

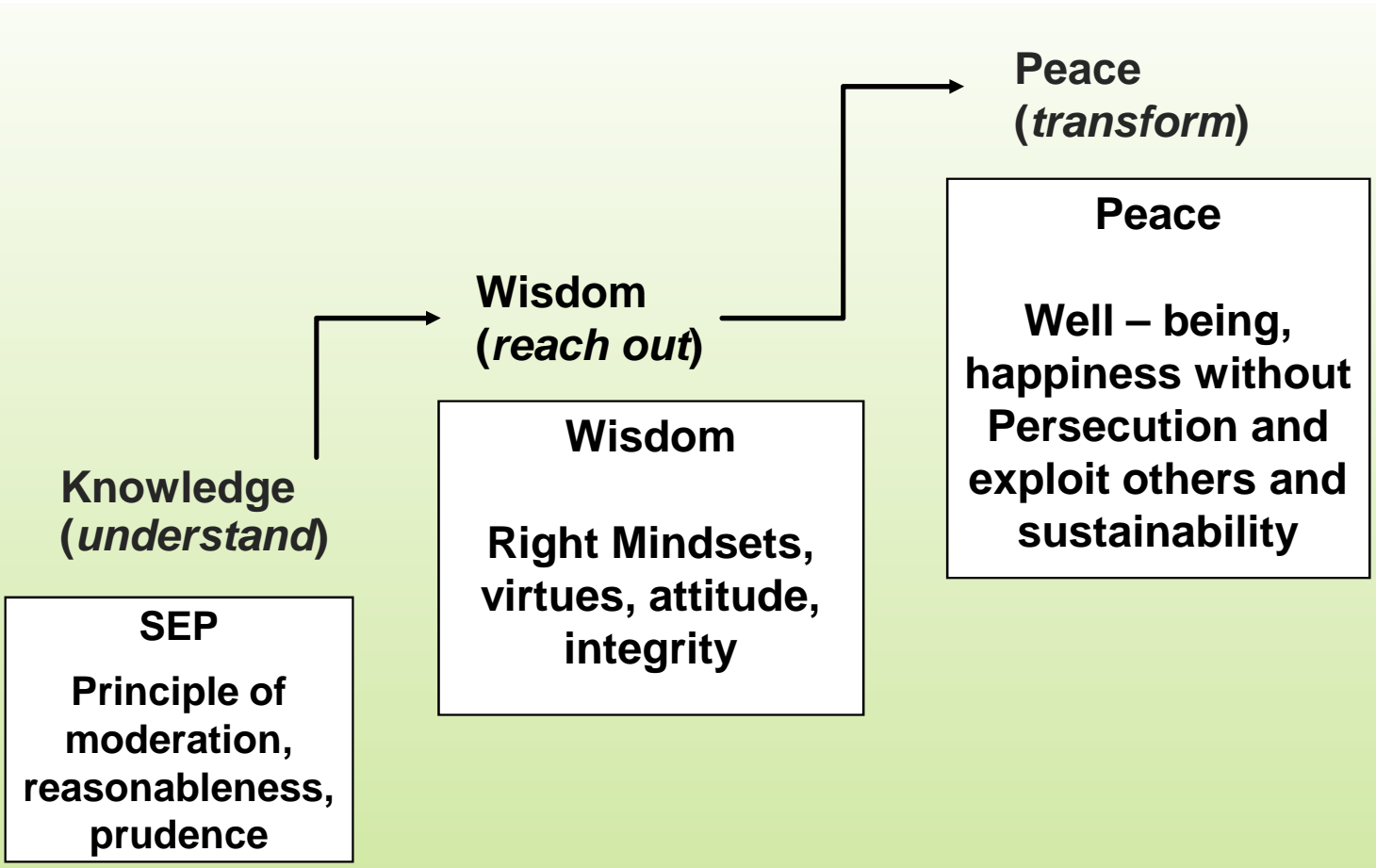


Leadership Capacity Building by Sufficiency Economy Philosophy

Asst. Professor Om Huvanandana DBA in Business Economic and Public Policy


Assoc. Professor Thanavadee Boonlue Ph.D. in Sociology

Siam University, Bangkok, Thailand



SEP is the foundation of knowledge and integrity which create wisdom for the students to obtain peaceful living and sustained development and success.





***** True happiness attained when a person is fully satisfied with what he or she has and is at peace with the self – satisfy with basic need not greed.**

“To strive to consume more (=greed) leads to unhappiness if consumption is not satisfied or falls short of expectation” ***

Definition of Sufficiency Economy Philosophy (SEP)

► HOW “SEP” GETS US TO “SUSTAINABILITY”

We use our knowledge and virtues in making decisions in our lives



KNOWLEDGE

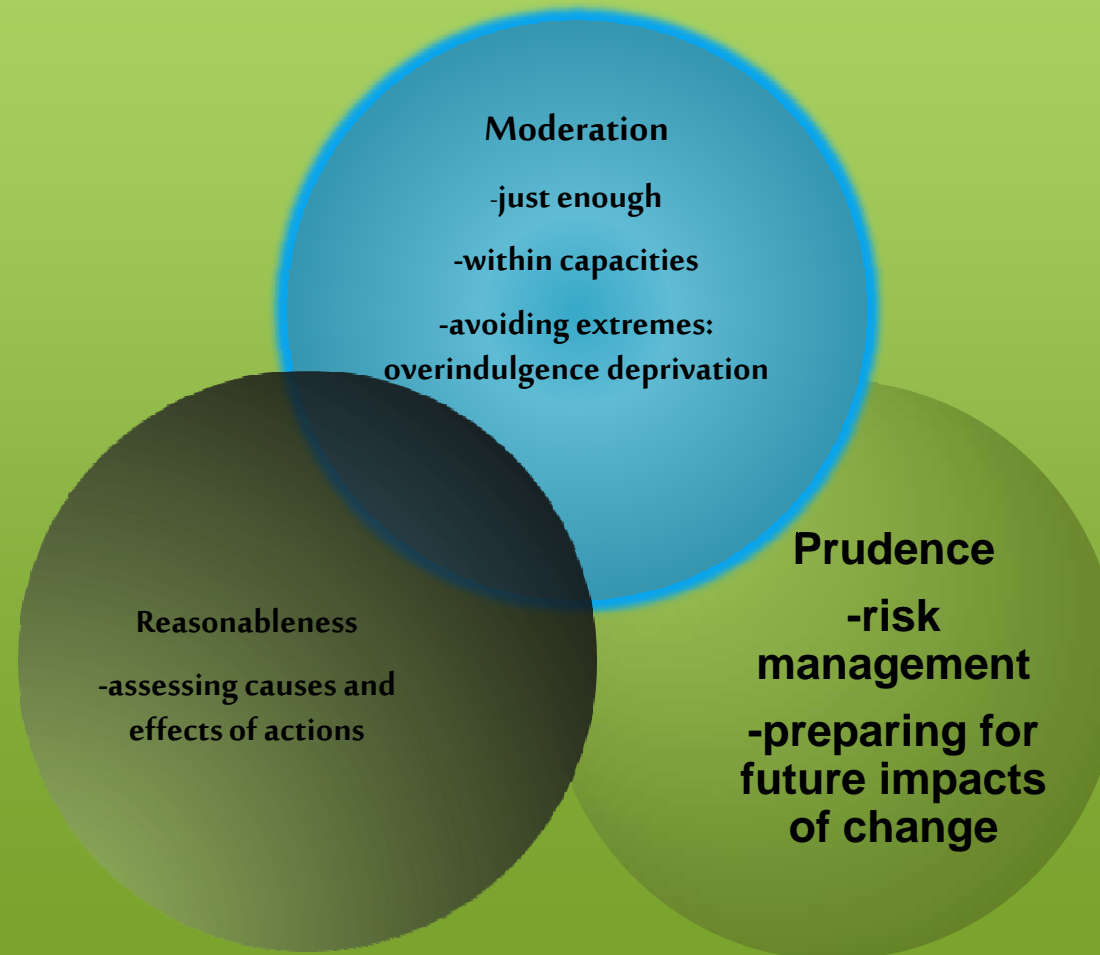
- Insight
- Right understanding
- Prudent application



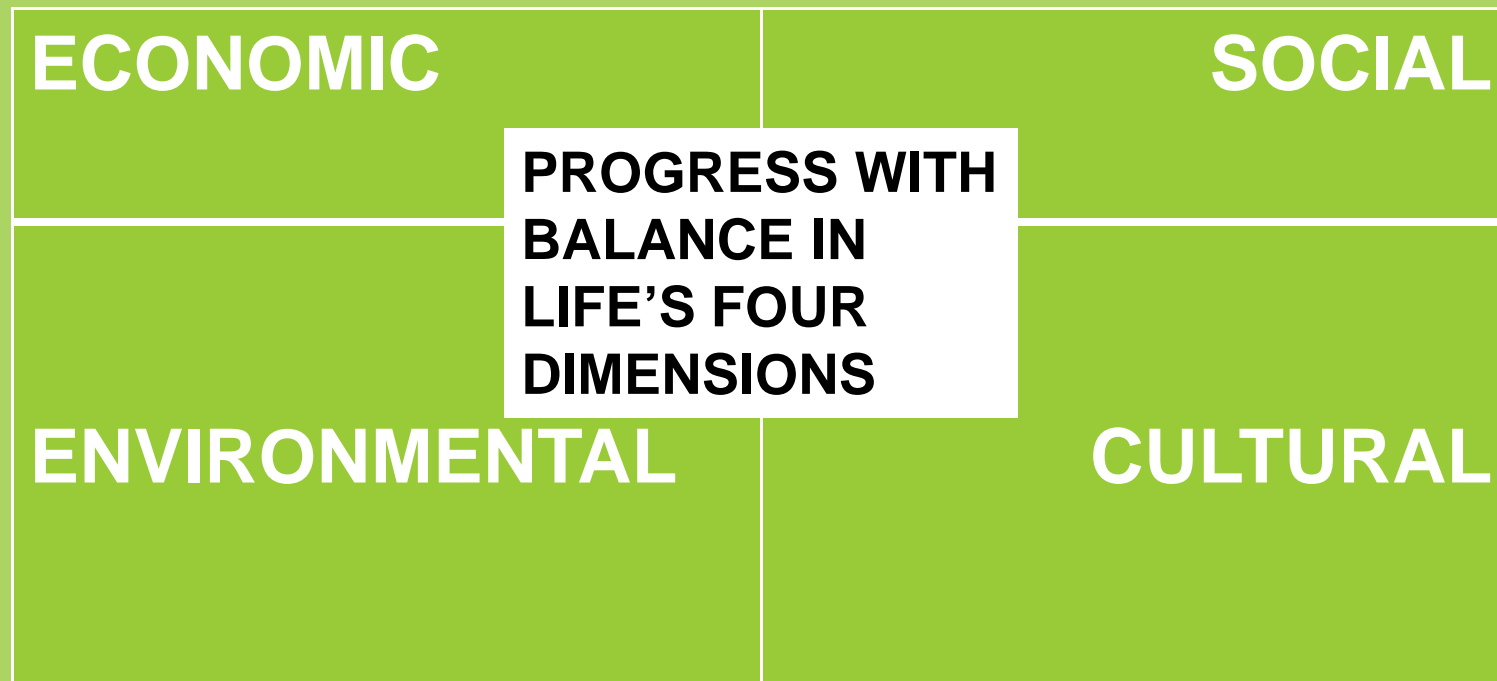
VITURES

- Honesty
- Altruism
- Perseverance
- Mindfulness

We use three principles to guide our decision-making:



We aim, as a result of our decisions, to create in the four dimensions of life:





Three main tenets of this philosophy (moderation, reasonableness and self - immunity)

SEP at the Individual and Family Level :

- Living a simple life
- Living within one's means
- Refraining from taking advantage of other people
- Middle path is a way of thinking



At the Community Level to Solve Problems :

- **Joining together to participate in decision – making.**
- **Developing mutually – beneficial knowledge and appropriately applying technology.**
- **Coordination is mechanism.**



At the National Level :

A holistic approach with an emphasis on appropriateness, complete advantage, low risk, and avoiding over – investment.

- **Keeping abreast with what is happening elsewhere in the world.**
- **Hedging investment and reducing imports and over dependence on other countries.**

SEP curriculum :

- **Transferring SEP emphasizes on Changing Mindsets**
- **Integrating SEP as Framework for Thinking and Action**
- **Being a subject in General Training and Orientation**
- **Integrating SEP Way of Thinking into Organization Culture.**

Foundation of All Achievement : (require 3 behaviors)

1. Accumulation of knowledge (ingredient of decision making)
2. Ethics and Virtue (all decision's i.e. financial ones should be based on Ethics + Values)

*Ethics should be applied to all business decision, every purchase, etc. *

3. Foundation building (a nation, business, household must have a firm foundation to stand strong.)