



CEO Message

We at APIC are proud of being part of Thai and World community in helping professionals, leading organizations, students and social communities to discover Inner S-M-I-L-E : DNA of Leadership Happiness, to develop the right competencies with the right heart and to empower the right culture in pursuing the ladder of both success and happiness.

Our S-M-I-L-E ripple effect starts from innovative blending global best practices, creating Thai SMILE Leadership Principles and growing our clients on becoming Leadership role model in Thai and Global Community for more than 14 years. With our leading edge S-M-A-R-T learning methodology, we enhance our interactive collection of leadership best practices in our APIC SMILE communities. We strongly believe that “Win small & Win often” approach in being S-M-I-L-E Leadership model can make our small world a better place to live.

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APIC's Journey to success during 1996 and beyond

1996-2002 Period : Innovative blending global leadership best practices

Integrate World Class Leadership Technology, Eastern Wisdom and Thai Best Practices

- Established APIC Leadership R&D learning Center by partnering with Hermann International to integrate Whole Brain Leadership Technology with Practical Thai leadership experiences. This holistic Innovative blending between best of breed World class Leadership Technology and Eastern wisdom including Thai best practices are very well accepted especially to the leading international companies that seriously would like to create western success in Thai Happiness culture like Microsoft, Pfizer, Oracle etc.
- Organized APIC CEO Conference “Building Leadership Legacy” to share international leadership best practices in the area of implementing Whole brain leadership in Thailand by honorable leaders such as Ex-Prime Minister Anand Panyarachun including CEO from leading companies like IBM, Microsoft, Office of the Civil Service Commission (OCSC). The Outcome of the APIC Knowledge sharing conferences did create series of program in UBC 7 and broadcasted in leadership weekly column of Thansettakij Newspaper and People Magazine.
- Published Best seller book “พลังแห่งอัจฉริยภาพ (The Power of Leadership Intelligence)” from the collection of APIC Leadership best practices on the least resistance leadership journey of both Thai and Global leaders. This insight leadership findings are the principles in co-creating leadership and management program with leading Thai organizations such as SCG Group, CP Group, KBank, Krungthai Bank, Big C Supercenter, LEO Group of Companies, National Housing Authority of Thailand, PQ Chemicals, Hana Semiconductor etc.



2002-2007 Period : Creating Thai SMILE leadership Role Model

Using Thai SMILE principle and Multi-Dimension Intelligence profile technology (MIP) to empower leadership potential



- Pioneered in integrating the Art of Emotional Intelligence (EQ) with Thai SMILE with the Science of Multi-Dimension Intelligence Profile Technology to help leading organization in Thailand and Asian such as American Express, Aijinomoto, Bangkok Bank, Hitachi, KGI Securities LEO Group, MCOT, Muang Thai Life Assurance, NC Housing, Sahapatanapibul, Thai Airways International, UBC, UOB etc. to discover leadership authentic character including leadership happiness sweetspot and build SMILE Leader principle to empower their seen and unseen leadership potential.
- Published Best Seller book “EQ with Thai smile” with Chulalongkorn University bookstore with more than 10 editions and was number 1 in top chart for more than 7 weeks and Co-Published with Amarin Printing Publisher on Leadership EQ with Thai Smile and Executive EQ with Thai smile that was also weekly printed in Prachachart Turakij weekly Newspaper. This Thai SMILE Principles have been used to help students, professionals, leaders and organizations to stop and use their self awareness in discovering their inner Thai SMILE which is the inner positive happiness in their life, manage their happiness emotional, build their innovate inspiration voyage that combines both happiness and success including emphatic listening with both head and heart to enhance their social intelligence network.
- Created APIC Consulting Services and Value added Solution to help leading organization including their customer and communities network such as IBM, Asia Books, Application Hosting, Amex Team Advertising, Board of Investment, FXA Group, Puumsoft, Oracle, Jasmin International, Kridanakorn, Modernform Group, Nation Group, Royal Orchid Hotel TIPCO and Stock Exchange of Thailand etc in leading change and build their cultural transformation by using Thai SMILE Principles in discover their unique authentic happiness sweetspot, to define their strategic heartbeat and create New Vision and Blue Ocean Strategic Alignment to shift their new culture and Priority Action.



2007 - Beyond Period : Growing Thai SMILE communities

Using SMART learning Methodologies, SMILEY heart Center and SMILE Principles to build Global Thai SMILE Communities and Networks

- Create SMART learning methodology to shift from lecture based learning to real life problem based learning by architect whole brain action with the art and science experiences based learning environment. Using SMILE leadership principles with Multi-Dimension Intelligence Profiles technology, facilitators can customize the learning style with the right multimedia tool and environment to accelerate their leadership and organization development. With this new learning technology we did pioneer in building leadership maturity fitness assessment program to build 3 phases of leadership voyage that are Phase I: assessing and awakening the seen and unseen leadership and organization potential, Phase II: architect and articulate committed leadership blueprint, Phase III: align and attune leadership new vision and behavior with mentoring from World class practitioner CEO.
- Published best seller book ผู้นำสายพันธุ์ใหม่ (Innovative SMILE leader) and ถอดรหัสความสุข (SMILE : DNA of leadership Happiness) and translated into English and Chinese to demonstrate leadership voyage from Thai smile admirable leaders such as K.Choak Bulakul, MD Farm Chokchai, K.Bundit Ungrangsee, World class conductor, K.Thanwa Laohasiriwong, Country GM IBM Thailand, K.Viwat Limsakdakul, MD TIPCO Foods, K.Suchada Theeravachirakul, MD Unilever Thai Trading. We also published new leadership insight and finding on APIC Leadership review which also published in Manager weekly magazine, The Nation and Kruentheptura,kit Newspaper.
- Build Smiley heart Center and Co-create One Million Smile@Everest Project including published best seller book “ The Ultimate Journey of love on Everest” aims to inspire one million future leaders with holistic leadership feedback loop from designing, developing, and coaching end to end to discover their greatness, dare to dream the impossible and align their heart, brain and body to make their dream come true. We developed one of a kind leadership voyage program with leading Thai companies who dare to lead not just in Thailand but also the Asian and global as well such as Banpu, Tipco Foods, Homepro, Somboon group to develop future successful leader that can expand their business to this small world

