



**Leadership Development Program (LDP):  
Enhancing the Competitiveness of Thai Companies**



**Partnership  
Programs**

Developing people,  
transforming organizations

# Dear friends,

We are delighted to invite you to IMD's **TLCA Leadership Development Program (LDP): Enhancing the Competitiveness of Thai Companies.**

This highly interactive program will involve participants in deep conversations on the changes in strategy, organization and leadership that are needed to enhance the competitiveness of Thai firms in anticipation of the ASEAN Economic Community (AEC), planned for end of 2015. This compact program has been carefully designed in close cooperation with the Thai Listed Companies Association (TLCA). We delivered a highly successful pilot version in November 2012 and first LDP in May 2013 in Hua Hin. We have made the upcoming program even stronger. We sincerely hope you will join us in May 2014 for this important program.



**Professor Bala Chakravarthy**  
LDP Program Director  
Professor of Strategy &  
International Management



**Professor Dominique Turpin**  
President of IMD  
Nestlé Professor





# Leadership Development Program (LDP 2012 - 2013)



# participant testimonials



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I have received tremendous benefits from attending the LDP. I can now apply the knowledge gained from the course when formulating strategies for enhancing competitiveness and sustainable growth in my organization. The effective teaching method based on real case studies delivered by professors with extensive experience and IMD expertise, coupled with an ideal forum for exchanging ideas and experiences with executive-level classmates, enriches the participant's path toward systematic thinking. This encompasses key factors for business strategy formulation. The knowledge you gain can definitely be promptly applied to your organization.

**Somjate Moosirilert**

Chief Executive Officer & Managing Director  
Thanachart Capital Pcl.



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There's no need to go to IMD in Switzerland for one of the greatest opportunities to gain knowledge and learn from cases of companies from all around the world. For the three days and two nights that you are away from your company, you will forget about your day-to-day work and worries. This isolation helps you to create ideas from many viewpoints, with inputs from professors who come to us directly from IMD. You study firms in every kind of situation, including those turning around, headed downward or growing. As you follow the varied strategies of R&D, innovation or marketing in the cases, you will think of your own firm and many things awaiting correction, improvement or creation that you can do in leading your subordinates. I would recommend the LDP class to all my friends.

**Bunchai Punturaumporn**

Chief Executive Officer  
Sabina Pcl.



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It was a great pleasure to have the opportunity to join the LDP class. We learned that there is always a business opportunity for us to explore. The Program also enhanced our understanding of the current market competition with the upcoming ASEAN Economic Community (AEC) in 2015, which will not only be in Thailand or just regional. Business will be borderless and therefore, we will have to view business as global. The Leadership Development Program is suitable for management aiming to enhance their firm's competitiveness.

**Narumol Noi-am**

Chief Financial Officer  
Bangkok Dusit Medical Services Pcl.



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The LDP course is very useful for an organization that wants to drive itself further, regardless of its size. IMD and TLCA have developed a well-rounded curriculum. Even though it takes only three days, the program can effectively stimulate participant's aspiration and build comprehension towards strategy development focusing on innovation, which must be different and meaningful to customers. Participants also learn how to adapt into real life situation from case studies. In addition, the other LDP participants do impress me no less than the course itself. With rich and diverse business expertise, sharing of knowledge, experience, and viewpoints are so interesting and particularly useful to our work.

**Chaovalit Ekabut**

Vice President-Finance and Investment, CFO  
The Siam Cement Pcl.



## faculty

### **LDP Program Director Professor Bala Chakravarthy**

Bala Chakravarthy is Professor of Strategy and International Management at IMD, where he served as the Shell Professor for Sustainable Business Growth (2003 - 2012). His research, teaching and consulting interests cover three related areas: managing the global enterprise (with a focus on companies from emerging countries), strategy processes for sustainable business growth, and mastering leadership dilemmas. He has published numerous case studies and articles in leading management journals as well as four books, including *Profit or Growth?: Why you don't have to choose* (Wharton School Publishing, 2007). A mechanical engineer by training, he worked at Tata Motors in his native India before earning his doctorate at the Harvard Business School. Prior to joining IMD, Professor Chakravarthy taught at Wharton School, INSEAD and the Carlson School (University of Minnesota).

### **Professor Dominique Turpin President, IMD**

President Dominique Turpin is also the Nestlé Professor at IMD. He has extensive teaching, consulting and research experience in the areas of marketing and international strategy, particularly in the areas of brand management, customer orientation and communications strategy. His research has been published in more than 100 books, articles and case studies, including in the *Financial Times*, *MIT Sloan Management Review* and *Nihon Sangyo Shimbun*, a leading Japan daily. Prior to joining IMD, Professor Turpin spent several years in Tokyo as a representative of a French consumer goods company. He has also served as Visiting Professor at the Keio Graduate School of Business Administration (Tokyo) and, since 1994, has been IMD's representative on the Academic Council of the China-Europe International Business School (Shanghai). He received his master's degree from ESSCA in France and earned a doctorate in economics from Sophia University in Tokyo, Japan.



## who

This program is intended for top executives at Thai companies who must ensure that their organizations are prepared for increasing regional and global competition in the years ahead.

## how

Participants will analyze and discuss real case studies of situations that are directly relevant to Thai executives. They will also learn tools and frameworks that they can directly apply to their companies to make them more competitive.

## what

The Program covers four main themes:

- » **Adapting to a changing competitive context:** The ASEAN Economic Community (AEC) is set to become a reality by 2015. The AEC boasts of a total consumer base of over 600 million and a GDP of over \$1.13 trillion. Together with these new opportunities, what challenges will the AEC pose for Thai companies?
- » **Becoming customer focused (instead of market):** Winning in the new environment will require Thai companies to differentiate themselves from their international competitors and to add more value to their products and services. Building brand equity will be another important activity
- » **Strategy initiatives:** Continuous Renewal Winning will also mean having the vision and stamina to renew companies continuously, both in terms of the markets that they operate in and the competencies that they deploy in these markets.
- » **Developing Talent & a Regional Mindset:** Finally, creating the right organizational context and deploying policy initiatives that help companies attract, nurture and retain top talent as sources of sustainable competitive success, will also be addressed.

## When

May 15-18, 2014  
Hun - hin, Thailand

### LDP 2012



# partner

## Thai Listed Companies Association (TLCA)

The TLCA aims to provide a central platform for listed companies to take part in and acknowledge the issuance or amendment of rules and regulations, such as accounting standards and other capital market regulations in Thailand. The organization also serves to provide feedback from existing listed companies to regulators, including the Securities and Exchange Commission, the Stock Exchange of Thailand and other related organizations, in order to ensure the highest benefit to its members and sound capital market development. In addition, the TLCA arranges activities and executive development opportunities designed to promote good corporate governance and enhance the competitiveness of member companies.



**Chanin Vongkusolkit**

Program Advisor

Advisor to the Chairman of Thai Listed Companies Association

## LDP 2013

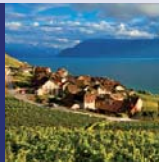


## Why partner with us?

- » We were created by business to help develop global leaders.
- » We are world-leader in business-driven executive development and learning-based strategy execution.
- » We have helped many business teams choose new directions and mobilize their organizations.
- » We have deep Faculty strength, covering a wide range of industry expertise, cultural heritage and strategy execution challenges.
- » We are flexible. The process we create with you will fit with your needs.



The **IMD** Difference



**IMD is a top-ranked business school.  
We are the experts in developing global leaders  
through high-impact executive education.**

### **Why IMD?**

- » We are 100% focused on real-world executive development
- » We offer Swiss excellence with a global perspective
- » We have a flexible, customized and effective approach

**[www.imd.org](http://www.imd.org)**

FOR MORE INFORMATION, please contact :

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Thai Listed Companies Association

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IMD is ranked first in executive education outside the US (*Financial Times* 2008-2012) and first in open programs worldwide (*Financial Times* 2012).