approaches or standard training curricula. It demands deliberate consideration and must be meticulously adapted to resonate with the organization's unique context.”

Ms. Supattra Thepsintopsakul
HRD &OD Manager, HR &GA
Pataya Food Group

“Creating leaders is very important for organizations and employees. Having tools that help us get to know our employees better, such as WBI, contributes to more successful leadership development and aligns employee expectations with organizational goals. Another great aspect of WBI is its concrete development approach, which provides practical strategies that we can implement effectively.”

COMMENTARY

Mrs. Kanya Niwatsakul

- CFO, Mae Fah Luang Foundation under Royal Patronage
- Former Executive Director, Global Financial Services (GFS), Seagate Technology

“ANSWERS YOU NEED FROM EXPERT YOU TRUST”

The Individual Analysis comes out from the survey/evaluation has high accuracy and there is no surprise. It explains each individual person - Work Behavior. The evaluation and One-on-One feedback with consultant (Ajahn Sorayuth) helps you and your organization :-

- *Build a high-performance culture*
- *Prepare high-potential leaders for new roles*
- *Better coaching to each individual*
- *Promote continuous behavior development and continuous learning*

Ms. Pranee Theevimon

HR Director

Office of Small and Medium Enterprises Promotion (OSMEP)

“ OSMEP has carried out the Reskill-Upskill Project to enhance the competency of employees who play the role of policy makers. The company has decided to use the online assessment tools named Work Behavior Inventory (WBI) and Applied Reasoning Test (ART) to give participants the capability to assess themselves and understand their “skill gap” that contribute to individual performance as a policy maker.

In addition, Dr. Sorayuth Vathanavisuth conducted coaching sessions for participant’s direct supervisor to help them understand the issues as a guideline for developing the potential of each participant.”

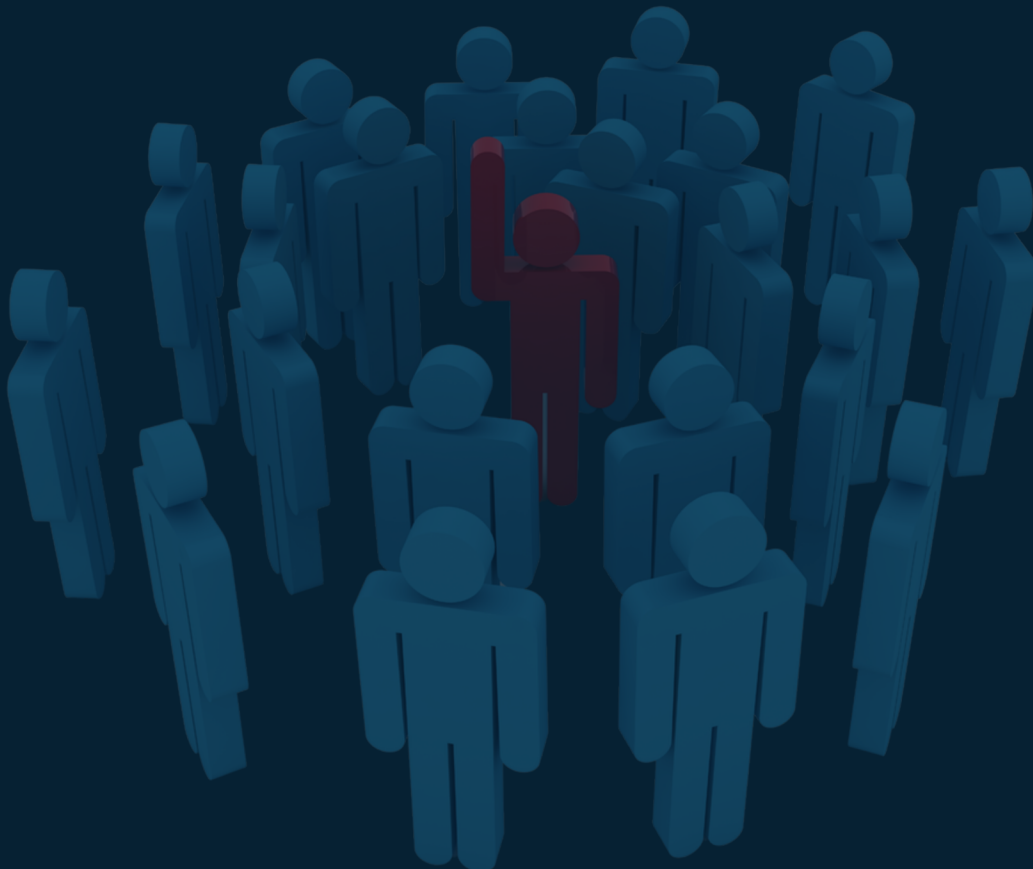
COMMENTARY

Ms. Tanyathorn Vongsiridej
Executive
Min Sen Machinery Co.,Ltd.

“For organizations with a diverse range of executives and employees, whether in terms of age, education, or length of service, using the WBI tool to assess the skills and abilities of individuals can be quite beneficial.

Unlike other tools that only assess personality traits, this tool evaluates deeper aspects of a person's subconscious, including their intuition and problem-solving abilities. These elements are as crucial as personality traits.

Additionally, with Dr. Sorayuth's experience in working with executives from various industries, the insights and recommendations provided are genuinely valuable for the company.”



ASSESSMENT ASSOCIATES INTERNATIONAL (AAI)



Assessment Associates International (Minnesota, USA) provides leading-edge assessment and selection tools and processes to support any organization's Talent Management approach. AAI's cognitive ability, personality and multi-rater assessments tools are carefully validated and designed for assessment and selection in the work environment. Our Personality tests are based on the Big 5 Factor Model of Personality.

All of our tests meet or exceed the standards set for psychometric testing for use in selection. They are web-based, available in eight languages, and can be customized to meet your needs. Organizations that use our tools find that they make better selection decisions, lower employee turnover, get earlier identification and greater development and retention of key talent. AAI's assessment professionals are all either Masters or Doctorial Industrial/Organizational Psychologists who have both the technical capability and passion to drive selection and assessment excellence.

Assessment Associates International is different from other HR and Industrial/Organizational psychology consulting firms. While most firms specialize in either product development or consulting services, AAI provides both. Product Innovation: AAI continually innovates to provide modern organizations with the tools they need to select and develop talent. Our Leadership Potential Report and WBI Development Report are designed to support Talent Management processes.

Global and Cross-Cultural Assessments: AAI's tools have been validated cross-culturally for global audiences, are available in multiple languages, and can be provided online (with results available in minutes).

FACILITATOR

Sorayuth Vathanavisuth, Ph.D. **Principal Consultant & Executive Coach** **Center for Southeast Asia Leadership**

Dr. Sorayuth has a wide range of experience in managing business, business consultancy and executive coaching. His prior experiences include:



- **Member**, HR Committee, Federation of Thai Industries
- **Director of the Board**, Universal Food Plc (UFC)
- **Chief Executive**, Thailand Management Association (TMA)
- **Country Manager (Thailand) and Regional Director (Indochina)**, Household Division, Eastman Kodak (USA)
- **Video Display Group Manager**, Philips Electronics.

He actively engaged in academic area for example at College of Management - Mahidol University, where he also received Certificate of Teaching Excellence, AYIM - ASEAN School for Young Insurance Manager, Chulalongkorn University - Master of Arts (Cultural Management - International Program), etc. Dr. Sorayuth used to be a regular instructor at Thai Institute of Director (IOD) for 'Strategic HR' topic after graduating from Director Certification Program (DCP 3). He also finished IOD's Charter Director program in 2015.

As a 'Leadership' consultant, Dr. Sorayuth has involved in leadership, talent and successor program with various organizations which include listed firms and government-related organization.

Dr. Sorayuth is an Accredited Practitioner: LSI/GSI/ OCI/ OEI/ CSS (Human Synergistics), Certified Administrator: WBI and Coaching Winners! (AAI -Assessment Associates International), MN, USA), Certified Master Coach (Behavioral Coaching Institute -BCI) and also a Member of International Coaching Council (ICC).

As an Executive Coach, he has been providing coaching to senior executives at numbers of leading firm. Since 2009, he writes regularly for the Bangkok Post, mainly for "Executive Briefcase" column, where he discusses leadership and management issue with CEO and Chairman of the board of directors.

Dr. Sorayuth received a Doctor of Philosophy from Mahachulalongkornrajavidyalaya University (Bangkok, Thailand); Master of Business Administration, with Certificate in Decision Support Systems (DSS), from Southern New Hampshire University (USA); and Bachelor Degree in Business Administration from Thammasat University (Bangkok, Thailand).