



LEADER
Leading Entrepreneurship & Development

Thailand

Site Information Package

May 2025



Introduction

Thank you for your interest in The LEADER Project. Since The LEADER Project's inception in 1991, the program has developed a vast network consisting of over 900 LEADERite instructors and 10,000 entrepreneur alumni around the world. Throughout the years, LEADER has established a comprehensive two-week program aimed at providing business leaders and entrepreneurs with the analytical tools, thought processes, and decision-making skills required to tackle complex business challenges.

Our Mission

The LEADER Project aims to help young entrepreneurs bring their business ideas to life through coaching and discussing real-life business situations experienced by companies. Using the Case Method of teaching, LEADER aims to help young business leaders launch or grow their business, as well as assist with managing day to day operations.

Participants in The LEADER Project not only learn from the coaches, but from the experiences of one another in an environment that fosters discussion and interaction. LEADER aims to empower entrepreneurs and transform ideas into engines for sustainable economic growth, and positive social change. These high-potential individuals will develop local business solutions that create opportunities for their communities.

How LEADER Can Help Bring Your Business to Life

The LEADER program will not only provide you with the tools you need to start your business, but also one-on-one mentorship opportunities with our LEADER instructors who have professional experience in diverse industries and functional areas. Participants of the LEADER program will receive a complete business start-up kit, including a full business plan template, financial statement frameworks, and more. For those interested in getting feedback on their business plan or general counsel, instructors are available after class for personalized consulting sessions.

The Case Method

The Case Method is a unique learning style that focuses on putting the student in the position of a manager facing a real-life challenging business situation. Unlike traditional lecture-based teaching, the Case Method relies on interactions between students as they consider different practical solutions and weigh their pros and cons, encouraging learning by "doing" rather than from a textbook. It is the preferred teaching style of renowned business schools, including the Harvard Business School, the Ivey Business School, and the Darden School of Business.

The Ivey Business School

The Ivey Business School is one of the oldest business schools in North America. It offers full-time undergraduate (HBA), as well as graduate (MBA, MSc., and PhD) programs in Business Administration. The school boasts an alumni network consisting of more than 30,000 members, and is widely considered one of the top business schools in the world.

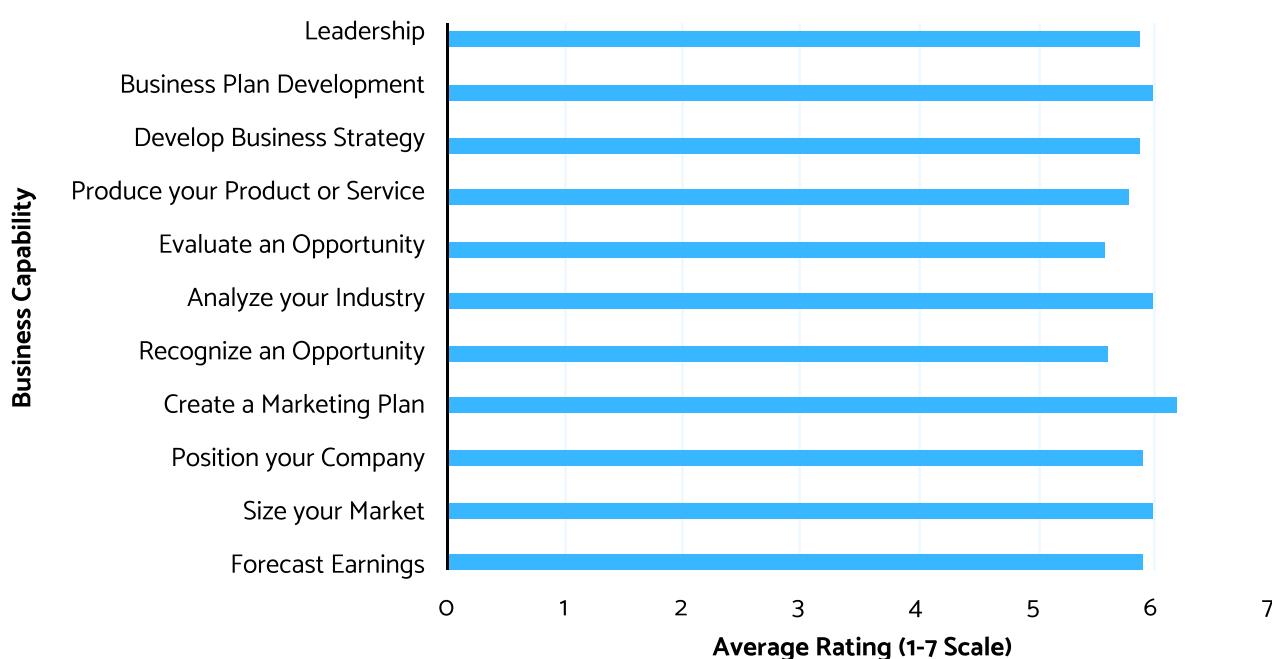
The Ivey Business School has taught using the case-based method since its inception in 1923, and regularly updates its case library to ensure it is always teaching relevant cases which tackle the challenges faced by companies today.

Our Impact

The LEADER Project has had the opportunity to positively impact thousands of business leaders in the past 30 years. We currently have more than 900 LEADERite alumni, who have collectively mentored and trained over 10,000 entrepreneurs around the world. In 2023, we collected feedback from program participants at various sites regarding their experience with LEADER. We found that holistically, participants were highly satisfied with program content, illustrated by average course ratings of 4.55/5.

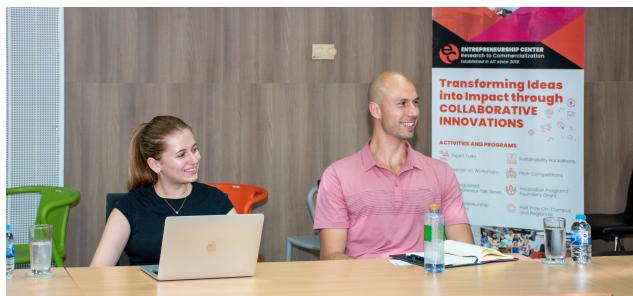
The positive results we have received motivates us to continue helping entrepreneurs and business leaders build essential business skills around the world. We are excited to offer the LEADER Program again this year and look forward to seeing you in the classroom!

The LEADER Project Advanced Participant Confidence Across Different Business Capabilities



Asian Institute of Technology

LEADER has partnered with the Asian Institute of Technology (AIT), one of Thailand's leading universities with a mission to foster entrepreneurship. Through the partnership with AIT, LEADER aims to build students' critical thinking, leadership skills and business and entrepreneurial acumen through Ivey's case teaching method. AIT supports entrepreneurs through its cutting-edge entrepreneurship center, providing a space for creation, collaboration, innovation and incubation.



Past Success Story

In 2013, Abner participated in LEADER's program in Port-au-Prince, Haiti. He is the founder and CEO of La Confiserie Soulouquoise, a company that produces and sells Dous Makòs, a traditional Haitian fudge made from cow milk. La Confiserie Soulouquoise has seven employees and sells an average of 300,000 grams of Dous Makòs each year. The company has partnerships with 12 supermarkets in Port-au-Prince.

Abner Volsaint

Founder & CEO, La Confiserie Soulouquoise
Port-au-Prince, Haiti

“ The LEADER Project gave us foundational knowledge on leadership, marketing, operations, and sales. ”

Abner describes his participation in The LEADER Project's program as instrumental to advancing his business. The knowledge he gained on the four P's of marketing, competition, and operations helped him grow his company's sales by over 50% since taking part in the program in 2013.

Not only does Abner apply the skills he learned during LEADER to grow his own business, but also to support other Haitian entrepreneurs. He devotes time every summer to taking part in the entrepreneurship camps affiliated with Quisqueya University and the local Rotary Club.

Abner's success has not gone unnoticed. He has represented his country many times internationally, including at the International Visitor Leadership Program for the Entrepreneurship and Small Business Development categories in 2014.

Sample Case:

The Espresso Lane to Global Markets

Case Overview

Founded in Trieste, Italy, Illy marketed a unique blend of coffee drinks in over 140 countries and in more than 50,000 of the world's best restaurants and coffeehouses. The company wanted to expand the reach of its own franchised coffee bar, Espressamente, through international expansion. Potential markets included Brazil, China, Germany, Japan, India, the United Kingdom, and the United States. In 2012, the managing director of Espressamente knew that global expansion meant prioritizing markets, but where did the greatest potential lie? In addition to market selection, mode of entry was vital and included options such as exporting, franchising, and joint ventures. This case provides a practical example of the challenges faced in international business.

Objectives

This case is intended to introduce international business, international marketing, and business strategy concepts to illustrate market selection and mode of entry strategies. It provides the opportunity to combine quantitative and qualitative data to determine which markets to select and which entry strategies to pursue.

- Allows students to evaluate potential markets using common business tools like CAGE analysis, SWOT analysis, and the GE and BCG matrices, and to apply the various models to select an entry-mode strategy.
- Encourages students to analyze the qualitative and quantitative data presented to the decision-maker. Asks students to prioritize foreign markets to determine the country which the decision-maker should enter next.
- Asks students to consider multiple modes of entry and the relevant environmental and organizational variables that should impact the decision.
- Identifies the drivers of international market expansion.

Sample Teaching Timeline

Learning Team (Synchronous)	20-minute Huddle	Schedule
Case (Synchronous)	90-minute case discussion including breakout activities	9:00 - 9:20 Learning Team
20-min Break		9:20 - 10:50 Case
Lecture (Synchronous)	70-minute case lecture including activities	10:50 - 11:10 Break
20-min Break		11:10 - 12:20 Lecture
Coaching	30-minute one-on-one sessions	12:20 - 12:40 Break
		12:40 - 1:10 Coaching

Gagandip Grewal

Educational Background: Bachelors of Applied Science in Chemical Engineering, MBA

Professional Experience: Manufacturing, Retail, Supply Chain, and Logistics

Interests and Hobbies: Working Out, Trying New Restaurants/Bars, Exploring New Places, Watching Sports & Movies

Simon Hungate

Educational Background: HBA, Bachelor in Mechatronic Systems Engineering

Professional Experience: Research, Management Consulting

Interests and Hobbies: Bridge (card game), Sports, Politics

Aakriti Gupta

Educational Background: Bachelors of Commerce, MBA

Professional Experience: Technology, Financial Services, Non-profit, Consumer Goods

Interests and Hobbies: Hiking, Visiting Museums and Monuments, Painting, Video Editing, Swimming

Laura Caraccio

Educational Background: HBA

Professional Experience: Government, Technology, Arts & Culture, Non-Profit

Interests and Hobbies: Solo Travelling, Concerts, Guitar, Cooking, Art (and crafts)