

# Cross-Cultural Leadership Program

*A team of international trainers, totaling more than 90 years of working experience in Thailand*



**Jean-François Cousin**

Global Executive and Team Coach,  
Former Managing Director in Thailand

Jean-François has held senior executive positions in Asia and Europe for a Fortune 500 company. Expert in cross-cultural management and leadership, he has coached over 1,000 executives and dozens of teams around the world. Published many articles about cross-cultural management in Thailand



**Sukanya Uerchuchai**

Honorary Member and  
Former Executive Director of the  
Franco-Thai Chamber of Commerce

Thai national with more than 30 years of experience in management and marketing communications for Thai and foreign organizations. With 20 years of experience with the FTCC and 12 years as its Executive Director, Sukanya has all multiple cultural aspects to share with all.

November 2025 session



Wednesday 25<sup>th</sup> February 2026  
9 AM - 4 PM | Location: FTCC Office

**One day interactive workshop to bridge cultural gaps between Thais and Foreigners**

## Program Objective:

**Building understanding across cultures for efficient collaboration:** By understanding and acknowledging the impact of each culture in practical business situations, participants can foster better cooperation and communication between Thais and foreigners.

## Trainers:

**Expert trainers bringing diverse cross-cultural visions:** The workshop is led by a team of 2 experienced international trainers, each one with more than 20 years of experience in Thailand. Their expertise in cross-cultural management and leadership, along with extensive coaching and consulting backgrounds, ensure a high-quality learning experience. Additionally, the workshop provides participants with 2 different, yet complementary, cross-cultural perspectives. That enriches the learning experience and equips participants with a well-rounded understanding of cultural dynamics.

## Who should attend:

The workshop is designed specifically for **Thai and foreign professionals** currently working in Thailand, global leaders, and multi-cultural team members. The pedagogical approach ensures the content is relevant and applicable to the participants' roles and experiences.

## Learning Method:

**Collaborative learning-experience with real case studies and role-plays:** The workshop takes place in a safe and interactive environment, encouraging open participation, debates, brainstorming, and sharing among both Thai and foreign participants. That promotes active learning and knowledge exchange. Participants will engage in real case studies and role-plays. The hands-on approach helps move participants out of their comfort zones, challenges their perceptions, and focuses on behavioral shifts.

## Key Learning Outcomes:

- Understanding of core values:** Participants will gain insights into the differences between Thai and Western core-value systems and leadership models. Such understanding helps in building stronger relationships and creating a harmonious and effective work environment.
- Communication and relationship-building advice:** The workshop provides concrete advice on facilitating communication, investing in relationships, and encouraging assertiveness across cultures. The practical tips empower participants to navigate cultural differences effectively.
- Conflict management and team motivation:** Tips for conflict management, team motivation, and feedback on under-performance across cultures are also covered, helping participants to handle challenging situations with cultural sensitivity.
- Building trust and appreciation for diversity:** Participants will learn how to grow trust and enhance performance in cross-cultural teams within a matrix organization. Additionally, the workshop highlights the benefits of diversity, and of fostering an inclusive and respectful work environment.

## Conclusion:

Overall, the cross-cultural workshop organized by the Franco-Thai Chamber of Commerce offers immense value to participants by equipping them with essential skills, insights, and strategies to thrive in a diverse and international working environment in Thailand. At the end of the workshop, participants develop their own action plans to enhance their global leadership skills. The learning is personalized and can be immediately applied to their professional lives.

## Testimonials from previous Workshops:

- Christophe L. Accor: "I really appreciated getting input and insight from a Thai consultant"
- Alexandre B. Saint Gobain Sekurit: "Explanations about behaviors and beliefs were useful, and even essential to prevent me from making management mistakes"
- Serge A. Allianz: "This workshop provides great tools for people willing to build the bridge between French and Thai culture."
- FTCC Staff: "FTCC Cross-Cultural Workshop is a transformative experience. In just three days, I gained invaluable insights into the differences between Thai and Western cultures, boosting my confidence to work in a multicultural environment. Led by a very friendly team of experienced trainers, the program provides practical advice through real case studies and shared experiences, bringing your communication and leadership skills to the next level. As a French Sales Manager, this workshop has truly equipped me with the essential competencies to interact with my Thai colleagues and partners with greater effectiveness and empathy."