



# Dr. TANAI CHARINSARN

“You need strategy expertise from someone who practices it, understands the entire landscape, and knows what is essential.”

YOU COME FIRST



# THE PRINCIPLES

USEFUL AND  
PROVEN CONCEPTS



PEOPLE  
DEVELOPMENT



## THE PRINCIPLES

### 1 YOU COME FIRST

Have you ever met strategy experts who know so much, can talk forever, but never listen or seek to understand your needs? And they never try to understand your organization and its constraints?

We believe in a customer-centric approach. Before every engagement, initial face-to-face discussions are held to align expectations and provide input to create a tailor-made program, just for you. Post-program support also is available, as we know that implementing a successful strategy is a long journey, and you need not be alone on this journey.

### 2 USEFUL AND PROVEN CONCEPTS

Some current strategy topics are popular at the moment, but are they useful and relevant to your organization, or just buzzwords? All strategy theories, concepts, and tools were developed in different times and contexts. What worked in the past may not work in the present. There is no single theory that can apply to all. Moreover, your organization is unique.

We have a set of concise organizational diagnostic tools, especially developed for strategy implementation. The result is a roadmap that addresses the most critical issues of your organization, whether profitability, growth, innovation, or market alignment.

### 3 PEOPLE DEVELOPMENT

Our objective is for you to achieve superior organizational performance. As the global environment is ever becoming more fast-paced and complex, a one-strategy approach no longer produces acceptable results. No single strategy can stand the test of time for long. Strategy needs to be continuously enhanced, even re-invented.

We believe in developing a strategy with people as the core concept. This will grow the organization's internal expertise, to support future re-thinking and execution of new strategies.



**DR. TANAI CHARINSARN**

**EDUCATION**

- Designing and Executing Strategy, Harvard Business School Executive Education
- Strategic Thinking for Competitive Advantage, Wharton Executive Education
- Doctor of Information Technology, University of New South Wales
- Master of Science, University of Illinois at Urbana-Champaign
- Bachelor of Engineering, Chulalongkorn University

**PROFESSIONAL CERTIFICATION**

- Strategic Management Professional, Association for Strategic Planning
- Fellow, Strategic Planning Society

**PROFESSIONAL EXPERIENCE**

- The Boston Consulting Group
- IBM Global Services

**TEACHING EXPERIENCE**

- BBA, MBA, MM, DBA – Chulalongkorn University
- PhD – Thammasat University
- MBA, MM – Mahidol University

**WHAT WE OFFER (1)**

**STRATEGY CONSULTING**

Perhaps your present strategy is not working very well, or your environment has changed significantly and opened up new opportunities or threats, or you simply would like to audit your strategy to determine if it is robust enough. We can assist you. The Gear Up approach is a tool created at Stanford University to diagnose current strategy and develop new strategy. Using a proven process, a typical consulting engagement lasts 10-12 weeks with 6 months implementation support.

**STRATEGY COACHING**

Have an executive who is not a strategic thinker? You are not alone. Research shows that natural strategic leaders are rare and take a long time to develop but are critical to an organization's success. Just because an executive excels at some aspects of the organization's activities does not mean he/she excels at strategic thinking. To improve this requires active development. Using a positive psychological approach, we coach executives and potential high performers to become more strategic in all dimensions, including thinking, planning, and implementing.

**STRATEGY WORKSHOP**

Your executive team has decided to focus on strategy? An annual strategic planning session is a useful exercise because management and operations can work together productively to develop a robust plan. We can support the executive team in the preparation of a strategy workshop, including analysis, designing the agenda, facilitating the workshop, and evaluating it around efficiency, effectiveness, and acceptability to the organization. A typical strategy workshop requires 4 weeks of preparation and lasts 2-3 days.

## CLIENT REFERENCE



### TRUSTED BY 16 OF 25 LARGEST COMPANIES IN THAILAND



### AND SOME OF THE LARGEST MULTINATIONAL COMPANIES



## WHAT WE OFFER (2)

### STRATEGY TRAINING

As people grow in the organization, their work requires them to move from technical aspects into more strategic aspects. Developing them early and continuously to think more strategically is a good idea, especially for high potentials. We have programs such as strategic thinking, strategic planning, strategic management, and strategic innovation. We also believe that customization of the training to address the specific needs of your organization will enhance the training ROI and we do this at no extra cost. We even will develop a new program specifically for your organization. In partnership with Ingenious Simulations, we can create an experiential learning simulation specific to your organization's requirements. Typical training lasts 1-2 days.

#### CURRENT LIST OF TRAINING TOPICS

Foundation of Strategy	Strategic Management	Scenario Planning
Strategic Leaders	Strategy for Profit	Strategic Innovation
Strategic Thinking	Strategy for Growth	Strategy and Tactics
Strategic Planning	Global Megatrends	

### STRATEGY KEYNOTE

Need a speaker at your event? Strategy Essentials has up-to-date knowledge of strategy from around the world as well as real-life stories to share with your audience related to your organization's issues. A Strategy Keynote is custom developed for your organization lasts 30-60 minutes, and will be delivered only once.

*All offerings include a lifetime subscription to the Strategy Essentials exclusive group on Facebook for continuous learning and development.*

#### CONTACT US:



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Strategy essentials

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