

# **Bangchak HR Management Strategy Navigating the Energy Transition**

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Corporate Strategy and Sustainability

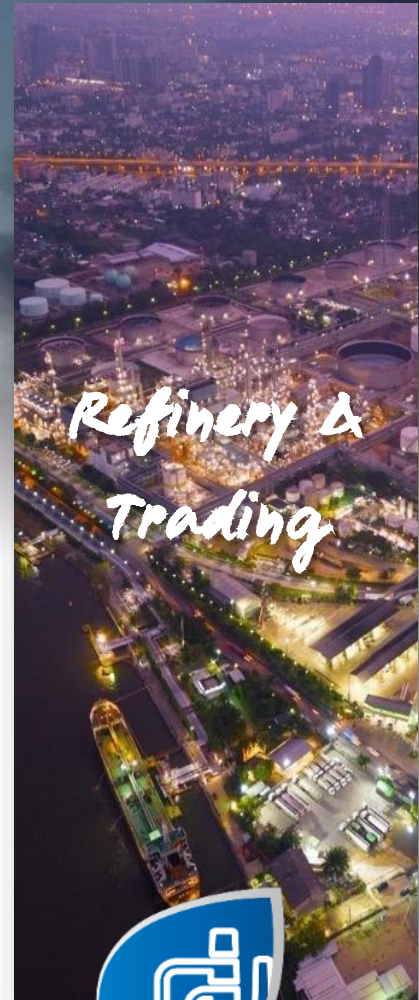
Bangchak Corporation Public Company Limited

26 January 2023, JCCP Symposium





# Bangchak Group 5 Core Businesses



Refinery & Trading



Marketing



Green Power



Bio-Based Products



Natural Resources



Business Development & Innovation





# Our Aspirations



“New Growth Engine & Innovation Center for Bangchak Group”



“Leading Bio-Based Green Innovation for Sustainability”



“Your Greenovative Destination for Intergeneration”



“A Leading Mid-to-Late Life Upstream E&P Company”



“Energizing a Greener and Sustainable World”



“Affordable and Sustainable Energy for All”



bangchak

**10x  
EBITDA  
2030**

From Avg. 2015-2020

**Crafting a Sustainable World**  
*with Evolving Greenovation*



## Vision

**Crafting a Sustainable World**  
*with* Evolving Greenovation



## Mission

We commit to accelerate **sustainable energy transition**, while **balancing energy security**. We are energizing lives through **greenovative solution** and promoting ESG for all.



# Core Values

Crafting a Sustainable World  
*with* Evolving Greenovation



# HR Management Strategy

## The enhancement of

- 1) Organizational core value change
- 2) Growth competency development
- 3) Digital and Data-Driven Organization

HR Trends &  
Environment



*Specific Technical Skill with  
Essential Leadership and Soft skill.*

# Organizational Core Value Change Roadmap

I AM B : Boldness C : Customer Empathy P : Passion

Key apply

How ?

**2023**  
**Memorable & Understand**

1) Leader in action  
2) Communication

Role Models

Change agent

Recognition, Reward

**2023-2024**  
**Turn mindset to skillset**

1) Build Environment of new core value behavior  
2) Practice them frequently

Recruitment

Engagement & Activities

Performance Management

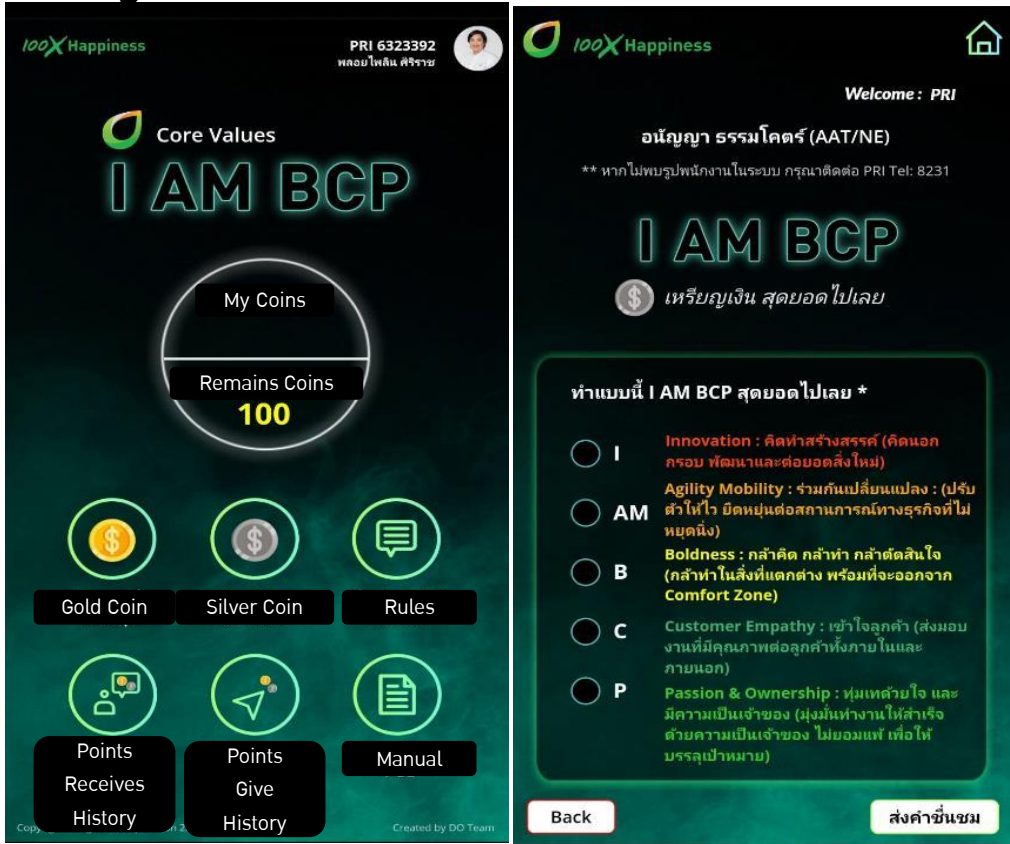
**2025-2027**  
**Reinforce and Sustain change**

**New Way of Working**

# Core Value Awareness Program: I AM BCP Point



Bangchak Line OA



100X Happiness



Vending machine



Canteen



Redeem Point



Recognition Program



Role Model Reward



Team Reward



Give **iambcp** Points  
Individual Points = 100 points



Core Value Awareness Activities

Redemption Rewards & Recognition



# 2

## Growth Competency Development

Link new VMV and Strategy to competency development



Core



Growth Mindset



Strategic thinking



Digital Literacy

Business Competency

### BAU



- Economic Feasibility



- eCommerce and Digital marketing



- Business Negotiation
- Merger & Acquisition

### Diversification

- Supply chain Mgt
- Sale & Marketing alignment
- F&B business development
- Asset management
- New business acumen



# 3 Digital and Data-Driven Organization



***Digital Learning & Literacy***

***Transform to Digital Process***

***Bring Data Analytic in Business Transition***



# Evolving data-driven marketing for customer experience

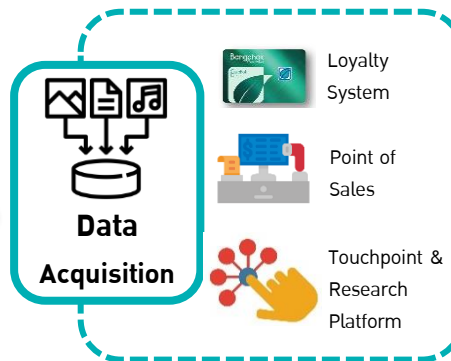
The use of data analytics for personalized offerings and customer convenience



Automatic marketing campaign



Bankers and Business Partners



From Data to Business



## Digital For Being Marketing Arm

### Member & Marketing Solution Platform Business



Point Correction



Marketing Solution  
(Up-Sales & Cross Sales  
Content & Communication)

### Lube's Self Distributors



Merchandise Planning



Marketing Solution



Cross Sale  
Up Sale



Network Relationship

### Supply Chain for Food & Beverage (New Engine)

Grab and Go Oasis @ *Inthanin*



**Thank you**

**Bangchak Corporation Public Company Limited**

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