



ดร.สุพจน์ ศรีบุญตพวงษ์

Head of AIS Academy (AIS)

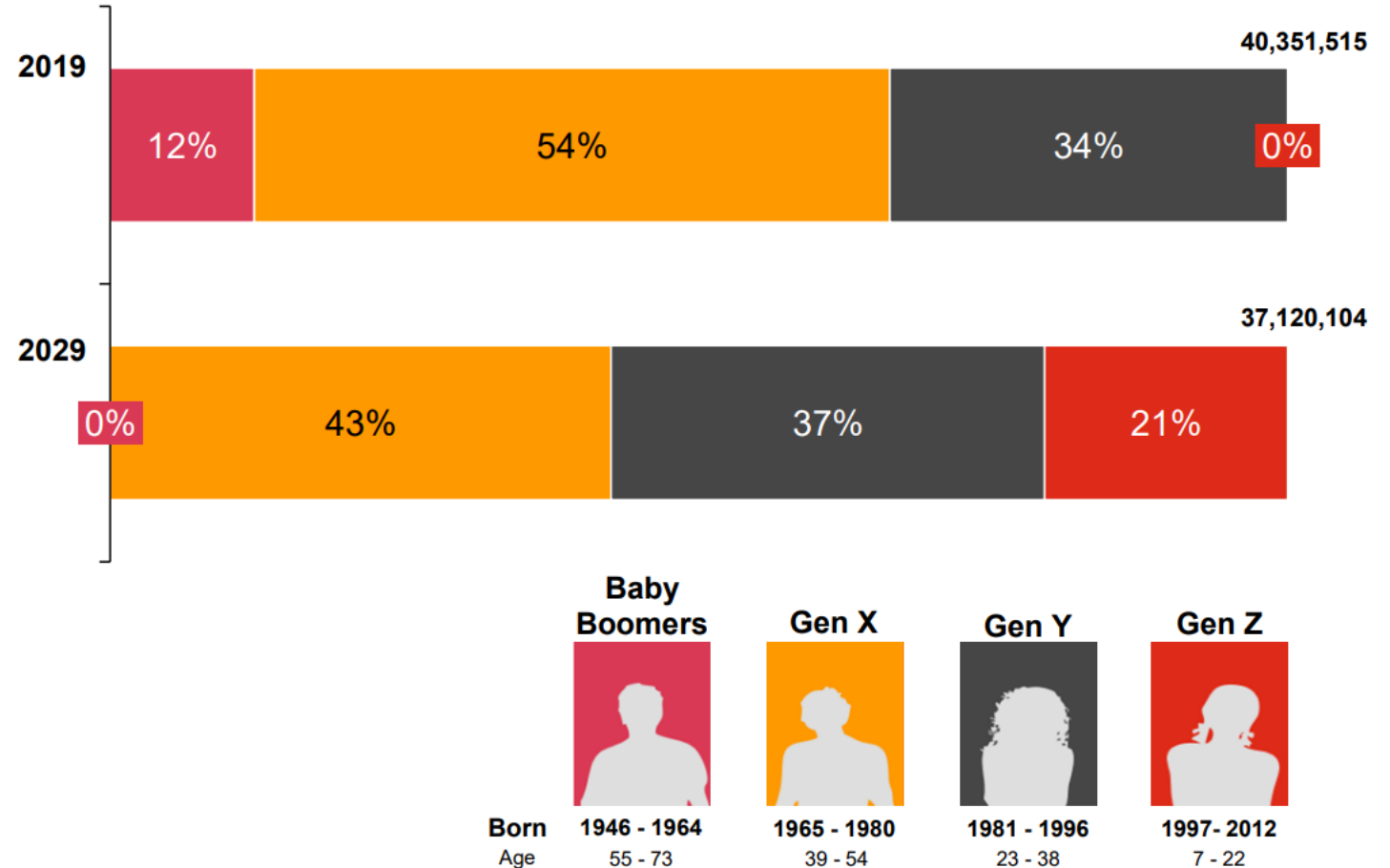
Head of Technical Knowledge Management (AIS)

Understanding **THE the Gen Z Workforce**

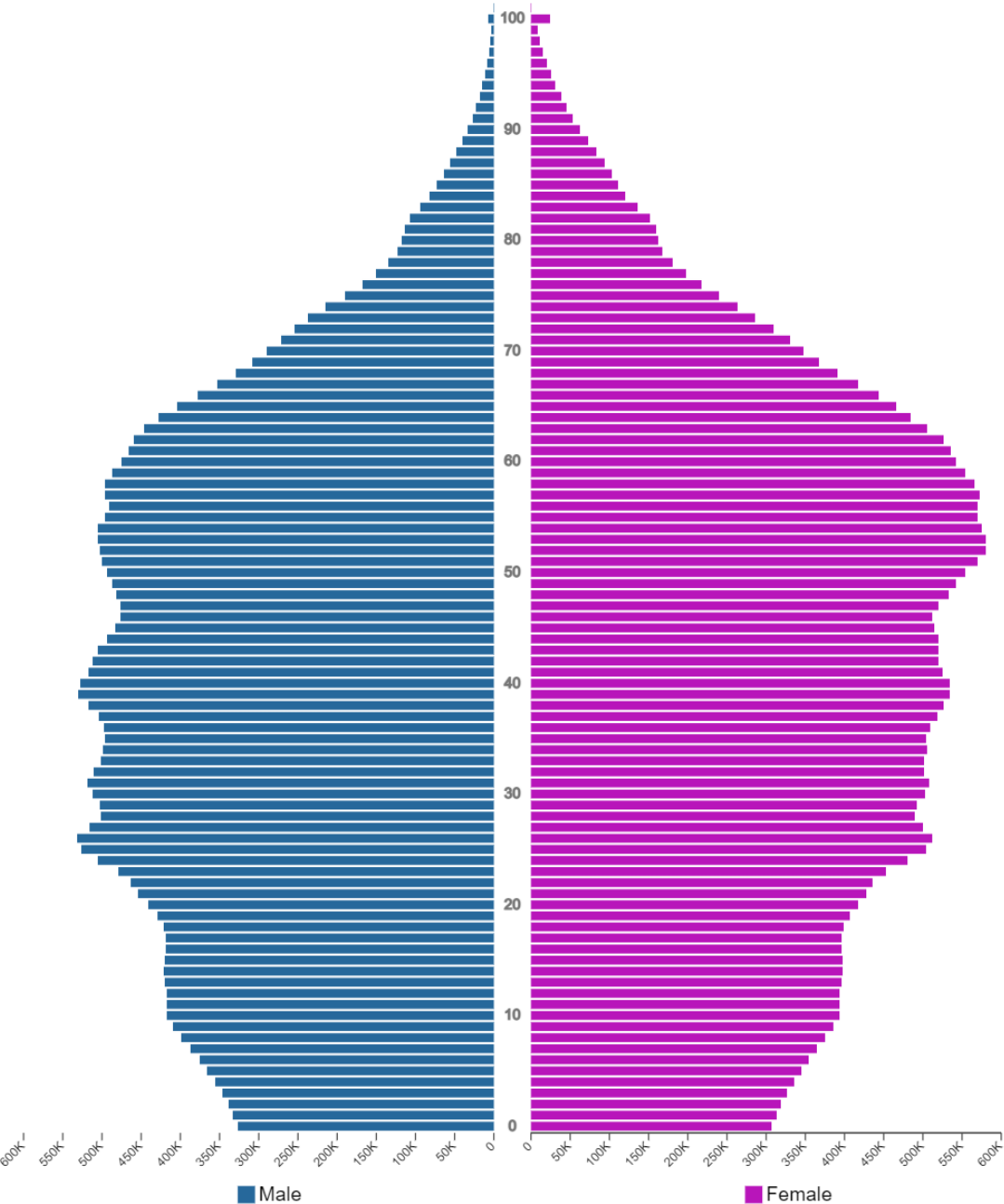
Shift in generational landscape in Thailand over the next 10 years will create new values in every organisation

In 2029

Majority of workforce will be Generation X and Y with 21% of Generation Z. And **in 30 years**, Generation Z will be the majority of Thailand's workforce.



Thailand Population Pyramid 2023



Thailand Median Age

39 Total

37.8 Male

40.1 Female

Thailand Population by Age

There are 58,122,244 people over age 18 in Thailand.

Census Years

Year	Date
1990	1 April 1990
2000	1 April 2000
2010	31 October 2010
2020	2020

H[AI]BRID WORKERS

CONTENT
CRE[AI]TOR

CRE[AI]TIVE

DES[AI]NER

ST[AI]TEGIC PLANNER

CL[AI]ENT SERVICE

F[AI]NANCE

PRODU[AI]CER

HOW WE CARE



COLLABORATIVE
WORKSPACE

HOW WE CARE

OFFICE PHONE BOOTHS

Providing privacy in shared space &
Healthy environment for creativity



HOW WE CARE



HEALTH & WELLNESS



HOW WE CARE



ACTIVITIES FOR ALL STYLES

HOW WE CARE



MAKING A POSITIVE SOCIAL IMPACT



HOW WE CARE

INTERNAL COMMUNICATIONS



HOW WE CARE

Town Hall Meeting



“Aunjai Station” Podcast



HOW WE CARE

EXTERNAL COMMUNICATIONS

เพิ่มไอคอน youtube



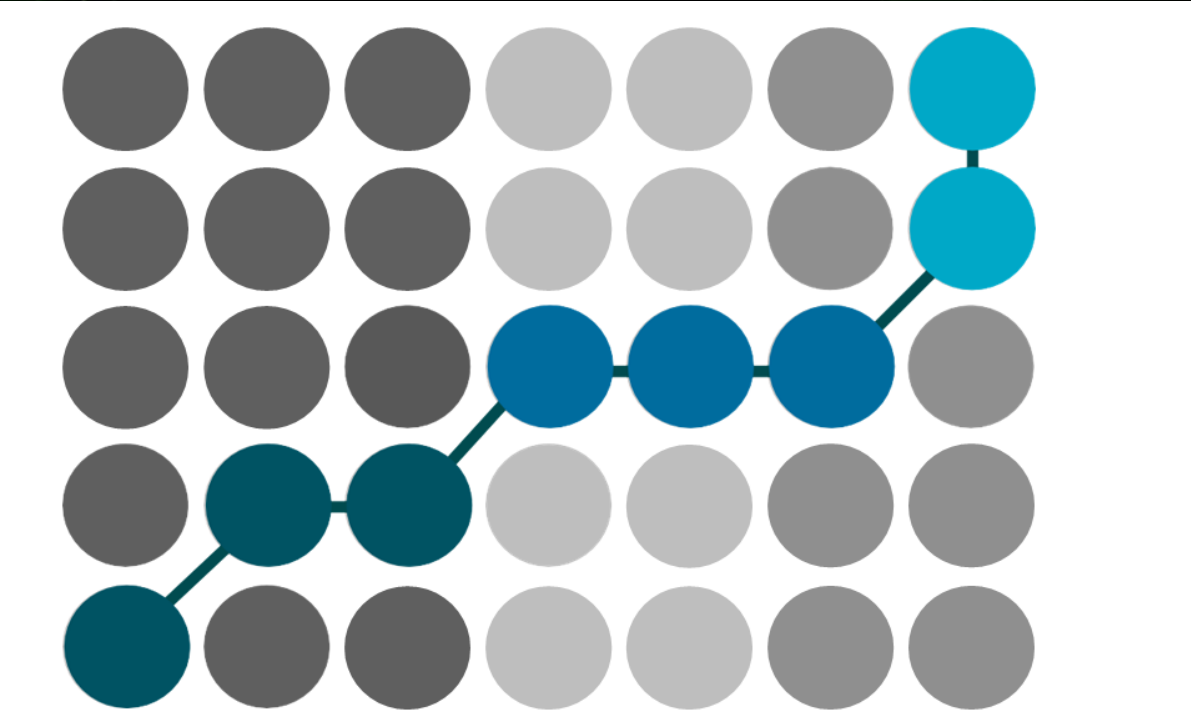
RESPECT INDIVIDUAL PREFERENCE



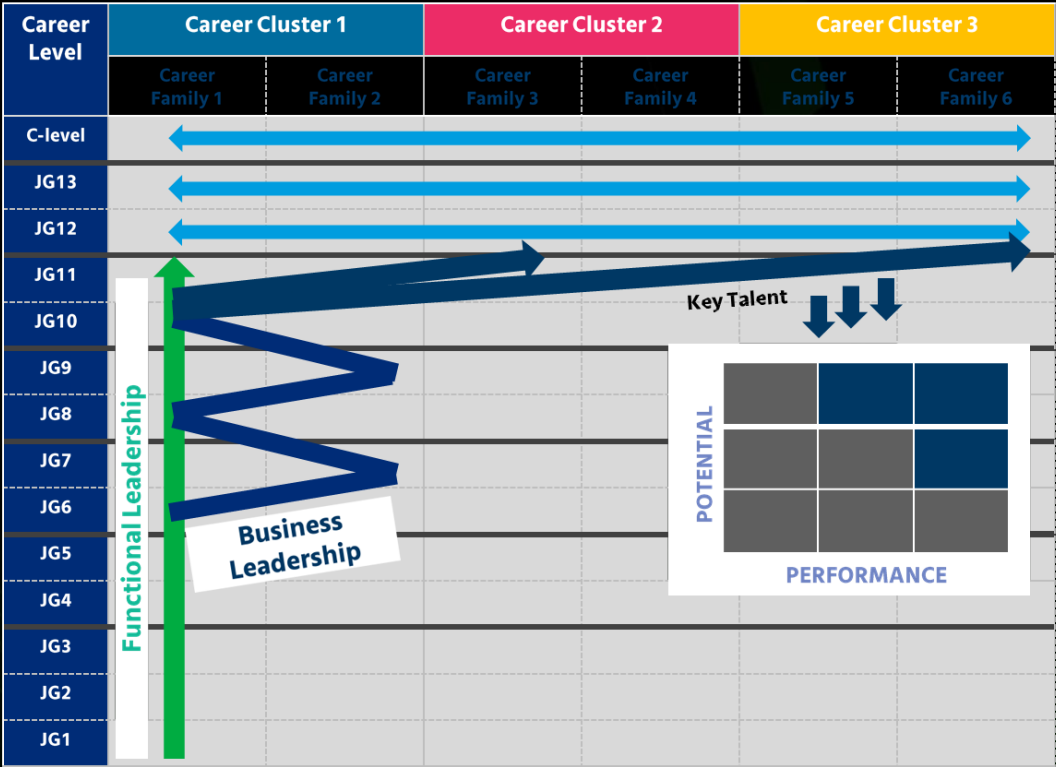
Creating a Culture of **Continuous Learning**

CAREER GROWTH AT AIS

Career Model



Employees are asking for **visibility in career options** and to **explore opportunities both vertically and horizontally**. They need to know that the organization supports their career ambition, and they want tools to help them achieve it and leaders who are part of the discussion.



- Scope of work and expected output/ outcome of own job family
- Core work processes of own job family
- Roles and responsibilities of positions in different job levels of own job family

Required competency
Knowledge, Skill, Attitude

Common competency
Required competency for all functions within job family
JF Sales and marketing

CCBO	CEBO	FBB	RO	New business
Wholesale Partner Management	Solution Architecture	FBB Communication Technology	No specific	Employment Mgt, Game Business Mgt

Specific functional competency

Competency Dictionary

Functional competency with proficiency level definition

	1	2	3	4
	1	2	3	4
	1	2	3	4
	1	2	3	4
	1	2	3	4

Competency Profile

	1	2	3	4
	1	2	3	4
	1	2	3	4
	1	2	3	4
	1	2	3	4

Good Functional Competency need to...

Create values or support key objectives of job

Be regularly used at work

Be mostly seen in good /high performer

Be able to develop

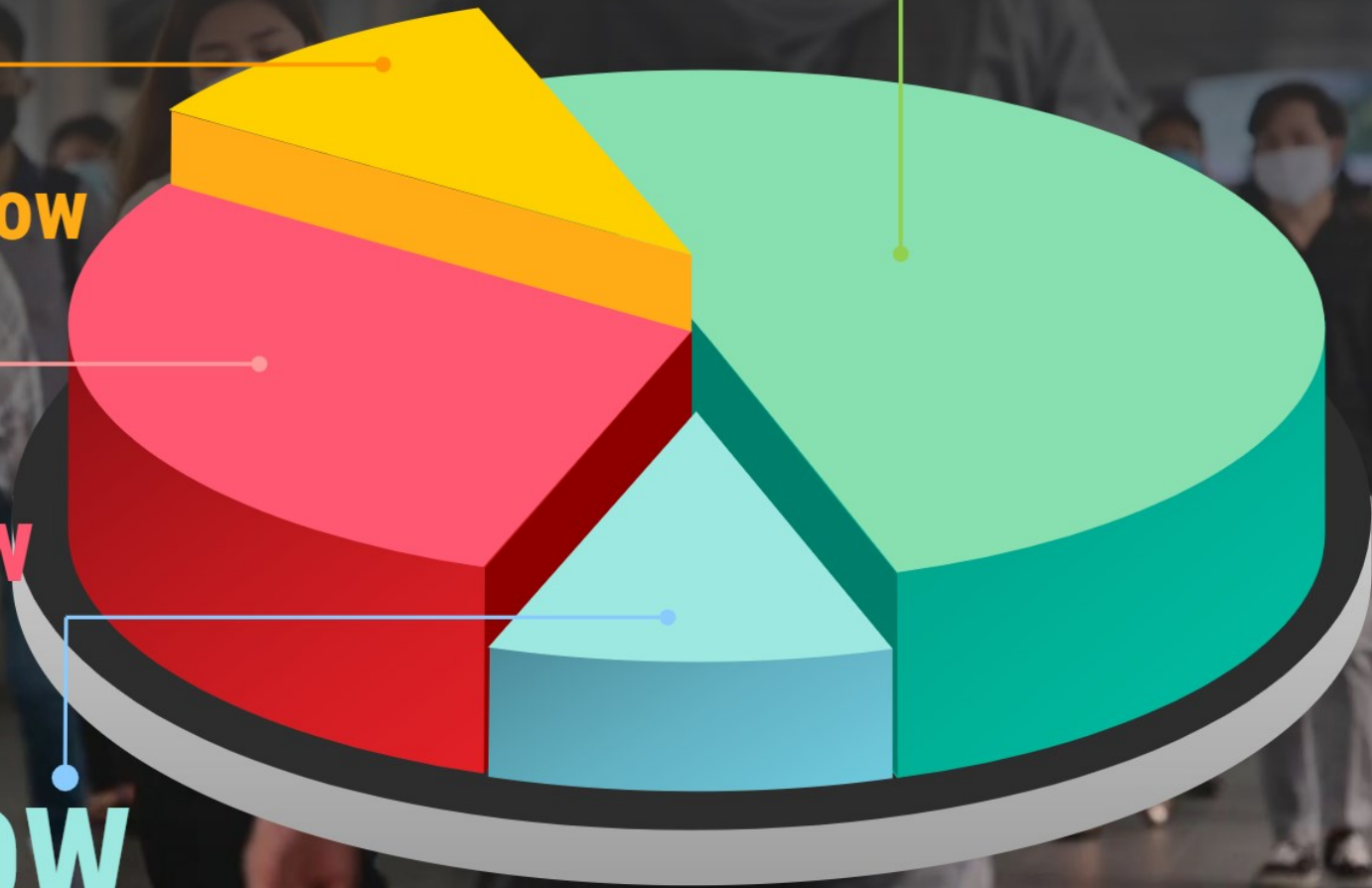
ความรู้ที่สำคัญที่สุด
คือ รู้ว่าตัวเองไม่รู้

Know I don't know

"Think" I know

I KNOW

Don't Know I don't know



UNCONCIOUS INCOMPETENCE

You don't know
what you don't know.

UNCONCIOUS COMPETENCE

You know what you know
and can apply it with ease.

CONCIOUS INCOMPETENCE

You realize what you don't know
and start to learn.

CONCIOUS COMPETENCE

You know what you know
and can apply it with effort.



The 4 Stages
of Learning



New Way of Staff Development

- Company provide the Facilities and Access.
- Become Own choice.
- Career Development : employee –driven
- New way to engage our employees.
- Innovative Employee Development methods.
- Using Gamification.
- Building a company new culture.
- Constructive Feedback as a tool.
- Blended Learning / Hybrid Learning

Able to access “Knowledge” faster,
everywhere, every time, any devices.

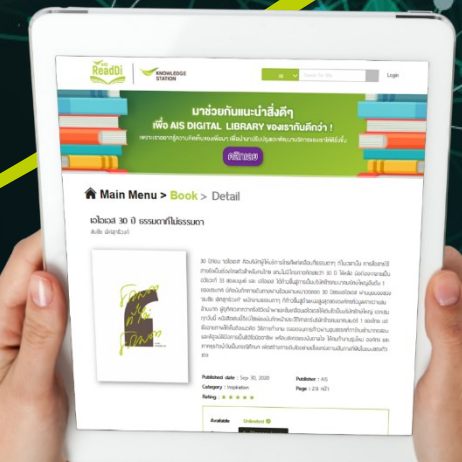
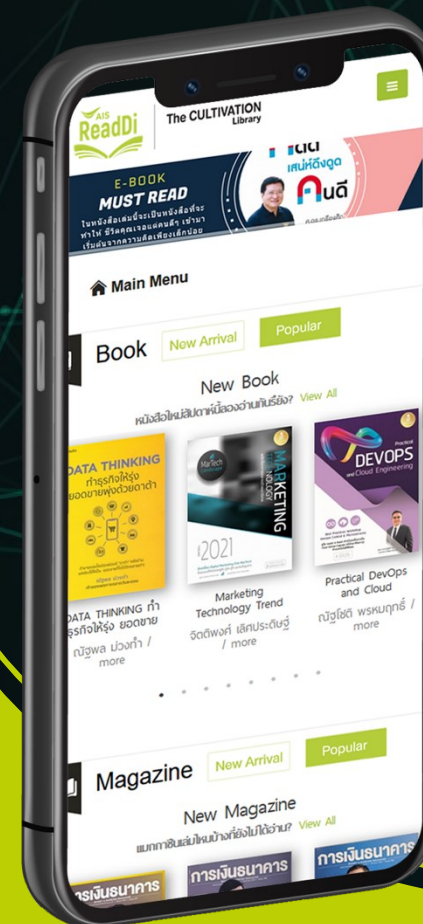
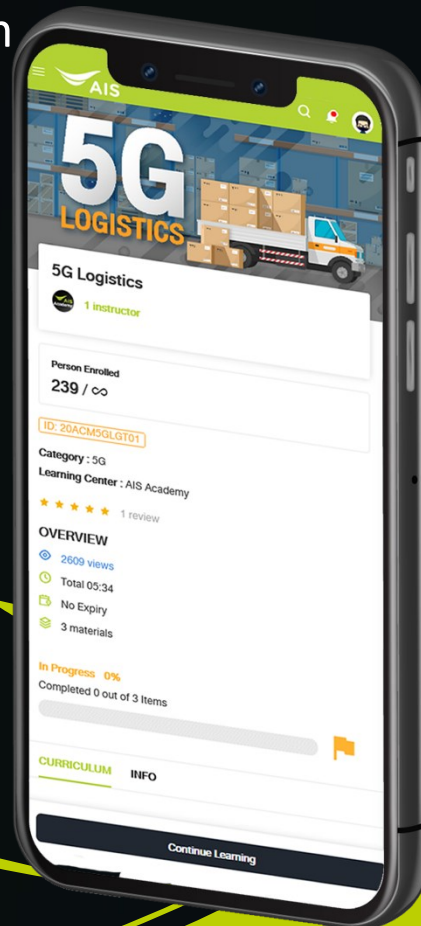
LearnDi

AIS Academy

Digital Learning Platform

ReadDi

Digital Library Platform





ผู้ให้บริการ **DIGITAL CREDENTIAL**
EXCLUSIVE PARTNER ในประเทศไทย
ที่ได้รับการรับรองมาตรฐานระดับสากล



CULTIVATING LEARNING CULTURE

Skillsphere
People Hub

รู้ จาก ล้ม
[เรียน] รู้ จาก [เคย] ล้ม

AIS Academy
INNO JUMP



**LEARN
ING**

Provides a comprehensive solution for individuals seeking to advance their skills and careers by fostering connection, development, and growth.



**GROWTH
MINDSET**

Encouraging the skills of bold thinking and taking risks is important, even if you fail. The key is to fail fast and learn fast to develop yourself and your work. Building the employee change agent to create motivation and inspire others by sharing stories of positive changes within the organization with colleagues and employees.



**INNO
VATION**

Provide high potential staff a chance to perform in the innovation development project through serving BUs in rapid developing and validating innovative ideas for new business prospects that align with corporate strategy.



LEARNING

Provides a comprehensive solution for individuals seeking to advance their skills and careers by fostering connection, development, and growth.

Reskill

Upskill

New skill

Learning & Development with FOCUS



- Grow Your Own Career
- Building Trust Leadership
- Active Constructive Feedback



- Building Relationships
- Communication
- Conflict Management
- Developing Others
- Execution
- Leadership for New Leader
- Manage Change and Adaptability

- Motivating Others
- Personal Productivity
- Performance Management
- Problem Solving
- Retaining Your Team
- Trust & Integrity
- Team Building



- Professional Competencies:
- Functional
 - Business
 - People & Leadership
 - Data & Digital

- Individual Development:
- Purpose
 - Physical
 - Relationship
 - Finance



- Agility & change
- Mindset & personal growth
- Leadership
- Communication & Collaboration

- Innovation & creativity
- Business acumen
- Productivity
- Digital skills



- Working Remotely
- Business Skills
- Technical Skills
- Critical soft skills
- Innovative technical skills
- Innovative technical skills
- Supporting your global learners
- Hosting proprietary resources
- Translate Caption
- International Collection



- General English
- Academic & Test Prep
- Business Skills
- Career-Aligned



- Agile Project Management
- Interpersonal and Intercultural communication
- Communicating Effectively
- Customer Relations
- Time Management & Organization Skills Mentoring
- Problem Solving and Decision Making
- Business Writing for Results



- Conflict Management
- Accounting & Finance for Non-Accountants
- Conducting Effective Meetings
- Creating Engaged and Motivated Employees
- Human Resource Essentials
- Performance Management
- Project Management Essentials



- Product Innovation & Partnership through Empathy-Driven.
- Executing Large Scale Change with Effective Collaboration.
- Building Trust to Successfully Digital Acceleration.



- Executing Large Scale Change.
- Digital Acceleration.
- Product Innovation & Partnerships.
- Capstone.



รับ จาก ล้ม
[เรียน] รู้ จาก [เคย] ล้ม

GROWTH MINDSET

Encouraging the skills of bold thinking and taking risks is important, even if you fail. The key is to fail fast and learn fast to develop yourself and your work. Building the employee change agent to create motivation and inspire others by sharing stories of positive changes within the organization with colleagues and employees.

BATCH#2





INNO VATION

Provide high potential staff a chance to perform in the innovation development project through serving BUs in rapid developing and validating innovative ideas for new business prospects that align with corporate strategy.

AIS Academy INNO JUMP

7th CONSECUTIVE YEAR





Mentorship and Cross-Generational **Collaboration** **Learning**

AIS DIGITALTALENT

THE MASTERS

เสริมทัพด้วยคนทำงานรุ่นใหม่ที่พร้อมทั้งความรู้
ความสามารถด้านดิจิทัลเทคโนโลยี เพื่อสร้างความได้เปรียบ
ในการแข่งขันในยุคปัจจุบัน

THE BLOOM

สร้างความได้เปรียบอย่างยั่งยืน ด้วยการบ่มเพาะนักศึกษา
ที่มีความสามารถ และศักยภาพที่โดดเด่นในสายงาน
ดิจิทัลเทคโนโลยี เพื่อมาเป็นกำลังสำคัญขององค์กรในอนาคต



DIGITALTALENT

THE MASTERS





