CEED Program for Founders/CEOs

For founders/CEOs of growing companies who face the question of how to organize the company and prepare it for the next stage of growth.

For who?
For entrepreneurs, founders/CEOs of companies who wish to gain knowledge, know-how of management best practices and tools for improving efficiency of their organizations, the engagement of their employees and developing a plan that will prepare them for the next phase of growth.

What will you gain?
+ Know-how of concrete best practices on how to professionalize and build healthy foundation for your company.
+ Learn how to establish process and organization efficiently and be able to develop the integration of effective leadership team.
+ Get insight of corporate culture & organization that can maintain flexibility and being positive and pro-active to lead the company through change.
+ Get insight into how to establish the management control system that will allow you to identify the potential business risks and ensure long-term profitability and sustainable growth.
+ Set strategic focus and goals for the next phase of your company growth.
+ Gain know-how on market approach in coping with current economic environment and how to establish your sales organization.
+ Get access into local and global community of founders/CEOs to share and support each other’s business growth.

How?
1. You start with Strategic review bootcamp, where you will be able to analyse your company, which will serve you as the basis for developing your plan as well as identify those business questions or challenges you would like to address through the program.
2. You will have monthly Peer Group Meetups, where you will gain insight of business practitioners and experiences from peers, local and global guest speakers and business founders, CEOs and experts who can address all challenges you may have.
3. Through the 1:1 Connect Service, where our Lead Mentor/Connector will connect you to local or global business founders, CEOs or experts who can shed light on solution for your specific business challenges.
4. And you will become part of the larger Global CEED community of entrepreneurs with whom you will meet at the CEED Global Networking Events.
CEED Solution for Founders/CEOs

Strategic Review Workshop

4-days workshop in which you will get insight into:

+ **Your Company Growth and Challenges in-front of you**
  
  You will learn about the different stages towards the growth of a company, what are normal and abnormal problems and do a self-evaluation of which stage you are in and what are the key challenges that lie in front of your business and yourself as the business leader of your company.

+ **Your Organization and the Team**
  
  You will learn how to evaluate life cycles of your organization and be able to drive your company to the next stage, and know challenges in terms of the team and structure you have. You will also learn where can you expect to have organizational challenges in the future and what can you do as a leader to build an integrated management team and culture to cope with such organizational challenges.

+ **Your Portfolio & Business Expansion Strategy**
  
  You will learn tools for strategic decision making from our workshop and practice them on your company strategic analysis.

+ **Set Key strategic priorities for your company development during your time in CEED**
  
  From the above 3 stages of evaluation, you will know your strategic focus areas and the challenge you want to address during CEED program.

Peer-Peer Group

Peer-Peer monthly meeting for 5 consecutive months with founders/CEOs whose companies are in a similar phase of development and thus face similar challenges as yours. Monthly topics will be decided by majority of the group together with our Lead Mentor, and might include the following areas:

+ **Establishing an Effective and Efficient Organization**

+ **Sales and how to establish and run your Sales Structure**

+ **Setting your Marketing Strategy and developing the right Marketing Function for your organization**

+ **People Management**

+ **Sources of funds & financial management issues**

+ **Management through indicators for performance measurement and rewarding system**

1:1 Connect

After the strategic review, you will set goals/challenges that you would like to address during the program with Lead Mentor/Connector whom will connect you one-on-one with mentor/expert to help you get through those specific challenges.

CEED Community

As you will become a member of the larger Global CEED community of entrepreneurs you will meet at the CEED Global Networking Events such as the Global Leaders Talks where you will be able to exchange experiences, share good practices, learn about global trends and network with a wider network of business founders & CEOs.
CEED Thailand Cohort#1
Women Entrepreneurs Program

Program:

• Strategic review workshops
  3 full-day workshops
  with experts from CEED global pool
  January 2021
  January 15th, 16th and 22nd

• Peer-Peer Group
  5 half-day Peer Group meet-ups,
  plus guest speakers
  from February – June 2021
  February 5th, March 5th, April 2nd, May 14th and
  June 11th

• 1:1 Connect
  3-time one-on-one mentoring session
  from February - April 2021
  Dates will be set according to availability of both
  parties

• Global Club
  4-time Annual CEED Global Leaders Talk
  1-time Annual CEED Global Conference
  from January – December 2021
  Depends on world situation with COVID-19
  (Dates are subjected to change with prior notice)

Who can apply:

- Women Entrepreneur whose company has
  10-100 employees
- Strong passion to learn and gain new
  experiences from others
- Open-minded with growth mindset
- Be able to communicate in English
  with the willingness to share
  self-experience
CEED Thailand Cohort#1
Women Entrepreneurs Program

Program Fee:
- Regular fee at 70,000 THB
- Apply NOW until December 10th for Early Bird Promotion and get 50% sponsored by Vitol Foundation at SPECIAL RATE ONLY 35,000 THB (Excl. VAT)

Apply Now:
T: +66 99 454 9987
E: info@ceed-thailand.org
W: www.ceed-thailand.org
FB: @CEEDThailand

Final Application Date:
14th of December

Cohort Size:
15-20 participants

CEED Thailand team

Vichate Tantiwanich
Advisor CEED Thailand

Chayaditt Hutanuwatra
Advisor CEED Thailand

Weechadchada Yongsuwankul
Director CEED Thailand

Vipas Atthapoolsup
Deputy Director CEED Thailand

Already over 14 years we help business founders gain the capacity (know-how & best practices), capital & connections they need for their growth:

- Know-how & Best Practices
- Access to Capital
- Access to new markets
- CEED Community
- Growth
- Profesionalization
- International Expansion
- Global Company

We support companies through all phases of growth

Supported by Vitol
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