

Ideation Capability Building for Facilitators (Innovation)

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Background

At Thaioil, we prioritize innovation and continuous improvement, placing our employees at the heart of this journey. Recognizing the power of their ideas, we launched the Ideation Capability Building for Facilitators program in 2023. This initiative equips employees to become SME Innovative Facilitators, empowering them to lead idea generation sessions within their departments.



Process

- 1 **Selecting:** Short-listed employees with strong communication, problem-solving, and leadership skills departments selected to participate in the program.
- 2 **Training:** Interactive workshops on facilitation techniques, facilitator mindset, design thinking, and ideation tools.
- 3 **Reflection:** Group discussions to internalize learnings and tailor them to specific roles.
- 4 **Coaching:** Personalized sessions for skill practice, feedback, and refining facilitation approaches.
- 5 **Impact:** Personalized sessions for skill practice, feedback, and refining facilitation approaches.
 - SME facilitators led idea generation sessions for 43 departments following program completion.
 - These sessions generated ideas with the potential to deliver substantial benefits to the company.

Objective

- To empower SME innovative facilitators to effectively guide brainstorming and idea generation sessions across departments.
- To equip participants with a robust skillset encompassing facilitation techniques, facilitator mindset, design thinking principles, and a comprehensive toolbox for ideation



Benefit and Conclusion

By building a team of internal SME Innovative Facilitators, Thaioil has achieved significant cost savings and fostered a culture of innovation. These facilitators have conducted 43 idea generation sessions across various departments, eliminating the need for external consultants and saving an estimated 100,000 baht per session.

Furthermore, the ideas generated by these internal facilitators have the potential to deliver substantial benefits to Thaioil, with a potential value of up to 961 million baht. The total benefit from the program is 965 million baht, resulting in a return on investment (ROI) of 369% and an FTE of 7.35%. This initiative reinforces Thaioil's dedication to continuous improvement and innovation.