

# STEWARD LEADERSHIP IMPACT

**11 – 15**  
November **2024**

Doi Tung Development Project,  
Mae Fah Luang District,  
Chiang Rai Province, Thailand



RM 25,000 per person (Malaysia)  
USD 5,500 per person (Overseas)

**Embark on an immersive journey of steward  
leadership through Doi Tung: Empowering  
leaders for tomorrow's challenges**





## PROGRAM OVERVIEW

We are living in a world of contrasts. Technological advancements have brought about incredible innovations, yet we're also grappling with global recessions, wars, socio-political strife, severe resource/income inequality, and massive environmental degradation.

Can businesses thrive without addressing the existential crisis facing our planet? Absolutely not. But can they drive superior shareholder returns by tackling these very challenges? Absolutely yes.

However, to address today's challenges and achieve profitable growth by doing so, traditional models of leadership will need to be upgraded to **steward leadership—the ability to create a win-win-win future for stakeholders, society, and the environment.**

As a forward-thinking organization that aims to achieve purpose with profit, the challenge is to empower leaders to capitalize on current environmental and social trends and drive the 'doing well by doing good' agenda. To make this happen, business bosses must evolve into well-trained and well-intentioned Steward Leaders.

Get ready for a transformative 5-day journey with our Steward Leadership Impact Study Tour at Doi Tung, an eye-opening experience of what steward leadership can achieve. Experience participatory workshops and interact with the local community to learn how businesses can pioneer innovative approaches to create profitable solutions to today's existential challenges. Discover how Steward Leaders can future-proof their organizations by activating the Steward Leadership Compass©.

Eventually, this study tour is about transforming YOU into a leader of the future. Join us in Thailand this November for an unforgettable journey.

## PROGRAM OBJECTIVES



**Decipher** the seismic shifts in technological and societal norms that have transformed our world.



**Redefine** leadership and ignite the leadership energy to catalyze change and advance the 'doing well by doing good' agenda.



**Adopt** the Steward Leadership Compass© to drive inclusive WIN-WIN-WIN prosperity.



**Examine** case studies of industry trailblazers who are practising steward leadership for sustainable value creation.



**Implement** a stewardship-based governance model to fuel innovation and accelerate sustainable growth.



**Establish** best practices from the best of the best steward leaders in action.



## About Doi Tung Development Project – Revelling in the Essence of Doi Tung

Over three decades ago, Doi Tung in Mae Chan District, Chiang Rai Province, was characterized by barren hillsides and dire living conditions for its villagers, who were trapped in a cycle of poverty and illicit livelihoods such as drug cultivation and sex trafficking. The arrival of Her Royal Highness Princess Srinagarindra, the Princess Mother in 1987 marked a pivotal moment. Recognizing poverty and lack of opportunity as the root cause of issues, she initiated the Doi Tung Development Project (DTDP) with the intention of breaking the vicious cycle of "sickness, poverty, and ignorance."

DTDP's approach focused on "cultivating people" to combat social issues and environmental degradation and progressed through three phases—Survival, Sufficiency, and Sustainability. During the "Survival" phase, DTDP aimed at developing basic necessities like public amenities and healthcare, and introduced alternative livelihoods through the cultivation of economic crops, namely coffee and macadamia. This empowered villagers economically and led to flourishing entrepreneurial ventures.

Transitioning into the "Sufficiency" phase, DTDP focused on environmental restoration and introduced sustainable income opportunities such as plant tissue culture and tourism.

Today, in the "Sustainability" phase, DTDP emphasizes education, using the Montessori method to foster lifelong learning and leadership among youth. Language education initiatives aim to eliminate illiteracy among ethnic children, ensuring their integration into broader society.

The impact of DTDP is evident in the lush greenery that now blankets Doi Tung and the success of its graduates who return to work within DTDP. Overall, DTDP's journey reflects a holistic approach to community development, driven by the vision of the Princess Mother and sustained by the dedication of locals and supporters.

## SPEAKERS

### Program Director



**Rajeev Peshawaria** is the CEO of Stewardship Asia Centre (SAC) in Singapore, and Founder President of the Leadership Energy Consulting (LEC) Company in Seattle, WA.

Author of the Wall Street Journal and Amazon bestseller *Open Source Leadership* (McGraw Hill), *Too Many Bosses, Too Few Leaders* (Simon & Schuster), *Sustainable Sustainability: Why ESG is Not Enough* (Penguin Random House SEA), co-author of *Be the Change* (McGraw Hill), and a regular writer for Forbes, he is an out-of-the-box thought leader on leadership, management, stewardship, and corporate governance.

Prior to joining SAC and starting LEC, he was CEO of the Iclif Leadership and Governance Centre based in Malaysia (now a part of the Asia School of Business). Formerly, he was Chief Learning Officer of both Coca-Cola and Morgan Stanley, and has held senior positions at American Express, HSBC, and Goldman Sachs. At Goldman, Rajeev helped found Pine Street—the firm's acclaimed leadership academy—and headed Pine Street for Europe and Asia. In his early career, he was a banker and currency trader.

He provides speaking, coaching, consulting, and advisory services to corporate and public sector clients globally. He also serves as guest faculty at leading business schools in the US, Europe, and Asia. He is a sought-after international speaker and has been widely featured in international media platforms such as CNN, Bloomberg TV & Radio, National Public Radio (NPR), Harvard Business Review, CNBC, Fast Company, Leader to Leader, American Management Association (AMA) magazine, Leadership Excellence magazine, The Times of India, The Straits Times, The Business Times, and many more.

In 2014 and 2017, he was named one of the Top 100 Global Thought Leaders for Trustworthy Business by "Trust Across America."

### Featured Keynote Speaker



**Professor Sanjay Sarma** is a distinguished leader in academia and business, currently serving as CEO, President, and Dean of the Asia School of Business, alongside his role as a professor, Department of Mechanical Engineering and the Sloan School of Management, Massachusetts Institute of Technology (MIT). He co-founded the Auto-ID Center at MIT, pioneering the technical concepts and standards of modern RFID. Today, the suite of standards developed by the Auto-ID Center, called EPC, has become a global standard utilized by over a thousand companies. Sanjay also previously chaired the Auto-ID Research Council, establishing six labs worldwide. He co-founded OATSystems, later acquired by Checkpoint Systems, and advises numerous companies including GS1, Hochschild Mining, and Rekor Systems.

With degrees from prestigious institutions including IIT, Carnegie Mellon, and UC Berkeley, Sanjay's expertise spans operations research, automation, and RFID technology. He has authored over 150 publications and played a key role in India's Aadhaar unique ID system. Sanjay's contributions have been recognized with multiple awards, including the MIT MacVicar Fellowship and NSF CAREER Award. He has been honored by Business Week, Fast Company, and RFID Journal for his innovations.

In addition to his academic achievements, Sanjay has been instrumental in shaping digital education, helping establish Singapore University of Technology and Design (SUTD) and serving as Director of Digital Learning at MIT. His initiatives include MIT OpenCourseWare and MOOCs, advancing global education accessibility. Sanjay's multifaceted career exemplifies his commitment to innovation, education, and technological advancement.

## Featured Guest Speaker



**Dr Veerathai Santiprabhob** currently serves as a Member of the Board of Mae Fah Luang Foundation—a foundation that promotes social enterprises and sustainable development in Thailand and abroad. He also serves as Vice Chairperson of the board of Thailand Development Research Institute, a member of the oversight committee of the World Food Programme, and a board member of leading listed companies in Thailand.

Prior to this, he was the Governor of the Bank of Thailand (2015-2020) and had steered rapid digital transformation of the Thai financial system.

Dr Santiprabhob has extensive expertise in macroeconomic policy and extensive financial sector experience. He has also been very active in civil society work to promote sustainability. He received his M.A. and Ph.D in Economics from Harvard University and B.A. in Economics (First Class Honors) from Thammasat University.

## PROGRAM AGENDA \*

### 11 November 2024 | Monday

## DAY 1

- Arrival in Doi Tung
- Welcome Dinner

### 12 November 2024 | Tuesday

## DAY 2

- Our World Today
- Introduction to Organizational Steward Leadership
- Organizational Steward Leadership Case Study Discussion
- ASB Faculty Session

### 13 November 2024 | Wednesday

## DAY 3

- Steward Leadership in Action (Learning Journey) – Site Visits & Community Interaction

### 14 November 2024 | Thursday

## DAY 4

- Guest Speaker from Mae Fah Luang Foundation
- Introduction to Personal Steward Leadership
- Personal Steward Leadership Reflection
- From Theory to Action
- Closing Dinner

### 15 November 2024 | Friday

## DAY 5

- Farewell and departure from Doi Tung

\* Program is subject to change.





# Organizers

## Asia School of Business

The Asia School of Business (ASB), a collaborative effort between Bank Negara Malaysia and the Massachusetts Institute of Technology (MIT) Sloan School of Management, is one of the most prestigious and innovative universities in the world. ASB offers innovative and rigorous MBA and Executive Education programs that equip students with the knowledge, skills, and global perspectives necessary to succeed in the fast-paced and ever-changing business environment.

For further inquiries:  
[execed@asb.edu.my](mailto:execed@asb.edu.my)

## Stewardship Asia Centre (SAC)

Stewardship Asia Centre (SAC) is a non-profit organisation dedicated to helping business and government leaders, investors, and individuals accelerate leadership action on environmental and social challenges through catalytic knowledge and advisory. We are part of the Temasek Trust ecosystem with a shared purpose of building a better future for every generation. Temasek Trust is the philanthropic arm of Singapore-based global investor Temasek Holdings.

For further inquiries:  
[execedu@stewardshipasia.com.sg](mailto:execedu@stewardshipasia.com.sg)

# REGISTRATION FORM

Program: Steward Leadership Impact  
RM 25,000 per person (Malaysia)  
USD 5,500 per person (Overseas)



Name:	
Designation:	
Salutation:	
Preferred Name:	
	<i>*for placard / table tag*</i>
Company:	
Address:	
Contact Tel (Company):	
Contact Tel (Mobile):	
Email Address:	
	<i>(email address of participant and not a representative)</i>
Meal Preference:	<input type="checkbox"/> Vegetarian <input type="checkbox"/> Non-Vegetarian
Name of Secretary:	
Contact Tel & Email Address:	

## Fee

- Fee includes all meals, accommodation and local transport during the duration of the program plus ground transfer from Mae Fah Luang – Chiang Rai International Airport (CEI) to the program location.
- Airfare, other airport transfers and visa application fee are not included.
- Participants are responsible to obtain their own visas, if required.
- Participants from Malaysia will be charged in MYR while participants from outside of Malaysia will be charged in USD.

## Payment

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Payment should be made within 30 days from the invoice date or in advance of the program date, whichever is sooner. Your place is only secured once payment has been received within this period.

- Cheques should be made payable to **ASB MANAGEMENT SDN BHD- FEES**.
- For telegraphic transfer, kindly remit payment to **ASB MANAGEMENT SDN BHD- FEES** account number: **514150439951** at **MALAYAN BANKING BERHAD, JALAN RAJA LAUT BRANCH, 50350 KUALA LUMPUR**.

Please send your registration form to **ExecEd@asb.edu.my**

Please email a copy of the payment receipt to **asbfinance@asb.edu.my**

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☐ Yes ☐ No



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