CHƯƠNG TRÌNH MINI MBA
LÃNH ĐẠO TRONG KỶ NGUYÊN A.I

Bứt phá giới hạn! Làm chủ cuộc chơi! Thống lĩnh toàn cầu!

Enterprise Vietnam

Leading with impact and legacy

Lead Vietnam's enterprises into a globally competitive, technology-powered, and sustainable future



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LEADER INSTITUTE

SYLLABUS

📌 **Duration:** **14 Intensive Weeks | 10 Modules, 3 global masterclass**

📌 **Format:**

1. **Weekly in-person Case-Based Learning MBA class and peer-coaching (1-day on Saturday/Sunday)**
2. **National Graduation Day with local and global investors and faculty**
3. **Alumni monthly engagement activities**

1. Financial Management

1. Budgeting for Growth
2. Cash Flow Management for SMEs
3. Financial Forecasting and Planning
4. Building Strong Financial Controls
5. Understanding Business Valuation
6. Applying AI in Finance

2. Cultural and People Management

1. Creating a High-Performance Work Culture
2. Employee Engagement and Retention
3. Leadership and Emotional Intelligence
4. Building Resilient Teams
5. Managing Remote Teams
6. Applying AI in HR management

3. Sales & Marketing Management

1. Sales planning and forecasting techniques.
2. Strategies to enhance sales performance
3. Effective methods to lead and motivate culturally diverse sales teams.
4. Leading and motivating high-performing sales teams.
5. Key sales performance metric and analysis.
6. Integrating customer relationship management in sales.
7. AI in Sales

4. Innovation Leadership

1. Foundations of Effective Leadership
2. Strategic Vision and Influence
3. Leading Through Change
4. Ethical Decision-Making in Leadership
5. Developing a Growth Mindset
6. Applying AI in Leadership Development

5. People Development

1. Building Talent Pipelines
2. Performance Coaching and Feedback
3. Employee Engagement and Retention
4. Learning and Development Programs
5. Diversity, Equity, and Inclusion (DEI)
6. Applying AI in People Development

6. Creative problem solving

1. Introduction to Creative Problem Solving
2. Techniques for Generating Ideas
3. Critical Thinking and Analysis
4. Innovative Solutions and Experimentation
5. Implementing Solutions and Measuring Impact
6. Creative Problem Solving with AI

7. AI in business management

1. Introduction to AI in Business
2. Data-Driven Decision Making
3. AI for Operational Efficiency
4. Sales & Marketing Enhancement
5. Customer Experience Enhancement
6. Ethical and Responsible AI Usage
7. Building AI Capabilities in SMEs

8. Sustainable Strategic Management

1. Developing a Strategic Vision for Your Business
2. Agility in Strategic Planning
3. Market Analysis and Competitor Benchmarking
4. Decision-Making in Uncertainty
5. Scaling Your Business: When and How to Expand
6. Applying AI in Strategic Development

9. Well-being

1. Leadership with Spiritual Awareness and Emotional Intelligence
2. Practicing Love for the Work and Doing the Work
3. Facing Pain and Challenges Through Mindfulness
4. Empathy and Compassion in Leadership
5. Developing Wisdom and Creativity Through Meditation
6. Simplifying Decision-Making and Leadership Processes

10. Legal and Compliance Management

1. Business Law Fundamentals
2. Corporate Governance & Ethics
3. Risk & Compliance Management
4. Labor Law & Workforce Compliance
5. Data Privacy & Cybersecurity Regulations
6. Regulatory & Tax Compliance for SMEs

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Bứt phá giới hạn! Làm chủ cuộc chơi! Thống lĩnh toàn cầu!

A compact yet powerful training program designed to equip SMEs with the essential business and AI skills needed to thrive in today's highly competitive environment.

This program provides practical, immediately applicable knowledge through a structured, time-efficient weekly format.

Tailored for SME Owners & Corporate leaders

✔ **Master financial strategies** to ensure profitability & cash flow stability.
✔ **Strengthen leadership & people management** to build high-performing teams.
✔ **Drive sales & market expansion** for exponential business growth.
✔ **Leverage AI & digital transformation** to optimize operations & scale efficiently.
✔ **Implement sustainable & strategic management** to attract investments and future-proof the business.

What You Will Gain

✔ **Global Executive Certification, Local Impact** → Integrated with Vietnam & APAC's top case studies to ensure immediate business application.
✔ **Exclusive Access to Vietnam & Global Elite** → Tap into a powerful network of top executives, investors, and changemakers, unlocking high-value growth opportunities.
✔ **AI-Driven Leadership for 10X Scale** → Learn how to leverage AI for business optimization, expansion, and strategic decision-making –future-proofing your success!

Week 1
Orientation Day

1. Financial Management
2. Cultural and People Management
3. Sales & Marketing Management
4. Leadership
5. People Development
6. Creative problem solving
7. AI in business Management
8. Sustainable Strategic Management
9. Well-being
10. Legal and compliance management

Week 12
Graduation Day

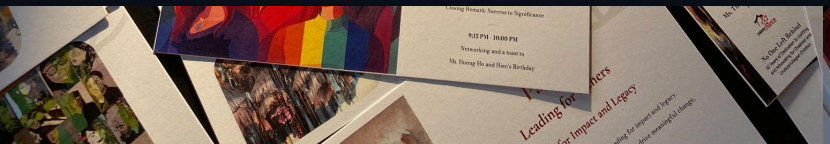
Lộ Trình Đào Tạo | VHCM0007

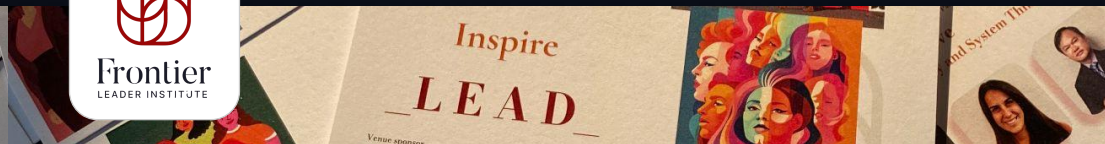
Frontier Leadership and AI mini MBA • Vietnamese Track

20/09/2026 - 20/12/2026

20 THÁNG 09	08:45 - CN	OFFLINE	Innovation Leadership
23 THÁNG 09	19:45 - T4	ONLINE	Masterclass: Global Innovation Strategy
30 THÁNG 09	19:45 - T4	ONLINE	Masterclass: Global Talent Strategy
04 THÁNG 10	08:45 - CN	OFFLINE	Creative Problem Solving
11 THÁNG 10	08:45 - CN	OFFLINE	AI in Business Management
18 THÁNG 10	08:45 - CN	OFFLINE	Sustainable Strategic Management
21 THÁNG 10	18:00 - T4	ALUMNI	Masan & VIB Case Leadership culture and legacy
25 THÁNG 10	08:45 - CN	OFFLINE	Well-being (Lãnh đạo Tỉnh thức)
01 THÁNG 11	08:45 - CN	OFFLINE	Legal and Compliance Management
08 THÁNG 11	08:45 - CN	OFFLINE	Financial Management
08 THÁNG 11	15:30 - CN	MASTERCLASS	Fundraising & Pitching Strategy
15 THÁNG 11	08:45 - CN	OFFLINE	Sales & Marketing Management
18 THÁNG 11	18:00 - T4	ALUMNI	Newtecons Case Khai phóng quyền năng dữ liệu dẫn dắt ngành xây dựng.
22 THÁNG 11	08:45 - CN	OFFLINE	Cultural & People Management
29 THÁNG 11	08:45 - CN	GRADUATION	Graduation Day: Alumni and Investors
18-20 THÁNG 12	Cả ngày	RETREAT	Year-End Wellness & Leadership Retreat Rừng di sản UNESCO (Đắk Nông / Đà Lạt)

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GRADUATION DAY

10-year Vision & Roadmap

Operational Plan & Success Factors

Leadership Synergy & Impact Legacy



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Bứt phá giới hạn! Làm chủ cuộc chơi! Thống lĩnh toàn cầu!

📌 Duration:

14 Intensive Weeks, 10 Modules, 3 global masterclass

📌 Format:

1. Weekly in-person Case-Based Learning MBA class and peer-coaching (1-day on Saturday/Sunday)
2. National Graduation Day with local and global investors and faculty
3. Advanced AI learning tools
4. Alumni monthly engagement activities

Teaching approach

1. In-person/hybrid case-based learning **executive MBA class and peer-coaching**
2. Advanced tools implementation
3. **Access monthly FLI alumni engagement activities**



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Bứt phá giới hạn! Làm chủ cuộc chơi! Thống lĩnh toàn cầu!

Teaching approach

the best way to teach strategic intuition

#casestudy #realsituation #decisionmaking

Case Method

The method is based on the use of case studies, which are detailed descriptions of real-world business situations that provide participants with an effective framework for analysis and decision-making. The case method has been widely adopted in the top business schools around the world, as well as in other fields such as law, engineering, and public policy. It has been praised for its effectiveness in developing participants' analytical and decision-making skills, as well as for its ability to simulate the complex and uncertain nature of real-world business environments.

#leadership #businesschallenges

High Performance Leadership

A programme well-designed to prepare leaders navigate an increasingly complex and uncertain business environment. Leaders will make vital practical connections between personal leadership styles and the organisational challenges in daily execution. The programme will help leaders develop heightened self-awareness and enhance your impact with leadership strategies, and deliver practical techniques and frameworks.

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Bứt phá giới hạn! Làm chủ cuộc chơi! Thống lĩnh toàn cầu!

Expert - Local exp & Insights

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Our team of top-notch industry experts and speakers can offer invaluable insights and perspectives on a wide range of business situations. With their deep understanding of **entrepreneurship**, **management, leadership, local culture, customs, and best practices,** participants can benefit from a contextualized and enriched understanding of applied case studies. By tapping into their expertise, participants can gain a more nuanced understanding of the challenges and opportunities within the local market and develop effective strategies to succeed.



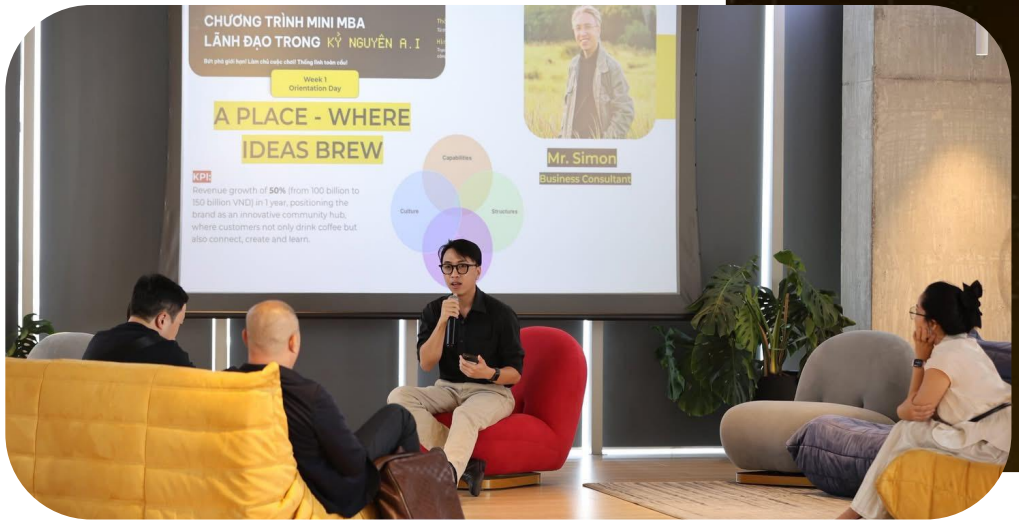
Our senior expert can facilitate business case methods and 1-1 coaching to ignite inner potentials and foster progressive creative thinking skills would work better than 1-way traditional facts and theories

#businessunderstanding #insights #practical

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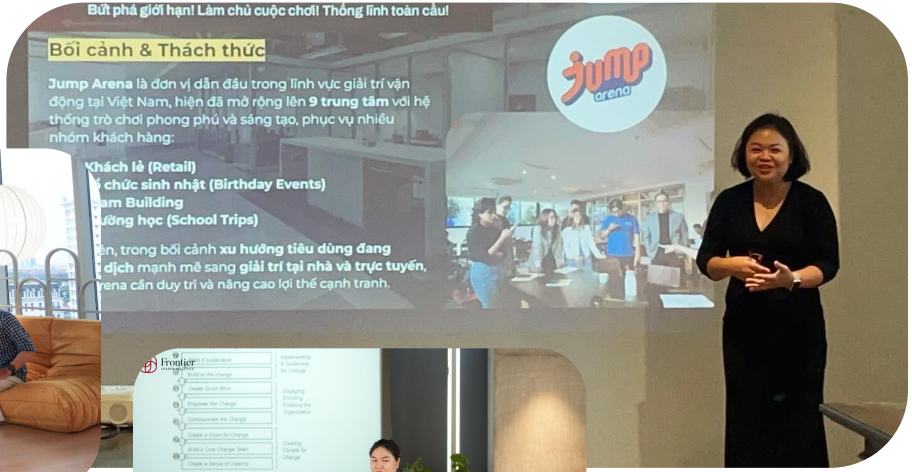
Our pioneering
LECTURERS





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VIETNAM
INVESTMENTS
GROUP











Module

INNOVATION LEADERSHIP



1. Introduction to Innovation
a) What is Innovation?
b) Business Innovation: Types, Why it matters
c) What drives innovation?
d) The urgency of innovation in a digitally disruptive era

2. Building Innovation Leadership
a) Leadership Behaviours that Support Innovation
b) Case Studies of Successful Innovation Leadership
c) Building a Culture of Innovation
d) Driving Innovation with a collaborative and open Environment
e) Delivering Innovation : Encourage Creativity and Risk-Taking

GROUP EXERCISE
Create a product or service innovation

3. Strategic Vision and Innovation Challenges
a) Aligning Innovation with Business Goals and Vision
b) Balancing Short-Term Needs with Long-Term Innovation Goals
c) Using Innovation as a Competitive Advantage

4 Driving Organizational Change for Innovation
d) Overcoming Resistance to Change
e) Leading through Change: Key Leadership Styles
f) Scaling Innovation Across the Organization
g) Inspiring and Leading Diverse Teams

5. Innovation Strategies for competitive advantage
a) Low-Cost and High-Impact Innovation Methods
b) Open Innovation and Collaboration with Partners
c) Business Model Innovation: Leveraging Digital & Technology

6. Innovation and Sustainability
a) Linking Innovation with Sustainable Practices
b) Green Innovation: Opportunities and Challenges

7. Understanding the Vietnamese innovation Landscape
a) Innovation Challenges in Vietnam
b) Unique Needs and Opportunities for SMEs in Vietnam
c) Key Trends and Innovations Shaping Vietnam Markets
d) Inspiring Examples from Vietnamese SMEs

8. Conclusion
a) Recap of Key Takeaways
b) Next Steps for SME Leaders
c) Q&A and Discussion

INNOVATION LEADERSHIP

AI IN BUSINESS MANAGEMENT

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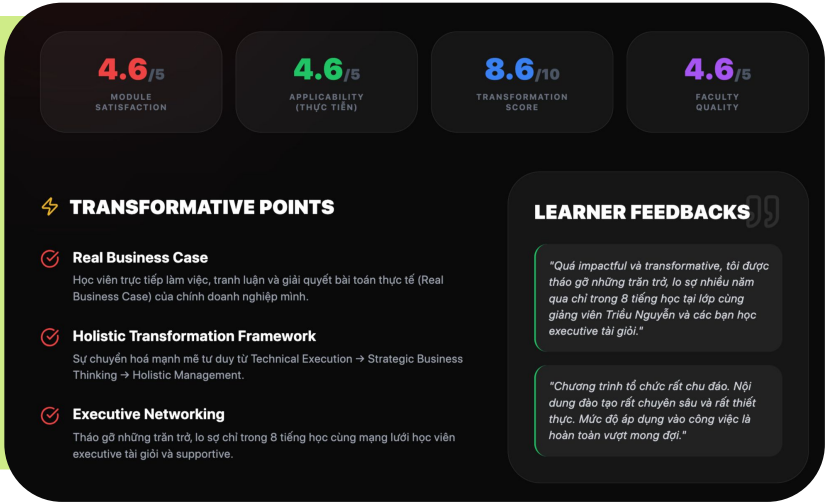


Mr.TRIEU NGUYEN

OFFLINE CASE-DEBATING CLASS

8.45 - 17.30 - 07/06/2026 - AMANAKI THẢO ĐIỀN, HCMC

1. Data-Driven Decision Making
2. AI for Operational Efficiency
3. Sales & Marketing Enhancement
4. Customer Experience Enhancement
5. Ethical and Responsible AI Usage
6. Building AI Capabilities in SMEs



Serial Entrepreneur

Digital Innovation Leader in Data /AI/Ecom

AI-First and Data-driven Customer Experience & Growth

ONLINE MASTERCLASS | FRONTIER LEADERSHIP & AI MINI MBA VHCM0007

Global Innovation *Strategy*

NGÀY HỌC
Thứ Tư, 23/09/2026

THỜI GIAN
7:45 - 9:45 PM

ZOOM

Chuyên gia Dẫn dắt

Mr. Lý Trường Chiến

CHỦ TỊCH FRONTIER LEADER INSTITUTE (FLI)
CHUYÊN GIA QUẢN TRỊ & ĐỔI MỚI SÁNG TẠO VN & TOÀN CẦU

Cựu Phó Chủ tịch Sales & Marketing Unilever. Trực tiếp đưa các mô hình kinh doanh quốc tế về Việt Nam và sáng tạo ngược lại cho thị trường toàn cầu.

Hơn 30 năm kinh nghiệm tư vấn chiến lược, tái cấu trúc và dẫn dắt sự thay đổi cho các tập đoàn đa quốc gia và doanh nghiệp lớn tại Việt Nam.

Điển cứu Thực tiễn

Hành trình Đổi mới Sáng tạo: Từ Local đến Global

Đột phá Kỹ thuật Local

Phá vỡ tư duy cũ. Từ một sáng kiến và giải pháp **Local** trong lĩnh vực kỹ thuật đã vươn lên trở thành nền tảng giải pháp cốt lõi cho hàng loạt hệ thống sau này.

Mô hình Unilever Toàn cầu

Học hỏi từ **Global** để đưa về đổi mới tại Việt Nam, sau đó xuất khẩu ngược mô hình thành công nhất thế giới của Unilever toàn cầu. Một điển cứu kinh điển về Marketing đang được giảng dạy tại các trường Đại học.

Dấu ấn Việt trên Đất Mỹ

Khẳng định vị thế. Khám phá 2 case study **Global** xuất sắc của người Việt Nam khi tiến ra thị trường quốc tế, đặc biệt chinh phục thành công thị trường Mỹ đầy khốc liệt.

Coaching Trực Tiếp

Phiên hỏi đáp (Q&A) và **coaching tháo gỡ thách thức trực tiếp** dựa trên bài toán thực tế (real case) mà các học viên đang gặp phải tại doanh nghiệp.

**Link Zoom tham dự sẽ được gửi qua email cho học viên trước buổi học.*

Frontier Leader Institute
EXECUTIVE EDUCATION

CHUYÊN GIA DẪN DẮT

Ms. Mai Nguyễn

GENERAL MANAGER at **GROOVE TECHNOLOGY**
FORMER EXECUTIVE DIRECTOR at **NAVIGOS SEARCH**
FOUNDING EXPERT AT FRONTIER LEADER INSTITUTE

Hơn **30 năm kinh nghiệm** thực chiến trong lĩnh vực quản trị nhân sự, B2B sales và phát triển thương hiệu. Dẫn dắt sự thay đổi thành công tại nhiều tập đoàn đa quốc gia với đam mê phát triển con người và tổ chức.

Từng đảm nhiệm các vị trí lãnh đạo cấp cao: **Executive Director & Regional Director** tại Navigos Search, **Tổng Giám đốc & Giám đốc Nhân sự** tại eSilicon VN, và **Customer & Market Development Director** tại Deloitte.

Trọng tâm Khai vấn

GROUP COACHING FORMAT

Chẩn đoán "Nỗi đau" (Pain-point)

Phân tích sâu rào cản hiện tại trong thu hút, giữ chân nhân tài và xây dựng văn hóa doanh nghiệp giữa bối cảnh giao thời.

Khai vấn Chiến lược (Strategic Coaching)

Lắng nghe, đào sâu vấn đề thực sự, mục tiêu kỳ vọng, từ đó gợi mở định hướng và giải pháp tùy chỉnh từ mô hình đa quốc gia.

Hot Seat: Bring Your Own Case

Học viên mang bài toán nhân sự "đau đầu" tại doanh nghiệp mình ra thảo luận. Chuyên gia sẽ phân tích, phản biện và tư vấn gỡ rối 1-1 ngay tại "ghế nóng".

HỌC VIÊN THAM GIA HOT SEAT TUẦN NÀY:

Ms. Phương Anh	Mr. Thành Ngữ	Mr. Ken Võ
VP HR @ Marico SEA	Chủ tịch @ TTC Phú Quốc	Giám đốc Đầu tư @ BECAMEX IDC

*Link Zoom tham dự sẽ được gửi qua email và Google Calendar của học viên trước buổi học.

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EXECUTIVE EDUCATION

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Module

CREATIVE PROBLE M SOLVING

1. Introduction to Creative Problem Solving
2. Techniques for Generating Ideas
3. Critical Thinking and Analysis
4. Innovative Solutions and Experimentation
5. Implementing Solutions and Measuring Impact
6. Creative Problem Solving with AI

Module

SUSTAINABLE_

STRATEGIC MANAGEMENT

Leading to Thrive with
Sustainability and Systems Thinking



Mr. Mai Thuy Nhan
CEO GS25
Expert at Frontier Leader Institute

Agenda

Sustainability and systems thinking

- Why sustainability is imperative now?
- A foundational understanding of sustainability and systems thinking in a business context.
- How to integrate sustainability into your business?
- Understanding the role of leadership in driving changes and sustainability in this challenging context.
- Developing sustainable leadership change management skillset within the organization.

Learn through story case

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Real-life sustainable organizational changes

- Understand the process of building a roadmap towards sustainability for your business
- Develop the ability to prioritize sustainability strategies and establish clear timelines and action plan for implementation.

GS25

LEGO



- Learn effective resource allocation strategies to support your sustainability roadmap.
- Enhance your leadership skills related to sustainability roadmap development and execution.



Mr. Mai Thuy Nhan

CEO GS25
Expert at Frontier Leader Institute

Mr. Mai Thuy Nhan holds a Master's degree in Information Technology with a focus on AI/ML, as well as an MBA from the University of Technology Sydney. His career includes managing technology and operations at Woolworths, one of Australia's largest retailers.

After returning to Vietnam, he became instrumental in launching the GS25 brand in the country. In 2020, Mr. Nhan took over as CEO of GS25, with the goal of revolutionizing the convenience store (CVS) market in Vietnam.

Innovation & Tech Leadership
Product Strategy
Operations
Data-Driven Insights

GS25

Under his leadership GS25 expanded to **400 stores nationwide** in just 5 years.
He secured **$20 million in funding** from the **International Finance Corporation (IFC)** in 2022, supporting the brand's rapid growth.

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His vision is customer-centric, focusing on delivering both **value to customers** and **societal benefits**.

His leadership in strategy, management, and **technology + SUSTAINABILITY** has positioned GS25 as a leading brand in Vietnam's competitive CVS market.

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CASE STUDY

▶ ▶ ▶

FROM SCRATCH, HOW DOES GS25 BUILD THE ROADMAP FOR IMPACT AND LEGACY?

GS25 Vietnam's incredible leadership journey

IF YOU ARE THE CEO OF GS25

WHAT ARE YOUR MAIN **SUSTAINABILITY STRATEGIES** TO GROW GS25 IN VIETNAM TO 400+ STORES IN JUST 5 YEARS OF OPERATION?
WHAT ARE 3 MAIN FOCUSES IN DAILY ACTIONS?

BUSINESS CONTEXT

GS25: South Korea's largest CVS with 18,000 stores.

Entered Vietnam in 2018 under Master Franchise

In competition from international players like 7-Eleven, Circle K, Ministop, Family Mart that focus on young people

BUSINESS GOAL

Value No.1 for stakeholder

Nationwide with **2000 store by 2029**



RESULTS

Secured $20 million from the International Finance Corporation (IFC) in 2022 and led GS25 to expand to nearly 400 stores nationwide in just 5 years as CEO

Legal & Compliance Management

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1. Business Law Fundamentals
2. Corporate Governance & Ethics
3. Risk & Compliance Management
4. Labor Law & Workforce Compliance
5. Data Privacy & Cybersecurity Regulations
6. Regulatory & Tax Compliance for SMEs



Ms. Susan Do

Senior Legal Counsel, Chief Legal Officer

FOUNDING EXPERT - FRONTIER LEADER INSTITUTE

4.75/5	4.67/5	85%	4.8/5
MODULE SATISFACTION	APPLICABILITY (THỰC TIỄN)	ENGAGEMENT LEVEL	FACULTY QUALITY

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Module 1.
Financial Management

1. Budgeting for Growth
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6. Applying AI in Finance

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Mr. The Tai Dang

Former CEO at GalaxyOne Company Limited
Former CEO at CMC TSSG, VNG Cloud
Founder & Chairman at Minh Tam Community

With over 18 years of experience as CEO from 2005 to present, He is responsible for developing strategies, driving business, managing progression and operations … for growing out-standing technology companies in Vietnam, including: CMC Saigon Technology and Solutions Company (CMC TSSG), VNG Cloud and GalaxyOne.

Specially, under his leadership from 09/2005 to 06/2021, CMC TSSG became the Leading IT System Integration Provider with growing revenue from VND 2 billion to VND 2,000 billion as well as growing human resources from 30 employees to more than 500 employees, successful approached over 2,000 companies. From 2022 August from now, He is serving as CEO of GalaxyOne and COO of Galaxy Holdings, with the mission of developing innovative technology solutions to optimize and narrow the value chain gap between high-growth economic sectors in the ecosystem of Sovico Group.

In addition, He is a lecture for Start-up and Management Community to training and sharing his in-depth knowledge and experience in business development and management as well as system thinking for young managers and entrepreneurs.

He also has more than 10 years of sharing meditation with the community. From 2020 October to now, He is a Co-founder and Chairman of Minh Tam Community that help over 3,000 members enlightens itself, lives freely, changes the concept of current life and looks a new life.

- Strategic Planning
- Digital Transformation
- Systems Thinking
- Business Strategy
- Consultancy
- Mindfulness
- Meditation

CMC CORP
Aspire to Inspire the Digital World

GALAXY ONE



CEO Galaxy One - Đặng Thế Tài nhận bằng khen của Chủ tịch UBND TP.HCM



FINANCIAL MANAGEMENT

Các chiến lược thực tế đã áp dụng để kiểm soát dòng tiền, quản trị rủi ro, và chuẩn bị tài chính và con người dài hạn

Tối Ưu Hiệu Suất Kinh Doanh bằng **một triết lý quản trị, một phương pháp quản trị khoa học**
(Business Performance)

được đúc kết qua thực tiễn quản trị và xây dựng hệ thống quản trị cho rất nhiều khách hàng trong nhiều năm.

Đồng bộ hoá quy trình vận hành và chuyển đổi số toàn diện để

kiểm soát dòng tiền real-time!!!,

giảm chi phí,

tăng hiệu suất và

đảm bảo chất lượng dịch vụ đồng nhất

- Quản trị tài chính là trọng tâm.
- Quy đổi mọi nguồn lực thành tài lực.
- Theo dõi hiệu suất đến từng cá nhân.
- Vận hành theo quy trình kinh doanh tổng thể.
- Hệ thống đúng sẽ tạo ra hành vi đúng; quản trị bằng hệ thống (CMIS, Bflow) chứ không phải bằng cá nhân.
- Vận hành theo triết lý Agile, "Làm, thử, sai, sửa", giúp doanh nghiệp linh hoạt thích ứng.

- Dữ liệu **sạch**, được tạo ra từ hoạt động trong quy trình.
- **Một nguồn dữ liệu duy nhất,** phân phối theo chính sách và workflow.
- Mọi nhân viên tham gia tạo và sử dụng dữ liệu để tối ưu hóa việc ra quyết định.
- Dữ liệu được tổ chức theo khối nhỏ nhất, đa chiều.

"SMEs cần nâng cấp từ kế toán thuế lên kế toán quản trị, tiến đến quản trị tổng thể"

Bflow by MTS

Module

SALES

& MARKETING MANAGEMENT



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CASE STUDY

1. Sales planning and forecasting techniques.
2. Strategies to enhance sales performance
3. Effective methods to lead and motivate culturally diverse sales teams.
4. Leading and motivating high-performing sales teams.
5. Key sales performance metric and analysis.
6. Integrating customer relationship management in sales.
7. Coaching for impact
8. AI in Sales

SALES & MARKETING MANAGEMENT

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- Let's get to know each other
- About All about Sales
- Sales Playbook
- Sales Planning & Forecasting
- Sales Strategy to create Impact
- Sales Competencies
- Coaching
- Framework to create Value



SALES & MARKETING MANAGEMENT

15/11/2026

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facilitator

Ms. Mai Nguyen

General Manager at Groove Technology
Former Executive Director at Navigos Search
Founding expert at Frontier Leader Institute



Strategy & Management

Commercial Strategy

Brand Development

Human Resource Management

Culture and People Management

Succession planning

Executive coach

Ms. Mai Nguyễn has over 29 years of experience in B2B sales, brand development, and human resource management. She has achieved successful leadership roles in various industries at international companies, driven by her passion for people and organizational development.

Prior to becoming the **General Manager** of Groove Technology, Ms. Mai Nguyễn held key positions at different businesses, including Executive Director and Regional Director at Navigos Search, General Director and HR Director at eSilicon Vietnam, and Director of Customer and Market Development & ERS Director at Deloitte.

MODULE

CULTURE & PEOPLE

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MANAGEMENT

Common Organizational Culture Framework

Organizational Culture Challenges

Case study

Case study

Common Themes from Case Study

“Small Changes, Big Outcome"

Organization Culture & A.I.

What’s Keeping you Awake @ Night”

Implement a happy and sustainable working culture

Case study

Case study

Short Stories from GLOBAL, Asia and Vietnam

Takeaways and application



MODULE

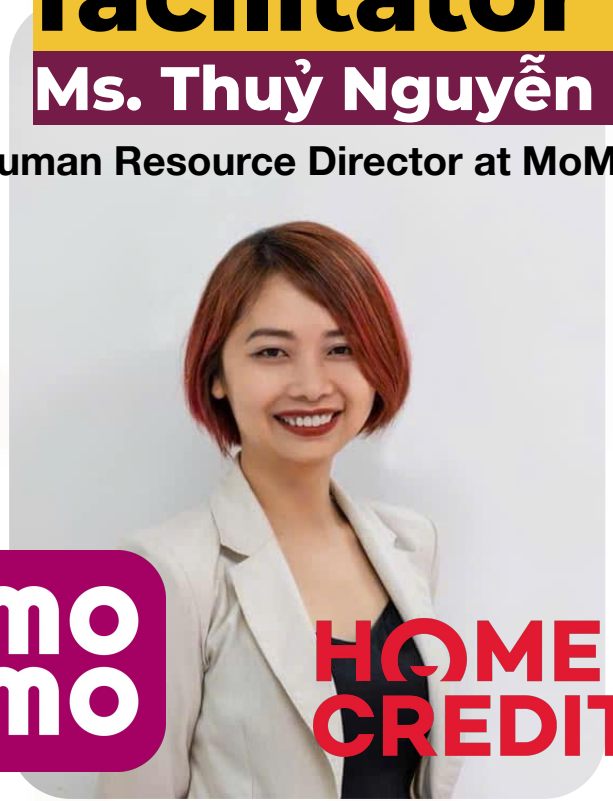
CULTURE & PEOPLE MANAGEMENT

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facilitator

Ms. Thuỷ Nguyễn

Human Resource Director at MoMo



How do you scale a company rapidly without losing its entrepreneurial spirit, innovation, and high-performance culture?

This is a challenge that Ms. Thuy Nguyen has been addressing throughout her career in high-growth fintech and financial services organizations. With over 15 years of experience in human resources leadership, she has led strategic HR initiatives supporting rapid business expansion and organizational transformation.

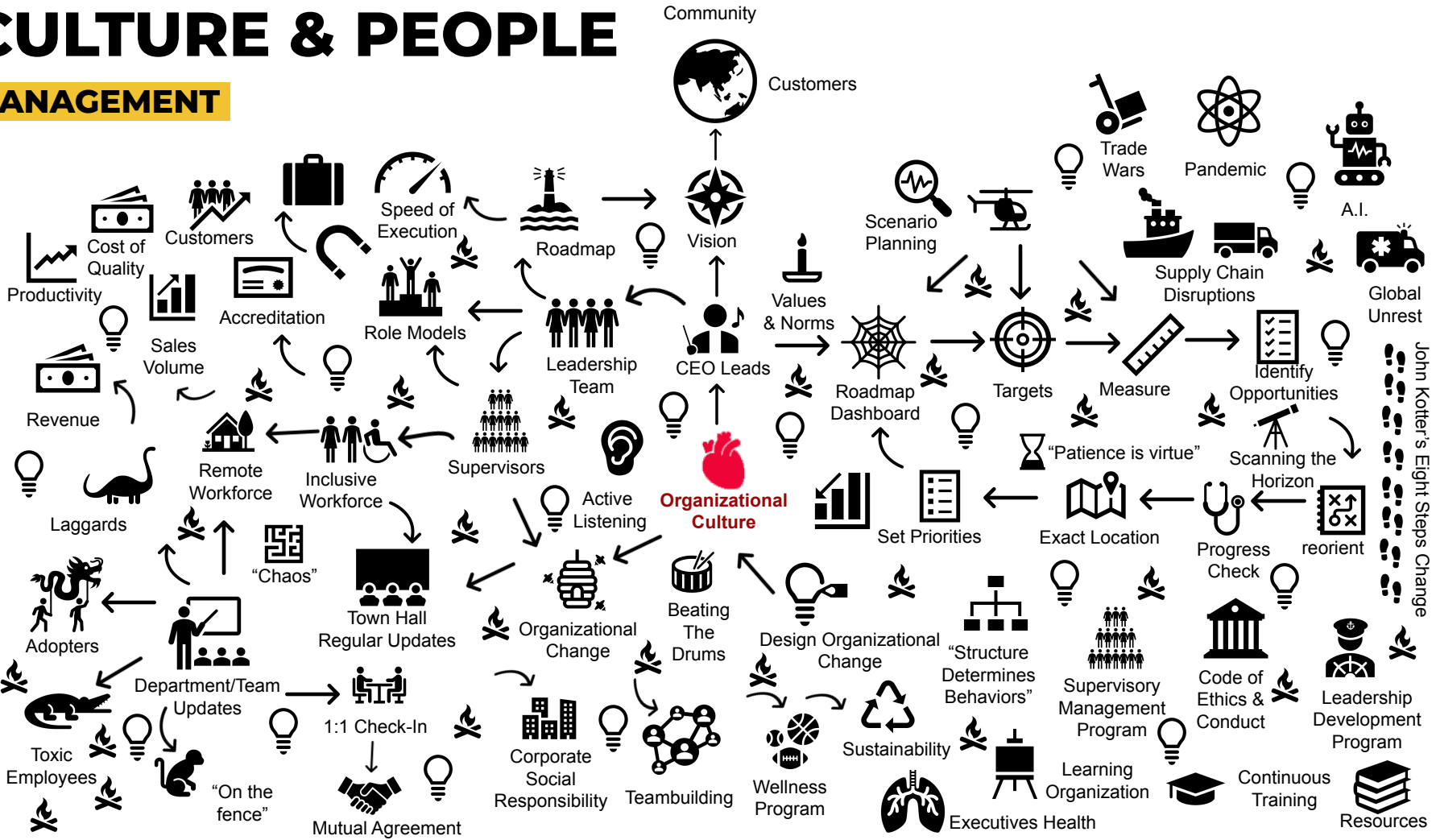
Over the past several years, she has played a key role in scaling organizations from a few hundred to more than 3,000 employees, Her work focuses on building scalable people strategies, strengthening organizational effectiveness, and enabling sustainable growth in fast-evolving markets.

Her work focuses on organizational effectiveness, people strategy, and building high-performance cultures that enable companies to sustain rapid growth while maintaining agility, innovation, and strong employee engagement.

At the Frontier Leadership & AI Mini MBA, Ms. Thủy Nguyễn will share practical insights on Culture & People Management in high-growth organizations, including how to design people strategies, develop leadership pipelines, and cultivate a culture that supports innovation in the AI era.

CULTURE & PEOPLE

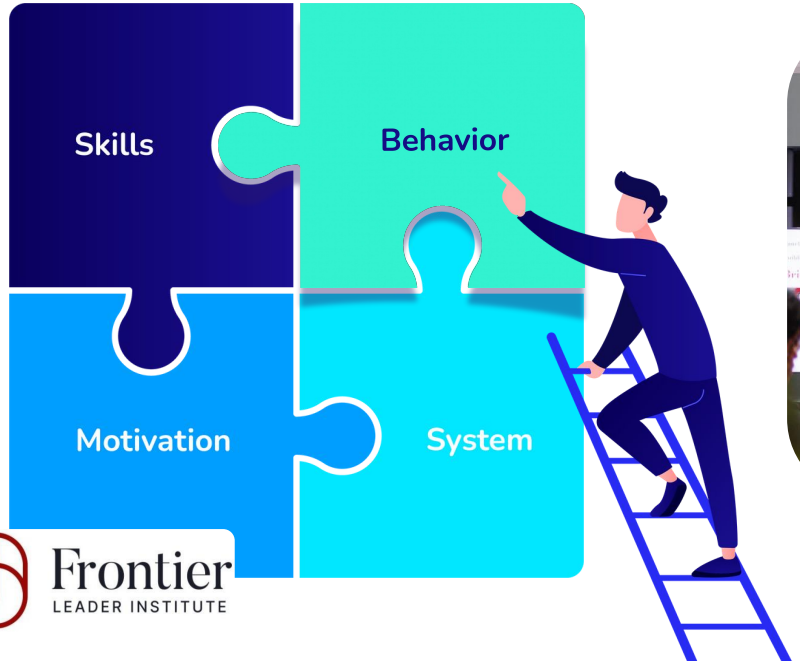
MANAGEMENT



MODULE

PEOPLE

DEVELOPMENT



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MODULE

PEOPLE
DEVELOPMENT

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1. **Culture IS Behavior???**
2. Building Talent Pipelines with clear
    a. Business objectives and
    b. Culture
    c. Competencies (Khung năng lực)
3. Performance Coaching and Feedback
4. Employee Engagement and Retention
5. Learning and Development Programs
6. Diversity, Equity, and Inclusion (DEI)
7. Applying AI in People Development

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Module **FINANCIAL MANAGEMENT**

WELL-BEING

Mr. DANG THE TAI

CHỦ TỊCH BFLOW BY MINH TAM SOLUTIONS

CỰU CEO CMC SG

1. Leadership with Spiritual Awareness and Emotional Intelligence
2. Practicing Love for the Work and Doing the Work
3. Facing Pain and Challenges Through Mindfulness
4. Empathy and Compassion in Leadership
5. Developing Wisdom and Creativity Through Meditation
6. Simplifying Decision-Making and Leadership Processes



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Chỉ kh
dám nhìn
thẳng vào
cái đau, ta
mới thấy
cửa mở

Hôm nay, ta không đến đây để thêm "mẹo quản trị" nữa
mà để tạm dừng – nhìn lại con đường ngay dưới chân

WELL-BEING

Mr. DANG THE TAI

CHỦ TỊCH BFLOW BY MINH TAM SOLUTIONS

CỰU CEO CMC SG

CMC Saigon Technology and Solutions (CMC TSSG), dưới sự dẫn dắt của CEO Đặng Thế Tài, từ con số 0 trở thành một trong những đơn vị hàng đầu trong lĩnh vực tích hợp hệ thống công nghệ thông tin tại Việt Nam với **sự tăng trưởng đột phá doanh thu 100 lần: từ 20 tỷ lên 2,000 tỷ với gần 400 nhân viên**

Bối cảnh & Thách Thức

Trong giai đoạn chuyển đổi số bùng nổ, cạnh tranh khốc liệt, CMC TSSG không chỉ đối mặt với yêu cầu cấp thiết về việc phát triển nhân tài ngành công nghệ thông tin, tối ưu hóa quy trình kinh doanh mà còn cần xây dựng một văn hóa doanh nghiệp cam kết mạnh mẽ, gắn kết, sáng tạo để sẵn sàng cho sự phát triển đột phá.

Các thách thức bao gồm:

- **Thay đổi thị trường:** Nhu cầu của khách hàng về các giải pháp số hóa và tích hợp công nghệ ngày càng cao, đòi hỏi doanh nghiệp phải liên tục đổi mới và thích ứng.
- **Phát triển nhân sự:** Thu hút, đào tạo và giữ chân nhân tài trong lĩnh vực công nghệ cao luôn là bài toán khó.
- **Xây dựng văn hóa bền vững đồng bộ với sự tăng trưởng đột phá:** Ứng với kế hoạch tăng trưởng doanh thu 1000 lần và quy mô nhân sự 15 lần, việc duy trì giá trị cốt lõi và văn hóa chung của tổ chức trở thành một ưu tiên chiến lược.

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Hiểu rõ Wellbeing cá nhân và tổ chức

Mối liên hệ với Lãnh đạo tỉnh thức

Trải nghiệm thực hành nền tảng

Xây dựng kế hoạch ứng dụng

Masterclass

GLOBAL TALENT STRATEGY



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& the 38 Korn Ferry Competencies

Build **world-class leaders** through competency-based development

1. Understand and apply Korn Ferry's 38 competency framework.
2. Build a global talent strategy aligned with business goals.
3. Design competency-based learning paths for leaders and teams.
4. Apply tools to identify, develop, and retain top talent.
5. Lead effective succession planning and high-potential programs.

Siemens (Shipper - Project Controller - Financial Controller ... Software Specialist)

Athena - Network Training Center
(President & CEO)

Microsoft Việt Nam
(IW Product Marketing Manager - Territory Manager (Central VN & Cambodia)

VNG - 123Mua (Top 3 Marketplace)
(Head of 123Mua)

Auchan Retail Vietnam
(Digital Director)



Dalat Hasfarm®
Flower your life

Mr. Dong Nguyen

Nationwide Retail & E-Com Director
Chief Technical Officer - MIS Director
& Corporate Sales Director

Masterclass GLOBAL TALENT STRATEGY

- **Enhancing collaboration**
- **Strengthening strategic impact**

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This program aims to **empower Frontier Leadership and AI mini MBA programs graduate leaders** to overcome stage and camera anxiety, avoid execution traps like workplace silos, navigate external pressures, and drive proactive collaboration toward your vision and long-term business plan

Capstone Project

Building winning culture

- LEARNERS design a Global Talent Strategy Playbook:
- Define 5 key roles in your organization
- Select 5-10 key competencies aligned with your vision and business strategy
- Build a development journey and succession plan for each role
- Pitch and debate your integrated strategy to coach and peers

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Learning Tools & Methods

- **Korn Ferry FYI Guide (38 Competencies) + Talent strategy case studies from Fortune 500 + local companies life case studies**

Through hand-on masterclass with strategic tools, real-life insights, and practical applications, leaders will enhance the capacity to foster high-performing, cohesive teams while aligning with company's core values of collaboration and global growth.

1. **Drive Collaboration Across Vietnam and Regions:** Build trust and align diverse teams toward shared global vision and goals.
2. **Foster Innovation:** Develop a culture of continuous improvement, diversity and inclusion, innovative problem-solving and knowledge sharing.
3. **Strengthen strategic alignment impact:** Enhance team effectiveness by aligning operations with company's overarching vision and business



Together we can rebuild the world



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Week 1
Orientation Day

1. Financial Management
2. Cultural and People Management
3. Sales & Marketing Management
4. Innovation Leadership
5. People Development
6. Creative problem solving
7. AI in business Management
8. Sustainable Strategic Management
9. Well-being
10. Legal and compliance management

Week 12
Graduation Day

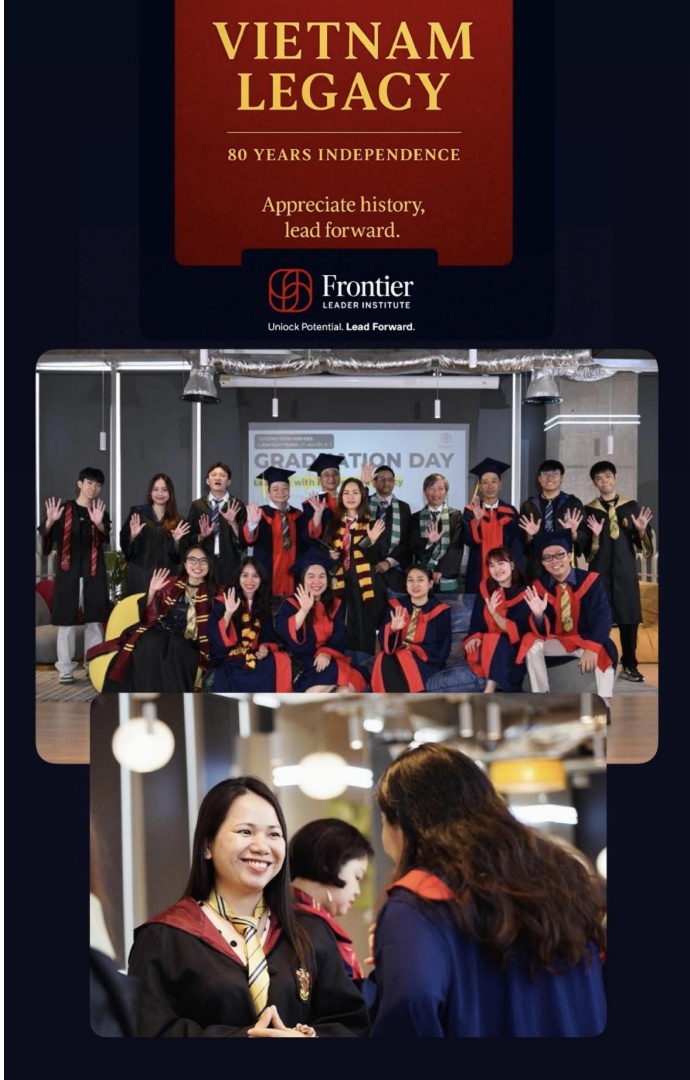
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National Graduation Day

Leader – Alumni – Investor kết nối & đánh giá cuối kỳ.

Leading with

impact and legacy



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GRADUATION DAY LEADING WITH IMPACT AND LEGACY

CO-LEADERSHIP PITCHING

🎯 Pitching Topic

"With the vision to scale from 11 to 100, design a 10-year vision and 2-year Operational Growth Plan for your business or initiative, and define the top 3 sustainable success factors that will help you lead with impact and legacy."

Requirements:

- Pitching teams must apply at least 3 out of 10 modules learned
- Reflect the core values in the Leadership Operating System:
- Business – People – Self – System
- Structure must be professional, inspirational, and strategic

🧠 SCORING AND RANKING GUIDE

50% Judges – 50% Audience

🎓 Transformative Learning-based Criteria (aligned with FLI 10 modules)

Criteria	Description	Relevant Modules	Max
1. Strategic Thinking & Impact Vision	Deep insight, vision, long-term orientation	#4, #8, #10	10
2. Operational Planning & Realism	Practical growth plan, realistic steps to scale	#1, #3, #6	10
3. Leadership & Team Synergy	Leadership vision, team engagement, stakeholder alignment	#2, #5, #9	10
4. Technology & AI Integration	Use of AI or technology to scale and optimize	#3, #7	10
5. Storytelling & Legacy Messaging	Inspirational, coherent, and emotionally resonant narrative	#4, #9	10
6. SCALABILITY & FUNDRAISING	Clarity and creativity in business model and funding approach	Masterclass	15
7. GLOBAL TALENT & INNOVATION STRATEGY	Clear plan to develop people, system, and innovation for sustainable scaling	Masterclass	15
8. ART, CULTURE & CREATIVITY	Artistic expression, culture integration, creativity embedded in the pitch		20

⏱ Total Time

15 minutes per team

Part	Content	Time
⏳ **1. Pitching**	Present growth plan & 3 sustainable success factors	6 minutes
🔄 **2. Debating**	Debate with judges or defend idea	6 minutes
🎯 **3. Judges' Feedback & Voting**	Judges give scores and feedback	5 minutes
💬 **4. Audience Live Voting**	Audience voting score	2 minutes

MASTERCLASS

Flagship program



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FUNDRAISING and INVESTOR RELATION

FRONTIER MASTERCLASS

FRONTIER LEADERSHIP AND AI MINI MBA

FUNDRAISING & PITCHING
NGHỆ THUẬT GỌI VỐN CHIẾN LƯỢC

"Bạn đáng giá bao nhiêu trong mắt các 'Cá mập' toàn cầu? Thuyết phục hội đồng đầu tư khó tính nhất với tư duy định giá và cấu trúc vốn chuẩn quốc tế."



THÀNH VIÊN HỘI ĐỒNG CỐ VẤN FRONTIER LEADER INSTITUTE

MR. NGUYỄN KHẮC HUY

NHÀ ĐẦU TƯ, NHÀ ĐIỀU HÀNH, NHÀ QUẢN TRỊ VẬN HÀNH VÀ TÀI CHÍNH TÀI BA

NHÀ GIÁO DỤC NHIỆT HUYẾT, THÂN THIỆN

35 NĂM KINH NGHIỆM TOÀN CẦU

Billion QUẢN TRỊ DOANH THU HÀNG TỶ USD

10K VẬN HÀNH HỆ THỐNG NHÂN SỰ

NỀN TẢNG HỌC THUẬT TINH HOA

- **Tiến sĩ Luật học (Juris Doctor)**
  Trường Luật Chicago-Kent, Hoa Kỳ
- **Thạc sĩ Quản trị (MBA) Tài chính**
  Viện Công nghệ Illinois, Hoa Kỳ
- **Cử nhân Kinh tế**
  Đại học Bang California (Long Beach)

JUDGE

NATIONAL GRADUATION DAY



NỘI DUNG MASTERCLASS CHUYÊN SÂU

- **CẤU TRÚC VỐN & ĐỊNH GIÁ**
  Tối ưu cấu trúc vốn, tối đa định giá doanh nghiệp trước các vòng đàm phán gọi vốn khốc liệt.
- **HIỆU SUẤT TÀI CHÍNH**
  Nhìn thấu và "bắt bệnh" các điểm mù tài chính mà hội đồng nhà đầu tư sẽ soi xét khắt khe nhất.
- **NGHỆ THUẬT GỌI VỐN**
  Kỹ năng và nghệ thuật thuyết phục Investors (Nhà đầu tư) đúc kết chỉ trong 5 phút vàng ngọc.
- **THỰC CHIẾN & PHẢN BIỆN**
  Học viên trực tiếp Pitching dự án thực tế và nhận Feedback sắc bén từ Giám khảo tầm cỡ quốc tế.

PHÓ CHỦ TỊCH VẬN HÀNH ĐNÁ & TỔNG GIÁM ĐỐC VN
Tập đoàn DFS (Thuộc LVMH Group)

NGUYÊN GIÁM ĐỐC CHIẾN LƯỢC & VẬN HÀNH
Tập đoàn Tư vấn Deloitte.

NGUYÊN GIÁM ĐỐC ĐIỀU HÀNH (GROUP COO)
TẬP ĐOÀN KINH ĐÔ

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INVESTOR RELATION

Fundraising Strategy Guide:

This a guide designed to help Founders raise capital from early-stage investors, particularly angel investors by Adeo Ressi.

6 things to Pre-Empt 90% of Due Diligence

A Beginner's Dictionary of Venture Capital

Here's a primer on the language of venture capital.

How to Read a Convertible Debt Term Sheet — Hyde Park Angels

The Ultimate Convertible Debt Term Sheet Glossary

Guide to Raising Money Online

This guide was created by FI Mentor Jason Friedman.

Equity Fingerprint Guide

Equity Fingerprint (English)

Pitching to VCs

David S. Rose's rapid-fire TED U talk on pitching to a venture capitalist and the 10 things you need to know about yourself -- and prove to a VC -- before you fire up your slideshow.

Example Cap Table

A simple cap table provided by Venture Hacks.

Venture Deals

The best book to read to fully understand venture funding.

How Startup Funding Works

Infographic.

Seed Investing: Understanding the Landscape

A three part series dissecting different instruments for seed investment.

Feld Thoughts Blog

Brad Feld has been an early stage investor and entrepreneur since 1987. Prior to co-founding Foundry Group, he co-founded Mobius Venture Capital and, prior to that, founded Intensity Ventures. Brad is also a co-founder of Techstars.

Canaan Pitch Workbook 2013

Dummies guide to pitching venture capitalists.

List of Funding Documents for Startups

This is a free collection of essential sample legal forms for startup creation and funding, contributed by startup lawyers, venture capital firms, and accelerator programs.

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~~yesterday~~

NOW.

~~tomorrow~~



If your actions inspire others to dream more, learn more, do more & become more, YOU ARE A LEADER.

– John Quincy Adams

THE TRUSTED LEADERSHIP TRAINING PARTNER OF PROGRESSIVE ENTERPRISES

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Tailored Solutions for Top Management

Equip leaders with the tools to navigate and deliver organizational success

- Go-to-market/ Growth strategy Consulting
- Succession Planning Consultancy & Implementation with dedicated 1-1 coaching service for F0 & F1
- C-level events/ Workshop
- Leadership camp Spirit - Mind - Soul

Empowering Middle Managers

Tailor-made practical training workshops/ courses aimed at enhancing their skills, strategic alignment and efficiency, delivered by 100+ senior leaders

- Fundamental leadership skills with Frontier Leadership and mini MBA program (VN & ENG tracks)
- Leadership training camp
- Accelerate exponential growth with global and local success stories and best practices

Heineken
CIO VIETNAM
VIETNAM INVESTMENTS GROUP
DHL
HUNG VIET GENERAL CLINIC
In collaboration with IOC
Mondelēz International
GAPIT
CSMN VIETNAM
DRAGON CAPITAL
DEEP C INDUSTRIAL ZONES
LPBank
NGÂN HÀNG LỘC PHÁT VIỆT NAM
DECATHLON
TGM Research
GEEK UP
AMANAKI
PUDONG PRIME GROUP
TAP TAP
CJ
LEGO

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Local Track

Vietnam-Focused Leadership

3,999 EURO

Tailored for leaders navigating the Vietnamese business landscape

What's Included

- Vietnamese-language instruction
- Vietnam-specific case studies
- Local market expertise
- Vietnamese business culture focus
- Local networking & partnerships
- Regional best practices

Ideal For:

- Leaders in Vietnamese companies
- Focusing on domestic market
- Building local partnerships
- Understanding Vietnam context



14 Weeks

International Track

Global Leadership Excellence

4,999 EURO

Designed for leaders expanding internationally or working with global teams

What's Included

- English-language instruction
- Global case studies & frameworks
- International guest speakers
- Cross-cultural leadership focus
- Global networking opportunities
- International best practices

Ideal For:

- Leaders managing international teams
- Companies expanding globally
- Working with multinational organizations
- Seeking global perspectives

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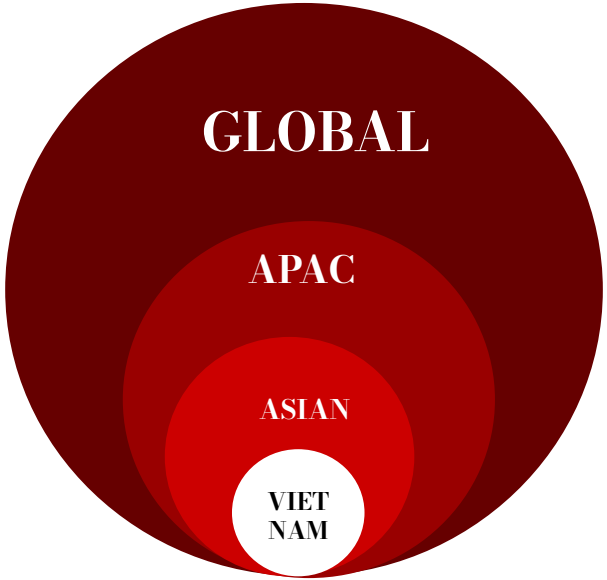
VISION

World-class education for all

In the relentless pursuit of excellence, we envisions a world where education transcends boundaries, becoming a universal right rather than a privilege

MISSION

FLI empowers 100 Million Lives Annually,
Transforming Education Across 100+ Countries,
Aiming for 1% Annual Global GDP Growth
by 2050



GLOBAL INITIATIVES

These initiatives collectively form FLI's commitment to a world where education is limitless, communities are connected, and well-being is prioritized.

FLI is not just redefining education,
we are transforming lives and shaping a global community that thrives on knowledge, compassion, and sustainable impact.

Online Platform
Breaking barriers, providing education beyond borders.

Worldwide FLI Campuses
Offering immersive learning experiences for global leaders.

100 Million-strong Global Community
Fostering connections, knowledge exchange, authentic friendship and cross-culture collaboration.

International Public Library
Creating a hub for diverse ideas, perspectives and innovations.

Psychology Therapy Retreat
Prioritizing mental well-being for holistic leadership development.

Charity for Kids & Underprivileged
Pioneering initiatives to uplift and support the most vulnerable, ensuring a brighter future for the next generation.

Cultivating Vietnamese Culture
Through FLI's leadership education, Vietnam aspires to become a developed country with a rich culture by 2050.

ZEROWASTE Commitment
FLI is dedicated to achieving ZEROWASTE by 2030, leading the charge towards a sustainable and responsible future

Our pioneering team

TOGETHER, WE CAN MAKE VIETNAM BECOME THE
TOP LEADERSHIP INCUBATOR IN THE WORLD



Mr. Ly Truong Chien
Co-founder, President
Business model, strategy into action, marketing
*ex VP Marketing at **Unilever***



Ms. Hien Pham
Founder, CEO
Entrepreneurship, Commercialization & Partnership, ESG



Mr. Le Hong Phuc
Organizational development, HR & succession planning
*Chairman at **VNHR***
ex-Head of HR at
Samsung, Intel, Nova Group



Mr. Jack Nguyen
Finance, Market Entry, HR
*Deputy CEO at **Talentnet***
*ex Fund CFO at **VinaCapital***



Ms. Mai Nguyen
Organizational development, management & succession planning
*GM at **Groove Technology***
*Ex-MD at **Navigos Group***



Mr. Suresh G Kumar
Finance, Tax and Commercialization
*Chairman of the Advisory Board at **Bizzi***
*ex Partner at **Deloitte Southeast Asia***



Ms. Susan Do
Legal & microfinance
*Legal Direct at **F88***
*CLO at **BambuUP***
*Head of Legal at **Formula 1 Grand Prix***



Mr. Cris D. Tran
Strategy, finance, advanced technology
*Vietnam Strategy Director at **Huobi Global***
*Managing Director at **VSIF***





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Highly engaging and transformative learning with seasoned active global and local leaders



















Lead Resiliently

Unlock Your Competitive Edge with Diversity



Ms. Michele Wee, the visionary CEO of Standard Chartered Bank Vietnam, shared her wealth of experience in guiding businesses to greatness, we delved deep into the essence of

People Agenda.

Michele's dedication to sustainability and her emphasis on **#neversettle**, **#dotherightthing**, and **#bettertogether** illuminated the path toward transformative collaboration.

Her insights showcased how genuine partnerships and a commitment to positive change can revolutionize businesses and lives.

Lead Authentically

Cultural Respect and Inclusive Practices



Ms. Patricia Marques, a seasoned CEO of Starbucks Vietnam and Expert at Frontier Leader Institute, shared her authentic international journey intertwined with a **profound understanding of Vietnamese culture.**

She unveiled Starbucks' success story in Vietnam, emphasizing sustainability and a vision for a greener future.

Patricia's authentic stories illustrated how diversity and inclusion drive success, emphasizing the significance of authentic connections, sustainable practices, and cultural respect in the business world.

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LEADERSHIP TRAINING CAMP

Leading Through Change

Physical Resilience
Emotional Mastery
Trust and Collaboration
Creative problem solving
Vision and the higher purpose

Mindful decision-making and company culture

LEADERSHIP TRAINING CAMP

Leading Through Change

Inspired by a legacy of service and leadership, our mission is to empower and uplift leaders through holistic wellness and transformative experiences.

This camp is a chance to help leaders reconnect with nature, enhance leadership skills, and forge lasting connections with themself then connect deeply with their team and culture.

Program overview

Day 1 & Day 2: SELF-LEADERSHIP
Look Inward and Emerge with Community
Discover Our New Self - Unlock Your Potential

Day 3 & Day 4: ORGANIZATIONAL LEADERSHIP
Cultivating Team Excellence
Adaptive Leadership - Leading Through Change

Suggested Location: Luu Ly Waterfall, DakNong, Vietnam (UNESCO forest)
Time: 2-4 DAYS
Outcome: Master Resilience and Emotions for Leadership Excellence
Teaching methodology: Practical exercises in nature, Executive Coach, Group Coaching
Language: Vietnamese/ English



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The outcomes aim to empower you with the skills and mindset required for sustainable success in dynamic, chaotic and demanding leadership roles



- **Strategic decision-Making**
- Leadership resilience
- Emotional mastery in Leadership
- Innovative adaptability
- Physical well-being for high-pressure performance
- Trust and Relationship Building
- Compassionate Leadership in a strategic and culture setting
- Mindfulness for high-pressure environments
- Long-Term leadership well-being practices
- Authentic collaboration

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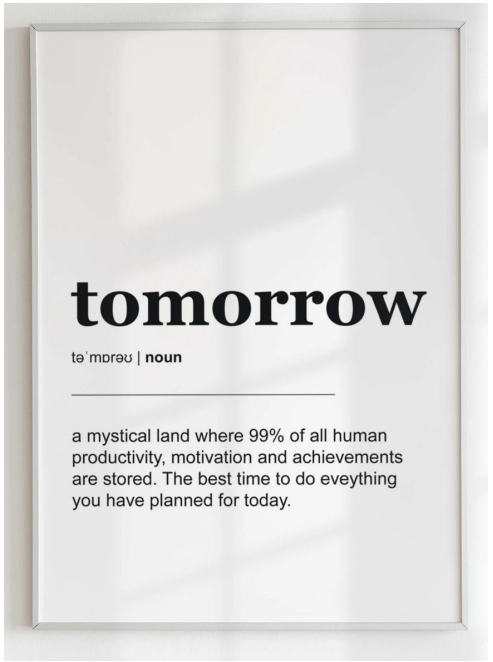
LET'S SCHEDULE OUR MEETING

AND START OUR

2026 TRANSFORMATIVE JOURNEY

HERE





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