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Overview:

Atchara (Cara) was named and awarded #1 Coach in Asia by Dr. Marshall Goldsmith - the world's most influential leadership thinker and executive coach. She was also awarded as one of the top 20 Global Trainers of the 2020 by The International Federation of Training and Development.

She has helped leading organizations in Thailand and other countries develop their leadership and innovative people development programs. She has also successfully coached leaders at all levels during their leadership transition and in terms of people management strategies.

Atchara is a pioneer who creates and develops simplified coaching processes for leaders at all levels. These processes have helped executives and leaders integrate coaching into their daily leading and management activities. Her innovative model has truly enabled the agility and transformation needed by modern organizations.

Atchara's "Leader as Coach" program was the first in Thailand that received Continuing Coach Education accreditation from the International Coach Federation. Her "thought leadership" appeared in leading newspapers and business magazines.

She regularly conducts studies on coaching culture and is frequently invited to speak on coaching trends and the future of leadership and coaching to international executives and HR forums as well as coaching conferences.

Her best-selling book, "Leader as Coach," is the first Thai language book that introduced the notion of simplified coaching conversations to leaders and contains a foreword from Dr. Marshall Goldsmith.

Atchara has developed leaders and people who are from Fortune 500 and Global 2000 companies, governmental sectors, state-owned enterprises, the largest financial organizations, family owned business, industry leaders and entrepreneurs, etc..

Atchara was interviewed by GM Magazine recently as the only coach recognized as a Thailand Top Influencer. She recently received “Woman Leadership Award” from CMO Asia. She was the only coach from Thailand who was nominated for The Thinkers50 Marshall Goldsmith Distinguished Achievement Award for Coaching and Mentoring.

Corporate Work Experience:

Atchara was also **awarded “the best manager of the year”** in 1997 while working with Northwest Airlines. She led in-flight services and managed people across the regions as well as leading the regional leadership development initiatives and projects.

After 15 years with the airlines, she spent her fruitful career in training and development as a Director for Central Retail Corporation Ltd. After that she became General Manager of Extended DISC (Thailand), and oversaw Sales & Marketing, coached Extended DISC’s clients and developed Extended DISC training programs.

Community Activities:

Atchara also guest-lectures at top universities in Thailand. She frequently contributes ideas and speaks at various forums such as the one organized by Hong Kong General Chamber of Commerce as a panelist in Daniel Goleman’s Emotional Intelligence Seminar, and as a keynote speaker at MBA Forum, Thailand HR Tech, ICF BKK Chapter Annual Conference etc.. She is also an author and columnist of people management strategy in magazines and newspaper.

Educational Background:

She received bachelor’s degree in Education at Chulalongkorn University. She earned her master’s degree in Arts at National Institute of Development Administration (NIDA), **where she was awarded an outstanding academic record in 2001**. She has Ph. D. in Management Development, an international program at NIDA. **Atchara was also awarded a Distinguished Alumni Award from NIDA in 2012**. She successfully completed the Leading Professional Service Firms, a world-renowned Executive Education Programs from Harvard Business School.

Atchara is also a certified Master Trainer of Think on Your Feet®, the advanced thinking & communication skills that receives worldwide recognition as one of the most useful communication workshops taught today. She also wholly represents and conducts the coaching programs that are used by “Fortune 100” companies; the licensed programs of *Organizational Navigation Dynamics* from Switzerland.

At AcComm Group, she has successful track record in bringing her clients the creative, reliable and practical interventions. Her specialized areas include Leadership Development, Coaching, Developing Agile Leaders & Teams, Multiplier Leadership Coaching System, Organization Navigation, Leading Change, Communication, Emotional Intelligence, Management & Talent Development and Organization Alignment. She has also helped many leading organizations in Thailand succeed in designing & implementing organization cultures, service excellence and corporate branding.

Some of her clients include Advanced Info Service Plc., PTT, Plc., AB Food & Beverages (Thailand) Ltd., Bangkok Airways, Banpu Plc, DKSH (Thailand) Ltd., GE Energy, Cisco System (Thailand) Ltd., Kasikornbank, KBTG, Mitr Phol Sugar Corp.Ltd., Siam Commercial Bank (SCB), The Minor Food Group Plc., Unilever Thai Trading Co., Ltd., PepsiCo Inc., SCG, SCG-Dow Group etc.

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