



**ABAC ODI SUMMIT 2017**

**MANAGEMENT DESIGN  
 FOR THE DIGITAL ERA:  
 DIAGNOSTIC WORKSHOP  
 FOR MANAGEMENT  
 DESIGNERS**



**DR. MICHEL LUKAS**

Michel Lukas' inspiring Management Design methodology and 30 years' experience as a senior executive in global corporations, supports executive teams worldwide building management capabilities as a competitive advantage. He is the author of the critically acclaimed management titles, *THE PERFORMANCE TRIANGLE* and *MANAGEMENT DESIGN*. His books have been featured as part of the leading conversation at the annual Global Drucker Forum in Vienna. As a thought-leader on the subject, he frequently publishes in journals, lectures at universities and debates on the podium of recognized management forums around the world. Lukas' recognized management and academic credentials from the U.S. and Switzerland, his foresight as a certified off-shore sailing skipper, his people dedication as an army officer and his endurance from extensive mountaineering experiences make him a most valuable discussion partner, a mentor for senior managers and management expert.



**20 JULY 2017, THURSDAY**



**HALL OF FAME BUILDING C  
 ASSUMPTION UNIVERSITY HUA MAK CAMPUS**

592/3 Ramkhamhaeng 24 Rd.  
 Hua Mak, Bangkok Thailand 10240  
 Tel. +66 (2) 300 4543-62 Ext.1244  
 Tel. +66 (2) 719 1929

**MORNING SESSION**

**Topic** Management Design for the Digital Era:  
 Diagnostic Workshop for Management Designers  
**Time** 900-1200H  
**Participants** OD Practitioners, HR Managers,  
 ABAC Faculty , M.M.OD and  
 Ph.D. OD Program students and alumni

**Free Seminar** [Register by >>](#)



**AFTERNOON SESSION**

**Topic** Management Design for the  
 Digital Era Diagnostic Workshop for Executives  
**Time** 1300-1600H  
**Participants** This session is exclusively by invitation for  
 a limited number of participants who are Executives,  
 Key partners and prospects in Thailand, ASEAN and China.

In today's fast moving and volatile business environment with well-educated talent getting work done, executives face a dilemma. On the one hand, digital and agile work is becoming the norm with transformation programs in place to get there. On the other hand, leaders continue to manage the way they have always done it with tight targets, rigid plans, and control focused communications. Most leaders recognize that traditional management has lost its impact and fails to deliver on speed and agility. With a diagnostic tool, workshop participants experience the critical levers to design management for the digital era. They will take home deep insights and 3-5 practical ideas to manage businesses with superior control in the new dynamic environment.