

Thailand  
HR Innovation  
Award 2021



สถาบันพัฒนาผลสัมฤทธิ์  
THAILAND PRODUCTIVITY INSTITUTE



PMAT



SIRD  
School of Human Resource Development  
NIDA

DATA  
ANALYTICS  
#DATAISTHENEWOIL



SCB ACADEMY



## 1 MILLION OPPORTUNITY

โครงการส่งเสริมทักษะการวิเคราะห์ข้อมูล  
สำหรับบุคลากรและกำลังคนเพื่อเพิ่มประสิทธิภาพการทำงาน

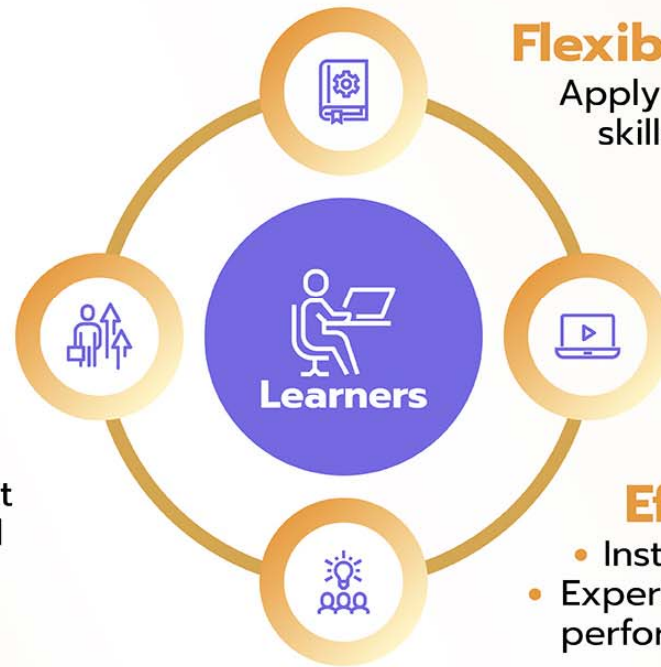
# DATA ANALYTICS FOR UPSKILLING

## P2P Learning ecosystem

- Effectiveness
- Scalability

## Intrinsic motivation

Increase engagement through digital social learning



## Flexible knowledge

Apply knowledge and skills in real life

## Self-directed learning

Hybrid learning (E-learning with assessment + Social learning)

## Effective collaboration

- Instructor-led feedback
- Expert guidance + Learning performance support



### Co Creator

- Key competency requirements
- Insight from practitioners
- Program design
- Publicity, Social Reach and community Facilitator



### Accelerator

- Direction, Theme and Pain Points
- Sponsorship
- Publicity



### Co Creator

- Learning platform
- Program design & Production
- Coursework Tutorial
- Report



### Community

- Peer to Peer Learning
- Virtual & In person Group Coaching/ Learning

i2

**iINVOLVEMENT**

Promote through multi channels  
**Public - Social and traditional media**  
**SCB - Roadshow and Promote across the bank**

**Public & SCB**



i3

**iIMPLEMENTATION**

### Public

- Better Career Opportunities during Pandemic
- Enhance performance in current job
- Thailand 4.0

### SCB

- Data Driven Organization
- Workforce readiness
- Talent Development & Retention
- SCB Transformation

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**iNTEGRATION**



### Nationwide impact

- **1,447 people** from general public was Digital upskilled at NO cost
- Career opportunity with Certificate from reputable organizations "AIT-SCB-depa"
- Thailand 4.0 - Workforce development for digital economy



### Business impact

- **10.3M** Cost saving to SCB on Data Analytics E-learning (5,500 pax)
- AIT to develop future Professional Training courses based on learning patterns, learners' behavior, success vs failure factors from DA4U program
- Corporate-academic partnerships, created new business opportunity for AIT
- Best Practices, Lesson Learned and research from DA4U program are beneficial for depa's future manpower development projects
- depa achieved their objectives on development of digital manpower which is a significant factor in transforming the country into digital economy



### People impact

- **4,667 SCB employees** was equipped with Data Analytical skill
- Workforce readiness for new way of working in SCB
- SCB employees have better opportunities in job mobility both internal and external



### Next

**Upgrade Data Analytics for Upskilling program with more interactive learning activities and open for batch 2 in Q1/22.**