

7.1 Smart People



“Create value for oneself, business and society”

Employees are indicators of organizational success in driving business success. In addition, the current situation with the COVID-19 made digital operations play a significant role required new skills especially on the use of technology, data analysis, to improve work efficiency. With this, the Company needs to support the development of new skills for the future including re-skill to compete effectively. The Company has set the “Smart people” policy to be “good people, smart people” It’s made better for themselves, business, and society.

Developing a Smart people strategy is an important basis for responding to the Sustainable Development Goals (SDGs) in all developments especially in education development, innovation development, efficient use of resources, and good citizenship, which will lead to transparent organization.

Smart People Policy

The strategy of human resource management to support business expansion and competitiveness is to develop Smart people. With this, the Company has prepared courses and potential development plans for executives and employees under the business philosophy of “Somboon Triple bottom line”.

Employees who are good people and smart people are essential for sustainable business. In this crisis, the company encourages employees to work more flexibly in all functions. Thus, the company continues to provide additional training to enhance the skills and abilities of employees, while strengthen the knowledge and skills needed to drive the organization in the future.

Management Approach

The Company places importance on the organization’s management, determining employees’ role during the COVID-19 crisis with an organizational structure to support the New Normal work. Moreover, the Company plans enough manpowers to ensure the development of employee’s skills for the future. In addition, the Company has regularly appraised and planed its compensation to suit the future competition of the company.

The key change in year 2021 is that the Company has adopted an online meeting system and training system as well as tracked the status COVID-19 risks in the organization through weekly surveys. The company in 2021 has continued operating its business smoothly through controlling and monitoring the epidemic to employees effectively. As a result, the industry is continuity and uninterrupted during the epidemic. The company also offers online learning courses and encourage employees to self learning throughout organization. In 2021, the training hours are 12.44 hours/person/year, while the Company has adjusted the practice for doing good deeds activities that are more accessible and easier for employees, making the hours of doing good deeds achieved the goal of 9.4 hours/person/year.