



COACH A Thailand Bangkok Office Commemorates 10th Anniversary, Marking a Decade of Excellence

Tokyo, Japan — May 26, 2023 — COACH A, proudly celebrates the milestone of its Bangkok office's 10th anniversary. The occasion serves as an opportunity to express profound gratitude to valued customers whose unwavering support have been instrumental in the office's success.

Pivotal base in the ASEAN region

Established as COACH A's pivotal base in the ASEAN region, the Bangkok office has been committed to facilitating the growth and transformation of Japanese companies operating in Southeast Asia. Originally commencing sales activities in Singapore in 2010, COACH A expanded its operations to Thailand in May 2013, recognizing the country's significance as a hub for Japanese enterprises. With services offered in Thai, Japanese, and English, the office became an essential resource for leadership and organizational development initiatives not only in Thailand but also in neighboring countries such as Malaysia, Singapore, the Philippines, Indonesia, Vietnam, and India.

COACH A's unwavering commitment to dialogic organizational development has been exemplified by a case study on the successful management of a Japanese food company's Thai branch. The study, titled "Localization Process as Organizational Development: A Case Study of iCHANGE Project in Ajinomoto Co., (Thailand) Ltd." published in the Bulletin of Kanazawa Gakuin University, No. 20, (pp. 106-116, April 2022), demonstrated the effectiveness of coaching in fostering employee initiative and promoting autonomous management within the organization.

Future Outlook

COACH A's purpose is contributing to society by generating opportunities for people around the world to engage in dialogue. The influence and significance of ASEAN countries in the global arena are steadily increasing. Over the upcoming decade, COACH A aspires to become a trusted partner in co-creating value through dialogic organizational development not only with Japanese companies operating in the ASEAN region and neighboring countries, but also with local enterprises in each respective region, fostering growth and mutual prosperity.

Outline of COACH A Bangkok Office

Company Name: COACH A (Thailand) Co., Ltd.

Established: May, 2013

Address: 388 Exchange Tower, 25th Floor, Unit no. 2504-1, Sukhumvit Road, Klongtoey, Klongtoey, Bangkok 10110 Thailand

For any inquiries, kindly make use of [the contact form](#).

About COACH A

COACH A is an executive coaching firm that began operating a coaching training in 1997. Based on the concept that "people exist in relationships," the company focuses not only on supporting the growth of individuals, but also on the relationships that surround them, and accelerates dialogic organizational development that supports the growth of the entire organization based on the unique concept of Systemic Coaching™. Since its founding, the firm has published numerous coaching-related books and contributed to the expansion of coaching in Japan.

With offices in Tokyo, New York, Shanghai, Hong Kong, and Bangkok, COACH A operates globally, offering services in five languages (Japanese, English, Mandarin, Cantonese, and Thai). Through its exclusive research department, the Coaching Research Institute (CRI), the company provides evidence-based coaching based on analysis of its extensive coaching experience.

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Please fill out [this form](#) for inquiry.