

6



Smart People

- 6.1 Smart People Strategy
- 6.2 Good People Development
- 6.3 Smart People Development

SMART PEOPLE





Performance 2024



Employee participation in
social contribution activities

98%



Average training provided

16 Hour/People /year



Course personnel Development

132 Programs



Budget for employee
capability development

4.2 Million Baht

6.1 The Smart People Strategy



“Create Value for Oneself, the Organization and Society”

Amid rapid global changes in technology, economy, society, and the environment, the company recognizes the importance of adapting its “**people**” and “**organizational culture**” management strategies. This is to ensure resilience in the face of change and to enable sustainable growth at the individual, organizational, and societal levels.



The Smart People Policy

The company is committed to creating a positive work experience for its employees and aims to become a learning organization, employees can develop future skills to cope with changes in society, technology, and the environment. The company also seeks to instill a strong sense of ethics, responsibility, and good corporate citizenship, with the ultimate goal of nurturing truly “**Smart People.**”



Management Approach



1. Developing Competent People (Competency for Performance & Growth)

Emphasizing the development of essential skills for career advancement through a variety of strategic development tools such as.

- Reskilling Upskilling : Developing new skills in employees to adapt to technological changes.
- IDP (Individual Development Plan): Defining Individual Development Plans Based on Career Paths.
- On-the-job Learning: Learning through actual work, ex. CI Projects, Talent Projects
- Coaching & Mentoring: Transferring leadership experienced to employees



3. Creating a Learning Organization

Developing an understanding of changes around that affect personal and family sustainability, the organization, and society.

- Supporting Lifelong Learning: Encouraging employees to learn new things.
- Developing Learning Systems: Organizing training, seminars, and learning resources.
- Promoting Knowledge Exchange: Sharing knowledge and experiences from both outside and within the organization.
- Creating a Learning Environment: Encouraging employees to think innovatively, take action, and learn from mistakes.



2. Developing Good People

Focusing on instilling ethics, transparency, and social responsibility alongside skill development

- Instilling Ethics: Adhering to principles of good governance, transparency, and accountability.
- Promoting Social Responsibility: Contributing to societal value.
- Fostering a Supportive Organizational Culture: Encouraging teamwork and mutual respect.



4. Driven by Technology

- Utilizing Technology for Learning: Using e-Learning for efficient learning.
- Managing People with Technology: Developing and improving systems for human resource management and work processes to enhance the company's growth potential.
- Creating Efficient Communication Systems: Using communication technology to allow employees fast and easy access to information and news.