Courses 2024

dots.academy

connecting the dots for brighter future

connecting the **dots.**

+ 6 years in industry

+ 100 public sessions

+ 100 companies

+ 2,500 alumni

Our KPI.

Number of people we can save this year ?

business

entrepreneur

employee

Our Services.

Learning & Development

- Corporate Training
- Employee Development Program
- Public Class
- Private Class

Consulting

- Learning & Development Planning
- Business & Marketing Consulting
- Management Consulting

Our Core Principles.

- พัฒนาคอร์สจากประสบการณ์ทำงานจริง ไม่ใช่แค่ทฤษฎี
- เรียนรู้ผ่านการลงมือทำ Workshop หรือการทำ Case Discussion
- ออกแบบหลักสูตรให้เหมาะกับบริบทของผู้เรียน / องค์กร

Practical Cognitive Personalized

Training Courses

Business skills.

Our training curriculum is meticulously designed to emphasize essential skills for business operations, with a particular focus on management and marketing disciplines. We are committed to continuous development and enhancement of our courses to ensure they meet the evolving challenges of the business world.

The Strategist Track: This suite of courses is an advanced exploration of strategic marketing thinking, building upon the foundational 'Winnings Strategy' course by dots. It has been expanded into four comprehensive sub-courses, each tailored to address increasingly complex marketing challenges.

The Marketing Stack: A group of essential training modules that equip professionals with current and in-demand marketing skills. This includes mastering Digital Marketing, Content Marketing, and Customer Experience, ensuring a well-rounded proficiency in the marketing domain.

course

Business skills. – The Strategist Track.

course

Market Identification & Evaluation.

This course delves into precise customer segmentation to ensure businesses can accurately identify and evaluate their target markets. It equips participants with the skills to utilize these insights in crafting coherent and effective marketing strategies and plans that align with the overarching business objectives, avoiding misdirection.

The Art of Understanding Customer Insights.

Participants will learn to deeply understand customer perspectives, shifting their approach to a customer-centric mindset. This module focuses on identifying key insights that can be leveraged to develop more effective marketing plans and activities, enhancing overall efficiency and impact.

Making Great Products: Value Proposition & Value Creation.

This course guides participants through designing and defining a business's value proposition to align with the focused market. It emphasizes creating a competitive edge with the right selling points, ensuring a business stands out from its competitors.

Customer Journey Design for Business Value.

This training covers the strategic design of the customer journey to deliver the created value effectively to the target audience. It involves planning marketing activities, determining the optimal channels for product placement, and communication strategies that resonate with the established business strategy.

Business skills. – The Marketing stack.

course

Digital Marketing Literacy.

This course provides a thorough understanding of digital marketing in the modern era, covering the latest marketing models, theoretical applications, expanding tools, and relevant case studies. Participants will learn to adapt these concepts to enhance their business strategies effectively.

Content Marketing Mastery.

Learn to navigate the currents of modern media by developing brand content that resonates with audiences. This course teaches the principles of creating high-quality content that adds value to target groups, meets marketing objectives, and achieves strategic business outcomes.

Customer Experience Excellence,

Transform ordinary customers into loyal advocates by crafting unforgettable experiences. This training delves into understanding customer experience processes and teaches how to apply them to create exceptional interactions at every touchpoint.

Measure What Matters.

Go beyond basic data collection and metrics to understand what your business should truly measure. This course covers identifying key performance indicators for success, setting strategic goals, and analyzing the data to inform business planning and decision-making.

Business skills.

course

Business Storytelling & Presentation.

Craft compelling narratives that captivate and engage, enhancing your expertise in business storytelling and presentation skills. This course aims to empower you to communicate effectively with your target audience, achieving the desired objectives of your message.

Storytelling for Leaders.

Learn the art of storytelling as a leadership tool to persuade and inspire your team towards achieving set goals. Understand the principles of crafting inspirational stories that drive exceptional outcomes.

First Time Manager.

Develop the essential skills required for ascending to a managerial or team leader position. This course covers team management, leadership, conflict resolution, and the fundamentals of managerial responsibilities to shape you into a professional manager.

AI@Works.

Explore a workshop on leveraging AI to enhance workplace productivity. Learn how AI can save time and resolve bottlenecks in various processes, while also discovering how to harness its benefits to significantly boost work potential.

Cognitive skills.

Our suite of courses is designed to enhance key cognitive skills that are crucial for professional efficacy and growth. These cognitive abilities are the cornerstone for building upon and synergizing with other skills to achieve heightened efficiency in the workplace. The series focuses on contemporary and essential thinking skills that are vital for success in today's dynamic work environment, including:

- Systematic Thinking
- Analytical Thinking
- Critical Thinking
- Creative Thinking
- Decision Making
- Problem Solving / Design Thinking

course

Cognitive skills.

course

Systematic Thinking: Six Thinking Hats.

Elevate your cognitive agility with the dynamic 'Six Thinking Hats' methodology. This transformative course will empower you to dissect problems with precision, make insightful decisions, and catalyze team synergy and innovation. Embrace a new paradigm of structured thinking that turns collaborative efforts into a breeding ground for breakthrough ideas.

Creative Thinking: Lateral Thinking.

Step into the realm of boundless creativity with our 'Lateral Thinking' course. Break free from conventional thought patterns and ignite a creative spark that transcends traditional problem-solving. Equip yourself with the tools to craft inventive solutions that redefine the business landscape and establish a culture of innovation.

Decision Making: Power of Perception.

Master the art of decision-making with a course that sharpens your perceptual acuity. 'Power of Perception' guides you through the intricacies of cognitive biases and risk assessment, enabling you to make decisions that are not just good, but exemplary. Learn to navigate the complexities of choice with a newfound clarity and confidence that sets you apart as a leader.

Problem Solving.

Transform the way you confront challenges with our comprehensive 'Problem Solving' course. Develop a robust framework for tackling complex issues, armed with a step-by-step analytical approach that ensures precision and effectiveness. Become the problem solver who can confidently turn obstacles into opportunities for growth and innovation.

Cognitive skills.

course

Critical Thinking.

Elevate your evaluative prowess with our 'Critical Thinking' course. Develop the ability to impartially assess information, identify assumptions, and make reasoned decisions. This course will sharpen your problem-solving and strategic decision-making skills, enabling you to navigate complex business scenarios with confidence.

Innovative Thinking / Design Thinking.

Embark on a journey of creative problem-solving with our 'Innovative Thinking / Design Thinking' course. Dive into the creative process to innovate and revolutionize your business approach. Practice utilizing tools at each stage of thought development, from problem identification to crafting unconventional solutions for continuous improvement.

Analytical Thinking.

Refine your data-driven decision-making with 'Analytical Thinking'. Learn to interpret and analyze information efficiently, uncovering valuable insights that inform intelligent business decisions. This course is designed to propel business growth by enhancing your analytical acumen.

The Growth Mindset.

Cultivate a mindset geared towards personal and professional success with 'The Growth Mindset' course. Gain tools and techniques to transform beliefs and build resilience against challenges. This course encourages a perspective of growth, preparing you to overcome obstacles and thrive.

People skills.

Our People Skills Enhancement Program is designed to advance the interpersonal skills vital for effective collaboration in the modern workplace. This series delves into understanding organizational diversity and offers key strategies to foster high-functioning teamwork while minimizing conflict.

The program extends beyond basic soft skills, providing insights into the psychological aspects of team dynamics, communication, and leadership empathy. It equips professionals with the tools for conflict resolution, building trust, and enhancing rapport within teams.

Participants will learn through a combination of theoretical frameworks and practical scenarios, ensuring they can lead with assertiveness, communicate with precision, and collaborate effectively. This streamlined course is crucial for those aiming to excel in leadership and cultivate cohesive, results-driven teams.

course

People skills.

Managing Diverse Personalities in Teams.

Discover strategies for effectively managing a variety of personalities within your team to enhance unity and collaborative efficiency. This course covers essential communication techniques and behavior management practices to reduce conflict and foster a strong team dynamic within your organization.

Collaborative Intelligence.

Master the principles of high-impact collaboration to improve work quality and personal development. Learn to thrive in an environment conducive to growth with tools that make teamwork more seamless, swift, and superior in quality.

Conflict Management in the Workplace.

Develop the skills to handle workplace conflicts, resolving issues and fostering mutual understanding in complex situations. This course aims to diminish confrontations that could lead to problems and create a positive work environment that maintains operational efficiency.

The Personality Code (MBTI Fundamentals).

Delve into the MBTI personality framework to gain insights into yourself and others, a vital tool for building positive relationships and effective teamwork. Understanding personality types paves the way for improved communication and collaboration.

course

Other Courses. – Short courses & sharing.

- Marketing for non-Marketer
- Effective communication: Empathy, Active Listening, Head & Heart Communication
- The Art of Persuasion: How to influence people and get what you want
- Designing organization / team's culture
- Powerful Email Writing
- Frameworks and tools for super productivity
- Data Storytelling
- Leading by questions
- Effective Time Management
- Learning strategy through board games
- Handling stress & pressure
- Project Management mad simple
- and more…

course

Trainer: Nuttaputch Wongreanthong

- Experienced as executive in digital marketing for public companies and digital agencies
- Decade of speaking and training experience
- One of Thailand's top marketing blogger with over 400k followers
- Author of marketing books; Digital Marketing, Content Marketing, Experience Marketing
- Certified Trainer – de Bono Thinking System

Working Experience

- Vice President, Head of Online Marketing - dtac
- Associate Director, Head of Social Media - Edge
- Digital Project Manager, RS PCL

Business Certificates

- Disney's Business Excellence - Disney Institute
- Disruptive Strategy – HBXIHarvard Business School
- Digital Strategies for Business – Columbia Business School Executive Education
- Innovation of Products and Services: MIT's Approach to Design Thinking
- Mastering Business Models, Strategyzer
- Mastering Value Proposition, Strategyzer
- Telenor Strategy Execution Online Programme – INSEAD
- Certified Trainer - de Bono Thinking Systems

mbti CERTIFIED

dBTS de Bono Thinking Systems ACCREDITED TRAINER

Trainer: Chirawat Sitarachiyanon

- More than 20 years of experience in Project Management, Business Development, F&B, Marketing Management และ General Management
- Ex-Top Management in companies

Experiences

- Swap Holdings - Consultant
- Krob Attarote - Consultant
- Intercof Corporation - Advisor to Managing Director
- The Never Ending Summer - Advisor to Managing Director
- Iron Chef H Group - Managing Director
- Dhara Devi Cake Shop - General Manager
- Wiko Mobile Thailand - CEO
- SiS Distribution - General Manager
- Wavelet Software - Director
- Hardware House International - COO
- Secret Recipe Cafe - Marketing Manager
- Pamari - Business Development Consultant
- S. Khonkean Food Industry - General Manager

Thank you.

For more info

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