



“To utilize in-house data and interpret information into strategic action that aligned with the company’s vision and strategy. To solve problem in a logical manner using iterative process, and present findings in a constructive manner.”



LEARNING OBJECTIVES :

- After the workshop completion, the participants should be able to
- Define problem and its context
- Decompose problem into elements and issues
- Collect relevant data
- Analyze data and synthesize solution
- Communicate findings



LEARNING PROCESS

SESSION 1 INTRODUCTION

Introduction to “data-driven approach” strategic thinking

1. The value of data
2. Overall framework

SESSION 2 PROBLEM DEFINITION

What problem to focus on?

1. Key question
2. Background and context
3. Stakeholders
4. Boundary
5. Timeframe
6. Alignment with company’s strategy

SESSION 3 PROBLEM DECOMPOSITION

How to break the problem down to a manageable level?

1. Issue tree
2. MECE principle

SESSION 4 DATA COLLECTION

How to systematically collect data

1. Key data
2. Source of data
3. Data validation

SESSION 5 DATA ANALYSIS AND SYNTHESIS

How to create storyline

1. Storyline and Pyramid principle
2. Inductive and Deductive logics
3. Visual design guidelines
4. From storyline to storyboard
5. From storyboard to presentation
6. Do and don’t in communication



DURATION : 2 days (9.00-16.00)
NUMBER OF PARTICIPANTS : 20 - 30 participants
BENEFITS & RESULTS : Solve problem with logical and iterative approach

TRAINERS:



PROF. DR. AMORN PIMANMAS

Dr. Amorn Pimanmas obtained his Bachelor degree in Civil Engineering from Chulalongkorn University with First Class Honor. He obtained his Master degree and Ph.D. in Civil Engineering from The University of Tokyo, Japan. Currently, he is a Professor in Civil Engineering at Thammasat University. He holds a Senior Professional Engineering License from Council of Engineers. He also serves as Secretary-General of The Council of Engineers. Besides his prominent specialization in Engineering, Dr. Amorn has lots of experiences in Data Analytics training for various organization such as DTAC, Takeda, SCB, Bristol – Myers, etc.



PORAWAN SUKCHUAI

Khun Porawan obtained her Business Administration, the second class honors from Chulalongkorn University. She obtained her Master of Science in Finance from University of Illinois at Urbana-Champaign and Master of Arts in Business and Managerial Economics from Chulalongkorn University.

Khun Porawan started her career as marketing researcher in 2002 with TNS International. She was responsible for many international clients in various fields: consumer products, media, dairy products and telecommunication sector.

She joined Deloitte Consulting in 2005 and then Asia Rising Investment Advisory in 2007 as the business executive to develop derivative products and the marketing strategies for acquisition, retention and expansion the clients for wealth management services including private fund, private equity investment.

Currently, she works as a Deputy Managing Director at O2 Solutions Company – a savvy Marketing Research Company which provides all range of qualitative and quantitative in marketing research. Moreover, she is also a Managing Director at Sappon Group Company – a real estate developer company.