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PR News
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In an era of disruption, speed is a key success factor which has challenged the operations of government and business sectors and has accelerated the speed of organisational change using innovation. The key to driving organisational innovation is the preparedness of organisational leaders and high-level executives who are to become corporate commanders leading the organisation to its goals and vision. Successful organisational innovation starts from leaders with the correct mindset and skills. To advance the region to the center of innovation, RISE, a world-class organisation which strives to accelerate regional organisational innovation, has recently joined hands with Stanford School of Business in driving the Executive Corporation Innovation project during 27-29 August 2019 in Thailand.
Dr. Supachai Pachariyanon or "Doctor Kid", Chief Executive Officer and founder of RISE, said that it would be the first time that the Stanford Graduate School of Business, the world's most innovative university, offered the Executive Programme on Corporate Innovation in Southeast Asia to ensure that executives are able to develop strategies, build the skills of world-class leader, and be ready to create change for the organisation in an era in which "speed is a key success factor". Three faculty members of the Stanford Graduate School of Business will join the programme including:
1. Yossi Feinberg, The Adams Distinguished Professor of Management and Professor of Economics Distinguished Professor of Management and Economics, Faculty of Business Administration at Stanford University and also the director of the Stanford Ignite Institute, a global innovation programme offered by Stanford University.
2. Baba Shiv, Director, The Innovative Technology Leader Professor of Marketing with numerous outstanding writings about neuroeconomics to study and develop innovation, a course instructor at Stanford GSB and the Hasso Plattner Design Institute at Stanford University. His writings include "The Frinky Science of the Mind", "Scaling Design Thinking Globally", and "Crafting Interventions for Massive Change". He has extensive experience in teaching executives around the world on strategic planning and becoming a leader who drives innovation in an organisation.

3. Jonathan Levav, Co-director, Innovative Marketing for Strategic Advantage และ Faculty Director,

Behavioral Lab Professor of Marketing at the Stanford Graduate School of Business with outstanding research on consumer decisions and choices using psychological testing tools.
All the three faculty members are prepared to offer intense knowledge to executives in Southeast Asia through research, case studies, and workshops which provide hands-on experience in order to drive the Executive Corporation Innovation which will be held in Thailand in late August this year. Students will receive a certificate from Stanford Graduate School of Business after the programme.
RISE has designed this programme with Stanford GSB to be suitable for leaders and corporate executives who want to create real innovation. What we want every executive to acquire is the ability to tap into the problems and overcome challenges in creating organisational innovation, especially for organisations that have been in existence for a long time to have an opportunity to create new skills that are necessary as well as the ability to structure organisational innovation whether by formulating strategies, brainstorming ideas, developing products, services, and marketing strategies, building leadership skill, and creating corporate culture in order to drive

organisational innovation in the big picture.
“The programme reinforces RISE’s core mission to increase the GDP of Thailand and Southeast Asia by one percent. RISE believes that when executive-level leaders have the right mindset and skill set for the creation and development of organisational innovation, the innovation will become a reality, which is the ultimate outcome that we want to see from the executives who complete RISE’s Stanford Graduate School of Business programme.”, concluded Dr. Supachai Pachariyanon.
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