



Atchara Juicharern, Ph.D.

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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 also received an award as one of the top 20 Global Trainers of 2020 by The International Federation of Training and Development and the "Woman Leadership Award" from CMO Asia.

She has helped leading organizations in Thailand and other countries develop their leadership and innovative people development programs, and coached leaders at all levels during their leadership transition and 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 and 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 contained a foreword from Dr. Marshall Goldsmith.

Atchara has developed leaders and people of Fortune 500 companies, governmental sectors, state-owned enterprises, the most prominent financial organizations, family-owned businesses, industry leaders and entrepreneurs, etc..

She was the only Thai woman and 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, managed people across the regions, and led regional leadership development initiatives and projects.

After 15 years with the airlines, she joined Extended DISC (Thailand) as General Manager leading strategy and business development, and supporting numerous corporate clients' successes.

Community Activities:

Atchara was also a guest-lectures at top universities in Thailand. She frequently contributes ideas and speaks at various forums, such as the Hong Kong General Chamber of Commerce organized 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 newspapers.

Educational Background:

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

At AcComm Group, she has a successful track record in bringing her clients creative, reliable, and practical interventions. Her specialized areas include Leadership Development, Coaching, Psychological Safety, Developing Agile Leaders & Teams, Multiplier Leadership Coaching System, Organization Navigation, Leading Change, Communication, Emotional Intelligence, Management & Talent Development, and Organization Alignment.

Some of her clients include Advanced Info Service Plc., PTT, Plc., AB Food & Beverages (Thailand) Ltd., Bangkok Airways, Banpu Plc, 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.

For more information, please visit www.aclc-asia.com
