



Corporate Level Strategy

30th April to 4th May 2018

The second week of the three week Advanced Business Management Course incorporates a special program **on Corporate Level Strategy (CLS)**. In a multi-business Postal organization, long-term success depends on the ability to align the main company with the strategies and needs of its diverse operating units. In this corporate strategy program, you will dive deep into the complex challenges of leading transformation within a long-established business. You will emerge a stronger and more visionary leader—ready to make the tough strategic choices that drive change and growth across the organization. The program is led by APPC Course Director Mr. Anucha.

	Monday	Tuesday	Wednesday	Thursday	Friday
Morning	Intro to Corporate Level Strategy	Thailand Post Corporate Strategy	Optimizing the value of Corporate strategy	Dynamics of Corporate Strategy	CLS Summary
Afternoon	Unique capabilities identification	Leadership and Corporate Transformation	Visit to DHL	Case Studies and Exercises	International Food Festival



Mr. Anucha, who joined APPC in August 2014, will deliver the **Corporate Level Strategy (CLS)** Program. With a background in Thailand Post with over 20 years experience working in the postal sector in many fields (Operations, Marketing and Logistics). From 2014, he had conducted many Extended Training programs abroad (Malaysia, Macau, Hong Kong, Myanmar, Brunei Darussalam, Vietnam and Laos.) As a Thai national, he is well placed to advise participants on how to get the most out of their stay in Bangkok.

