

STRATEGIC THINKING IN ACTION



Strategic Thinking in Action

Duration : 1 Day

1-day workshop that incorporating strategic thinking, creative problem-solving, and out-of-the-box thinking:

Objective:

Equip leaders with tools to think strategically and creatively, identify challenges and opportunities, and develop a clear, actionable strategic roadmap for success.

End Result:

Leaders walk away with enhanced strategic thinking skills, creative problem-solving techniques, a clear strategic roadmap, and actionable plans for the next year.

Methodology:

- 20% Training & Group Coaching
- 80 % Activity-based

Facilitator:

Narisa Israngkura Na Ayudhya

Learning Journey

9.00 AM – 9:30 AM Welcome & Icebreaker : Energizer activity to foster creativity and teamwork.

9:30 AM – 10:30 AM : Thinking Strategically Outside the Box

- Techniques for creative problem-solving and breaking habitual thinking patterns.
- Learn how to manage team to brainstorm idea together.
- Balancing creative strategic thinking with realistic business contexts.

Activity: Collaborative Brainstorming Sparks – Apply techniques like "Reverse Thinking" or "SCAMPER" to identify "potential improvement points"

10:30 AM – 10:45 AM Break

10:45 AM – 12:00 PM : SWOT Analysis for Strategic Insights

- Reflect on the past year, assess the current year, and anticipate next year's trends.
- Activity: Conduct a team SWOT analysis. Identify challenges and opportunities across 4 dimensions (People, Process, Clients, Financial). Discuss key findings and insights.

12:00 PM – 1:00 PM : Lunch Break

1:00 PM – 2:30 PM : Map "Potential Improvement Points" to Strategies

Activity: Create a One-Page Strategy Map with clear objectives, milestones, and accountability.

2:30 PM – 2:45 PM : Break

2:45 PM – 4:00 PM : Turn Strategies to Action Plan

- Evaluate the current state and identify strategic focus areas.
- Define Vision, Mission, Key Goals, and aligned strategies.

Activity: Create action plans

4:00 PM – 4:30 PM Reflection & Action Planning

NARISA ISRANGKURA NA AYUDHYA

เนริศา อิศรางกูร ณ อยุธยา

Management Consultant , Professional Trainer, Executive Strengths Coach
Connectedness | Strategic | Futuristic | Relator | Responsibility

Unique Combination of Experiences

Narisa is a real-world experience entrepreneur, management consultant and executive coach with 25-year experiences from leading organizations in banking, finance, wealth management, retail, and automotive industries with unique combination of Finance & Banking, Sales, Digital Transformation, Coaching and Training, Marketing, and E-commerce.

She has comprehensive background in business and workforce planning; talent, performance, career and succession management; leadership development; process optimization; training strategies, operations and metrics. She is an outstanding executive coach and strong in building and fostering business partnerships. She has passionate about developing high performing teams of engaged professionals.

Business/ Organizational Experiences

- **MINDSPRING GROUP**, Management Consultant & Strength-based Leadership Coach
- **CAVALLINO MOTORS CO., LTD (FERRARI IMPORTERS)**, Business Development & HR Director
- **ING FUNDS (THAILAND) CO., LTD , Vice President**, Business Development & Sales
- **PHATRA MERILL LYNCH**, Private Wealth Consultant
- **CITIBANK N.A. THAILAND , Management Associates (talent)**, CRM & Brand Manager (Platinum Card), Personal Loan, Personal Assistant to Country Operation Officer , Online Channel
- **THE SHELL COMPANY OF THAILAND**
- **DBS THAI DANU, Business Development Specialist**, Credit Analyst

Expertise

- Executive Coach & Management Consultant
- Strength-based Leadership & Team Development
- High-end Customer Service Excellence
- Sales & Negotiation For High-end Services
- Storytelling For High Ticket Services & Products

Educational Background

- Master of Science in Finance - University of Illinois at Urbana Champaign
- Bachelor of Accountancy, Major in Cost Accounting - Chulalongkorn University
- Mater Dei School

Certification

- Gallup-certified CliftonStrength Coach
- Associated Certified Coach (ACC) accredited by the ICF (International Coaching Federation)
- Certified Transformational Coach, Professional Level
- Certified NLP Master Practitioner, American Board of Neuro Linguistic Programming
- Enneagram
- หลักสูตร PHASE II – Synerteam Integration: การอำนวยความสะดวกของทีมที่มาจากหน่วยงานที่ต่างกัน ที่สร้างขึ้นมาเพื่อจัดการกับปัญหา ที่พบใน Phase I ที่มีความจำเป็นในการใช้ทีม 2023, Adizes Institute USA



Thank you!

เนริศา อิศรางกูร ณ อยุธยา

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