

Evolving AIT to the *Greater Next*

The concepts below are drawn from various AITAA meetings, including the 45th GBM:

1 AIT Reputation

AIT's reputation has been built over its 57-year existence. Today, AIT's reputation is composed of:

1.1 Reputational Strength

1. International character;
2. Independence/autonomy; and,
3. Alumni.

1.2 Reputational Weaknesses

1. Poor infrastructure (comparative basis);
2. No longer competitive in many areas. The region's resources in education, technology, research, etc. have emerged and quickly matured; and,
3. Increasing perception that AIT is *just another university in Thailand, i.e., AIT is not special or unique.*

2 AIT's Potential for "The Greater Next"

2.1 International potential: AIT addressing needs for development and capacity building

1. Short duration development and capacity building activities are a waste of money, and a waste of time. *i.e.*, Uncoordinated one-off trainings, single batches of degree students, one-off projects do not deliver sustainable development.
2. AIT can build its strengths for sustainable capacity building for development to a region, community or company.

3. Sectoral types of interest: food; water; energy; environment; infrastructure; leadership; innovation; information; and new industrial version 4.0¹ evolution (Asia-wide).
4. AIT can address identified development and capacity building needs through *integrated* programs that result in *sustainable* development for a region, community or company. AIT's operations can deliver *integrated, practical, relevant programs* that consider local conditions composed of:
 - (a) Degrees;
 - (b) Professional development courses ("training courses");
 - (c) Innovative, integrated solutions; and,
 - (d) Applied research

2.2 Host Country Potential: AIT Addressing needs of Thailand

1. Sustainable and inclusive growth model; approach and methodology.
2. Transitioning Thailand to a high-income society; exiting the *Middle Income Trap*.
3. Designing and effecting changes to *processes* that currently inhibit advances in: education; technology; natural resource management; and, economic and social growth.

2.3 Benefit to the Region and to Thailand

1. AIT can be Great Again!
2. International/regional benefit

AIT can be the *best* organization in the world to provide sustainable development through integrated services and programs that are practical and relevant to local needs, society and environment.
3. Thailand benefits
 - (a) Thailand supports AIT as a resource for ASEAN.
 - (b) AIT as a resource for Thailand to exit the middle-income trap, where AIT provides services for institutional and individual/personal change for Thailand to evolve into a high-income society.
 - (c) AIT graduates and program participants as informal "Goodwill Ambassadors" for Thailand.

¹Versions 1.0: Agrarian/cottage industry; v. 2.0 Industrialization to light industry, natural resource exploitation, cheap (unskilled) labor; v. 3.0 Globalization to heavy industry, exports, inward FDI; v. 4.0 Value-Based Economy in innovation, creating technologies, high value services, knowledge workers, skilled labor.

4. Win-win.
 - (a) Regions/communities/companies win. Planned, structured capacity building and development for sustainable improvement.
 - (b) AIT wins. Positions AIT as an organization with a *unique* strong component of integrated development and capacity building.

3 Moving AIT to “The Greater Next”

1. AIT continues to do what it does. Additionally, AIT can do other, innovative, things as a *service provider*.
2. In addition to what AIT does today, AIT can *also* act as a *service provider* through:
 - (a) *Needs identification* for users (countries, provinces, cities, companies) on *both* strategic and operational levels to identify relevant development and capacity building needs.
 - (b) *Create and design* integrated programs for sustainable solutions to meet the identified needs.
 - (c) *Implement* the solutions through innovative delivery methods.

4 Who pays to do things?

4.1 Development activities

1. Internationally funded projects’ money for education and training.
2. Supplemented by local government money, when available.

4.2 Middle income activities

1. Private companies
 - (a) Staff skills and knowledge improvement.
 - (b) Technology upgrading and technical assistance.
 - (c) Strategic and organizational planning, and implementation.
2. Middle/high-income countries sponsorship

5 Value Creation and Business Models

For AIT to create a sustainable future for itself, AIT must establish value creation and business models for the next 10 years that ensure its position as a relevant, unique organization, and regularly update those models.

5.1 Who and what is AIT?

AIT must establish its identity, direction and activities, and ensure that its culture is understood both inside and outside of AIT.

1. Who is AIT?
2. What does AIT do?
3. AIT's employees support AIT's direction, and AIT supports its employees.

5.2 Value Creation Model

Identification and quantification of how AIT adds value to a person or organization through AIT's services and offerings:

1. *Value* can be added to, or created for:
 - (a) Organizations. Strategic and operational planning (and subsequent implementation) to benefit an organization.
 - (b) Individuals. Providing skills and knowledge to individuals to enhance their professional careers.
2. The definition of *value* is not limited to to *profit*, as would be for a private company, but includes social, environmental, economic and other considerations.

5.3 10-year Business Model

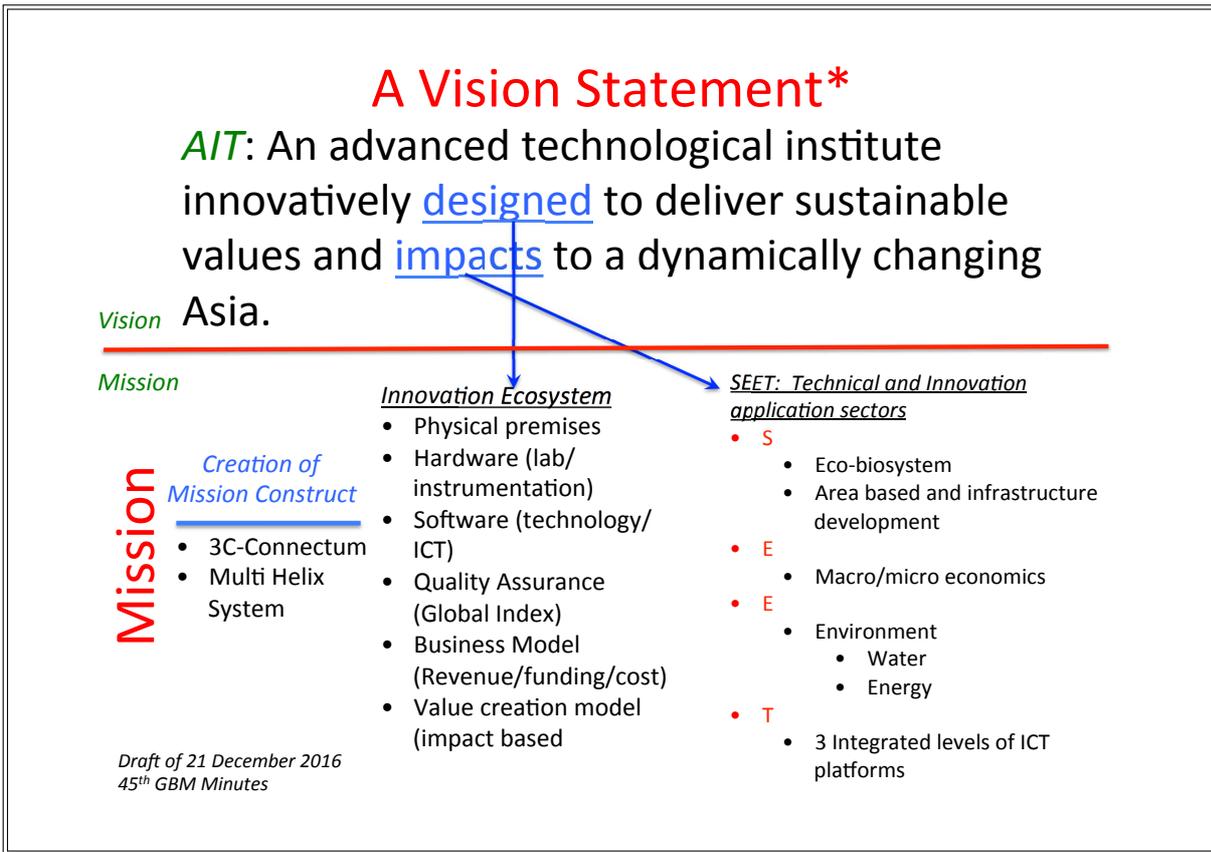
AIT needs a 10-year business model, based on AIT's identity and value to users.

1. Iterative process to balance strategy, structure, activities, and finances.
2. 10-year business model considers:
 - (a) AIT's strategic direction.
 - (b) AIT's structure and activities that support AIT's strategic direction.
 - (c) Strategic direction, structure and activities drive finances, not the other way around, recognizing that "there is never enough money".
 - (d) Ensuring AIT's financial viability (annually), and contributing to AIT's sustainability (long-term).
 - (e) Revisit and update the business model annually.

6 Conventional AIT modes of operation

The activities presented would be in addition to what AIT already does today.

Figure 1: Vision and Mission for AIT



*Remarks

A Vision Statement is written to shape the picture of AIT for its present and future, with AIT moving forward in a state of continuum dynamics; and a Mission Statement is an encompassing strings of actions to be achieved to ensure value creation in line with vision.

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