Franco-Thai Chamber of Commerce
หอการค้าฝรั่งเศส-ไทย

WORKSHOP

Cross-Cultural Leadership Program

Full-day interactive workshop to bridge cultural gaps between Thais and Foreigners

Engage in real case studies, role-plays, and collaborative discussions in a safe, interactive environment. Walk away with actionable strategies to thrive in a multicultural workplace !

Wednesday 25 November 2026

9:00 AM - 4:00 PM

FTCC Office

Trainers

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.

Key Takeaways

You will gain practical insights into:

- **Core values & Leadership styles**
Understanding key differences between Thai and Western value systems and leadership models.

- **Communication & Relationship-building**
Practical advice on communication, assertiveness, and relationship investment across cultures.

- **Conflict Management & Team motivation**
Tools for handling conflict, giving feedback, and motivating multicultural teams.

- **Trust & Diversity**
Building trust, leveraging diversity, and improving performance in cross-cultural matrix organizations.

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.

February 2026 session







Scan to Register

Participation fee:

- **Member Rate:**
  - 11,000 net THB/Person
  - 17,000 net THB/Duo (Thai + Foreigner)
- **Non-Member Rate:** 16,000 net THB/Person

Included Vat 7%

Or simply send the participant list to **events@francothaicc.com**