

# Core Values and Corporate Culture

“ค่านิยม” กับวัฒนธรรมองค์กรเพื่อความยั่งยืน



In-House

Training  
Program



Trainer : Coach Dr. Chyapa

**LEADERS** who focus on vision and mission can be surprised with their business outcomes because of the attitude, dedication, motivation, & collaboration of their employees. The unseen corporate cultures resulted in their employees' behaviors like what Peter Ferdinand Drucker said “Culture Eats Strategy for Breakfast”. Leaders should start exploring their core values and transforming their corporate cultures with the shared core values for the best in their business outcomes.



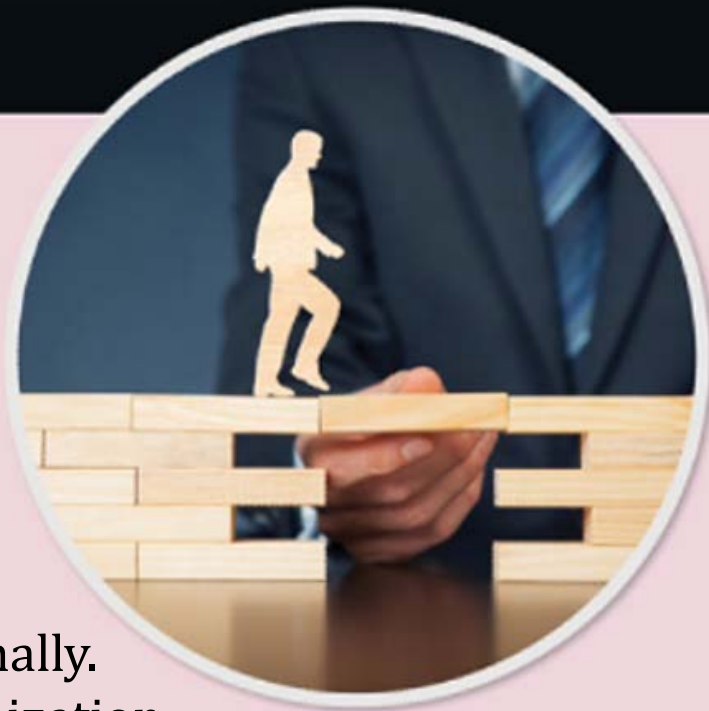


## Course Objectives

Creating awareness for learners on the power of “Core Values” which is vital for life and business.

Learners will understand how to :

- Exploring their own core values.
- Expressing their core values to stakeholders internally and externally.
- Executing core values in the organization for success and sustainability.



## Learning Methods

The 1-day workshop is highlighted on lecturing, coaching, brainstorming, debriefing, practicing, exercising on feedback and feed forward to ensure that learners can explore their core values and apply for their businesses.



# Course Outlines

## Session 1 : Explore การค้นหาค่านิยม

- 1 The “WHY” of core values for every organization.
- 2 Exploring core values by the assessment workshop.
- 3 Identifying the ‘uniqueness’ of core values for the organization.

## Session 2 : Express การนำเสนอค่านิยม

- 4 Expressing core values for internal and external organization.
- 5 Indicating measure of success in the employees engagement and the business outcomes.

## Session 3 : Execute การปฏิบัติตามค่านิยม

- 6 Executing the plan to embed core values in employees’ mindset for the desired manners and behaviors.
- 7 Transforming the core values to corporate cultures.



**Founder  
Executive Coach**



## Trainer : Coach KC (Dr. Chyapa Bhiromnam)

### Education

- Ph. D. Peace Studies, Mahachulalongkorn University
- Master of General Management, Rangsit University
- Bachelor of Finance and Accountancy, Chulalongkorn University

### Work Experiences

- Founder & Executive Coach
  - CoachPlus Academy : Academy of Inspiration
- Trainer & Professional Certified Coach (PCC) : ICF USA
- Executive Coach : Marshall Goldsmith Stakeholder Centered
  - MGSCC USA
- Emotional Intelligence Coach : Six Seconds USA
- NLP Coach : International Trainers Academy of NLP (ITA) USA
- Consultant : Core Value & Corporate Culture : CEO Sage USA
- Country Director : human ISearch Recruitment
- Country Manager : AT&T, France Telecom, Anixter USA

**President : ICF Bangkok Charter Chapter : Year 2019**