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YOUNG PRESIDENT'S ORGANIZATION'S
INTERNATIONAL MANAGEMENT DEVELOPMENT PROGRAM FOR THAILAND
Sponsored by the Bureau for Private Enterprise, USAID

PHASE I PLANNING REPORT

BY

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August 3, 1983

The Young Presidents' Organization (YPO), under a grant from the United States Agency for International Development (USAID), was asked to develop a program that would (1) encourage entrepreneurs in Thailand, and (2) reach as many people as possible with a large "multiple" affect.

A reconnaissance planning trip took place between June 27 and July 10, 1983 in Bangkok to define the scope of the program. During the course of the planning study over 30 personal interviews were held, in addition to meetings with various groups, attendance at social functions, and luncheons and dinners with members of the YPO Thailand Chapter, as well as members of the business and educational community. I am most grateful for the help received from USAID, the U.S. government, the Thailand Young Presidents' Organization Chapter, the business community, the American Chamber of Commerce, the academic community and the American and Thailand governments.

Since I had previously spent time in Thailand my friends and contacts were most helpful. These range from parents of Thailand students at our college, two parents of whom are current members of Parliament and one a former Prime Minister, along with college classmates and friends who are presidents and deans of colleges and universities, one of whom is a former cabinet minister.

The concept of the program has been most enthusiastically accepted by the Thailand community. Examples of this are the press interviews and picture which appeared in the Nation, one of the English language newspapers, and a meeting with the Deputy Prime Minister, who arranged appropriate press photographs and news releases.

The pace was most hectic as the interviews usually started with breakfast at 6:45 or 7:00 a.m. and ended very late after dinner.

Upon arrival, contact was made with the USAID office through Mr. Jeffrey Evans and then with the members of the Thailand YPO Chapter, who will work directly with this project. A dinner was held with the entire Chapter in addition to several dinners and lunches with various members of the Chapter. All members are fluent in English, many having studied in the United States.

The members of the Thailand Chapter are a diverse group. Included therein are bank presidents, a cement company president, an engineering and construction company president, importers and exporters, a deputy minister of commerce, a motor vehicle and motorcycle importer and distributor for Thailand; the owner and manager of a large hotel and other successful businessmen.

During my interviews and discussion of projects with USAID, and the American and Thailand community, I was thinking about the "multiplier affect". How could a group of American presidents make a great impact and reach as many people as possible during the Phase II program in Thailand.

My proposal involves four major activities spanning eight working days with several indigenous Thailand organizations, as well as the American Chamber of Commerce. I envision a team of approximately seven members. The team will be handpicked with strong emphasis placed on their knowledge, ability to give presentations and skill at communicating with the Thailand community.

The morning prior to afternoon departure for Phase II, the team will be briefed in San Francisco. Such a briefing might include members of the Thailand Commercial Mission in San Francisco. Phase II is expected to commence January 18, and will run through the 28th. After arrival in Bangkok, the team will rest for a day and then have dinner with members of the Thailand YPO Chapter. The next morning there will be a Country briefing session by members of USAID, the U.S. Embassy; the American Chamber of Commerce and other appropriate individuals arranged through the American Chamber of Commerce in Bangkok.

Following the briefing, Thailand and American YPO members will meet and coordinate assignments for the four projects to be undertaken during the eight-day program.

PROJECT I - Seminar for Chief Executive Officers and
Aspiring Chief Executives

Project number one will be a conference sponsored in conjunction with the Thailand Management Association (TMA). The subject of this conference will be the role of the corporate president, with specific emphasis on entrepreneurship. There is much enthusiasm for a program of this type as no one knows of a similar program having ever been done in Asia. It is anticipated that there would be approximately 25 presidents and president-elects of non-YPO companies participating. They will be selected by the Thailand Management Association and the Young Presidents' Organization. Basically, the conference would feature successful presidents talking about their own corporate role.

Subjects to be covered might include (not in rank order and for illustration purposes only):

- how to handle growth, especially when a company becomes too large for the family and must hire non-family members in professional positions
- how to deal with change
- the human side of the enterprise, which can cover everything from increasing productivity to internal communication
- the president in the Pacific Basin Community
- business relations between the U.S. and Thailand
- the president and the board of directors
- business and its relationship with the government
- sources of financing (Thailand members most helpful here)
- marketing
- management of crisis.

The conference will be approximately three days. The Thailand Management Association and the Young Presidents' Organization concur that the conference should be held away from Bangkok. The Thailand Management Association has suggested Pattaya, where they hold many of their conferences and which is approximately a two hour drive from Bangkok.

The conference will begin with a reception dinner Thursday night and end Sunday afternoon. During those three days, six members of the team will each make one major presentation - one each morning and afternoon. Following the presentation the plenary group will break into smaller groups, with each group moderated by at least one team member and one Thailand president for a detailed discussion of the topics presented that day. After an allocated time, the groups will come together and there will be a reaction panel of Thailand presidents. It is felt that this format will get everyone involved as well as utilize the expertise of the Thailand YPO Chapter.

It is felt that this seminar will stimulate enough interest that a book of the proceedings should be published. To accomplish this, all team members will submit a summary of their presentations and copies of handouts, etc., in time for publication.

PROJECT II - Public Lecture on American Management

There is the American University Alumni Language Center in Bangkok. The director of the Center is an American U.S. Government employee. One of their programs is to periodically present lectures on a multitude of topics. These lectures are advertised and open to the general public and, I am told, frequently covered by the press. The American University Alumni Language Center is most interested in having the team members present a round table or panel presentation on a subject such as Management Trends in the United States. They feel a panel of presidents from American corporations would be very well attended. This will expose the presidents to another level of the general public.

PROJECT III - Seminars for Professors of Business Administration and Company Training Officers

In conversation with my university and college president friends, they acknowledged that, as in the United States, there is a great interest in business on the part of business faculty members who teach large classes, and a need for new ideas and exposure to business leaders. They have had minimal exposure to Thailand company presidents and practically none to U.S. corporate presidents. It was determined that a one day seminar would be most effective and again will create a traffic multiplier affect. The Thailand Management Association feels that Directors of Training for companies might also like to participate in such a seminar to stimulate new ideas in their particular areas of expertise.

PROJECT IV - Seminars in Four Cities

During the three day conference in Projects I, II and III, several goals should be accomplished. The team members will become familiar with Thailand business and the opportunities and problems facing the Thailand manager. They will also become acquainted with the Thailand members of the Young Presidents' Organization. In keeping with the "multiplier affect", the team members and Thailand presidents will break into four groups. Each group will visit an outlying city and present a one day seminar to local professors of business administration and senior management personnel of corporations in that area. These presentations could be sponsored by local universities and/or indigenous groups, or provincial governors. Several of the provincial governors are working extremely hard to help business in their provinces and they would welcome such a program. It will give those in outlying areas the opportunity to interchange with successful presidents from Bangkok. Cities or areas that such a program might be presented are Chiang Mai, Khon Kaen, Haadyai and Nakorn Srithamaraj.

In retrospect, I was pleased with the results of the reconnaissance visit and the cooperation received, and I am most enthusiastic about accomplishing our objectives and presenting a program that will have long-term, positive and continuous results.

Administration and Budget

The question I was concerned with in planning these projects was coordinating a program half a world away without putting an undue burden on the local USAID office, which has been most helpful in these planning stages. By all accounts the organization which has had the most experience in putting on projects of this nature is the Thailand Management Association. I had a meeting with the Executive Director on three separate occasions and one meeting with the Operations Manager of the Management Development Center of the TMA. We have agreed on operational procedures and deadlines to accomplish our objectives. The Thailand Management Association will do its part at cost. This should be covered by a registration fee for the main conference. The project with professors will be handled by TMA, whose president is a long-time college dean and faculty member at the University.

USAID will recommend sponsoring agencies in cities away from Bangkok and arrangements will be made in conjunction with USAID and the Thailand Management Association.

APPENDIX A

Key Contacts in Bangkok

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** Mr. Nopporn will be handling the details for our projects

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Bill Cassell is the President of Heidelberg College, an institute of higher education in Tiffin, Ohio. He has also held positions as Director of Development with the University of Denver and the Menninger Foundation.

With a professional background in educational development, taxation and public relations, Mr. Cassell is an accomplished lecturer and consultant, providing consulting services to United States government agencies, the Ford Foundation and The Congress of the Northern Mariana Islands in Saipan, to name a few. He has lectured extensively at various colleges in the United States and overseas, travelling to Europe, the Orient, Central and South America. He has also worked with educational institutions in Southeast Asia, developing training programs in Thailand and Indonesia.

Author of several books including Deferred Giving Programs: Administration and Promotion and The Case of Deferred Giving, he has received awards for his outstanding development programs from both the U.S. Steel Foundation and the National Fund Raising Conference.

He is the only college president to be awarded a Doctor of Competency by Dr. Lawrence J. Peter, author of The Peter Principle. This award is given to an individual who clearly demonstrates by performance the opposite of The Peter Principle.

Mr. Cassell can also be found among the listings of Who's Who in America, the 39th, 40th and 41st editions.

Currently he serves as Honorary Consul General of Nepal.