



IOD Breakfast Talk 1/2016

The Power of Culture: From Performance Culture to Winning Culture

25th April 2016, 07.00 – 09.30 hrs.

at Ballroom 1, Sheraton Grande Sukhumvit Hotel

Event Overview



A company's **culture** has a powerful impact on its **performance**. Culture is the glue that binds an organization together and it's the hardest thing for competitors to copy. It is a real lasting source of competitive advantage. High-performing companies know that winning cultures aren't just about pride, affiliation or well-being. Winning cultures treat performance as an explicit output and foster an environment that is conducive to generating the best possible results - not just for

employees, but also for customers, suppliers and shareholders.

Growing from Performance Culture to Winning Culture requires a combination of distinctive elements that set the company apart from other organizations and give employees a strong sense of purpose and meaning:

- How to reinforce the feeling of belonging, the passion for what the company does.
- Which behaviours of employees and leaders stimulate a Winning Culture?
- Which elements form the strongest backbones?
- How to link and deliver on Purpose and Performance.



Agenda

7.00 – 7.30 Registration

7.30 – 8.00 Breakfast

8.00 – 9.30 Presentation *"The Power of Culture: From Performance Culture to Winning Culture"*
by Mr. Alain Goudsmet, Olympic Coach and
Founder of Mentally Fit Institute

Registration & Event Fee

- IOD Member: 2,000THB (including VAT)
- Non-Member: 3,000THB (including VAT)

You may register online at <http://www.thai-iod.com/en/seminar-events-detail.asp?id=304> within 20 April 2016.

For more information, please contact 02-955-1156 #402

Cancellation Policy Advanced registration is required. IOD will not refund the event fee if a member fails to notify of absence less than 3 working days before the event.

About Speaker



Alain Goudsmet has specialized for more than 20 years in mental coaching - accompanying teams and individuals in their quest for sustainable top performance. As an executive for global leaders and sport coach for tennis, hockey and team sports, Alain has his roots both in the corporate and world of sports. He is now the Faculty at INSEAD - Fontainebleau, France & Singapore (Asia Campus). He is the founder of **Mentally Fit Institute**, an international coaching institute founded in Brussels in 1996, which focuses on Energy Management for Top Performance. With their Energy Management training and coaching programs they activate the 4 energy batteries – Mental, Emotional, Physical and Spiritual – and work to energize on the 3 levels of human performance - Individual, Team, and Organisational level.