**BUSINESS SPEECH**

**FOR**

**PERAPOL SUWANNAPASRI**

**GROWING WITH PURPOSE**

Hello everyone and thank you for giving me this rare and special opportunity to speak to so many of you at this truly exclusive “closed door” session. The depth of regard demonstrated by including our company, Union Petrochemical is significant, the thought that you are open to hearing my point of view and ideas is, well... humbling, validating, and even... I think it’s safe to say, a **visionary** gesture that confirms your company’s status in the upper echelons of global corporate leadership. (**If there is anyone in particular you want to thank for the invitation, please do that here**). I would like to express my gratitude to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, the Country Manager of the Oil subsidiary, (**Please verify title**) as we all must recognize that, if it weren’t for him, I would be in a very different place right now... (**If you want to make a little joke, you can say**) ... like the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Country Club (**or golf course or hot new restaurant and wait for the laugh**). All jokes aside, I must confess that right now, there **REALLY** is **NO OTHER** place I would rather be. I love my company and my job, I believe in relentless client communication and service, and I am proud of the connection that Union Petrochemical nurtures with ExxonMobil. The fact that you are interested in my observations and feedback... it’s **FANTASTIC**... I can’t imagine a better gift for myself than sharing some thoughts with **YOU**....

Exxon Mobil and Union Petrochemical might seem to have developed from two different worlds... let’s face it, while we have a substantial employee population, Exxon Mobil employees virtually **COVER** the earth...according to reports, by 2017, ExxonMobil had a global corporate population of over **SEVENTY THOUSAND** employees. That’s a **TREMENDOUS AMOUNT** of Human Resources!! Your company has had a presence in Thailand for over **ONE HUNDRED AND TWENTY YEARS**. The corporation has consistently placed very high up on the Forbes 500 and the company as a whole ranked Number **TWO**.... those are impressive statistics...a seemingly sure fire path to perpetual success.... but conditions change quickly in this day and age of globalization, rapid technological transformation and innovation, and omnipresent information sharing.... we all know that **NOTHING** lasts forever. ExxonMobile has a coveted and enviable place on the Forbes 500 as I mentioned, but did you know that out of the original 500 companies that were on the list when it was initiated in 1955, only **TWELVE PERCENT** of those original companies are **STILL** in existence? No... nothing lasts forever. But what can we do as invested, passionate corporate partners to do our part to see to it that ExxonMobil finds its way to “**GROWING WITH PURPOSE**?”

The hotel magnate, Conrad Hilton, said, “Success seems to be connected with action. Successful people keep moving. They make mistakes, but they **don’t quit**.” Clearly ExxonMobil has been relentless in keeping their goals and growth moving, but is **ANY** entity ever **TOO BIG** to fail? Can any corporation, in this day and age of the savvy consumer, afford to isolate themselves? No matter the clear and obvious growth that your company has experienced in general, I can promise you that no one in this room that is dedicated to success has the arrogance of a closed mind. It is because of this that I am so impressed and thankful that you are interested in and value my point of view and my company’s vantage point. Union Petrochemical was founded thirty seven years ago and has been working with your company for **THIRTY FOUR** years. We’ve experienced global market challenges, environmental innovations, economic downturns, and tremendous growth... all around. It has been a privilege, for the past **TWELVE** years to be your appointed branded distributor in such sectors as (**name some of the products you sell to the company**) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, to name a few. And the best detail is that together, we have experienced continued growth for the past **TEN** years. I have learned so much from my involvement with ExxonMobil on both personal, professional, and corporate levels. You’ve taught me the value of conducting one on one evaluations with my staff. As our employees share about their own observations and thoughts of management and corporate culture, we realize the value of getting feedback from varied points of view. From small details embedded in an excel spreadsheet to advanced training offered to promote understanding of chemical products, the critical importance of open minded, substantive, constructive criticism is invaluable.

So, the question begs to be asked, is it smart or foolish to “poke the giant?” How “gently” should we tread? Or... how truly advanced and demonstrably open minded must an industry giant be to have the foresight of inviting me here today to share my thoughts and observations? My money is on... **VERY**!!! (**Wait for the laugh**)

While I had a good idea of the points I wanted to express and the tone I felt it was important to convey, I did some research. First of all, how many of you know the adage, “Nothing dies on the Internet?... It’s true... and as we know, everything you **never wanted** can be found!! There are corporate employment websites dedicated to rating and ranking entities like.... **YES**.... ExxonMobil.... Thailand.... and while there are generally encouraging comments left by past and present employees.... comments like, “Innovative work environment,” “Excellent people development program,” “good equality treatment,” these are balanced with further comments like, “The company moves fast and there’s a never ending search for lower cost location.” “Forced ranking system is really based on who you know...” **THAT** comment appeared in over **SIXTY** posts, “Engineers are expected to work long hours and are not compensated like in other companies...” similar posts occurred **FIFTY NINE** times....”almost half the employees are **NOT** productive and are being dead wood,” “Conservative and spends too much effort controlling things. There are so many documents to understand with which to comply....”...and of course, “High workload. Work averages **TWELVE** hours a day... (**If you want to make a joke you can say**) ... Nothing like an overworked, disgruntled engineer... (**And wait for the laugh**). Another good point that **CANNOT** be ignored...”People management is the **key** to management success.”

That’s the sort of things that “they” say... what have I observed from **MY** point of view?

First of all, in my experience of working with ExxonMobil over the years, I have found the following:

* Exxon is an industry leader in the global economy that conducts its business with a world-class team. The company has rapid growth on top line and profitability impact to many big projects in which they invest.
* Complete product data information on Exxon's website, especially in the area of full support for SHE (Safety, Health and Environment)
* Trusted business partner.
* Proactive staff at all levels in all positions.
* Good support, especially for customer service and coordination of supply levels and offerings.

If I were to be asked, “What do you **like** and **dislike** about our way of working... and I **WAS**... (**Wait for the laugh**), I would have to say:

* I like the way the company is proactive with regard to closing a solid sale, executed with bright, empowered staff
* I think there’s good support for Sensitive End Use System (SEUS)
* I think your pipeline management is handled well
* I like that you consistently provide training programs with product overview to educate and encourage our new sales team.
* And now, the part you’ve **MOSTLY** been waiting for... some of my **DISLIKES** about the way you work:
* There is a lack of providing Exxon’s values when delivering technology and innovative products to the consumer.... If you’re **PROUD** of your culture and positive values, share them...
* There is minimal sharing of knowledge, know how, and stories of success cases from other countries.
* There tends to be a focus on BIG high potential projects only... no focus on new initiatives and products even if we have received credible data and we have a big and promising opportunity.
* I find in many cases there’s a slow response
* Limited time is provided for client visits and meetings with Exxon and there’s NO advance scheduling for customer appointments
* Key account clients have tended to become direct Exxon accounts although sales targets are based on the sales to these key clients.

Regarding my thoughts on how to more effectively engage clients, I would say,

* Allow people to be aware of Exxon’s values and corporate mission
* Provide quick response when clients need support
* It would be a good idea for Exxon to establish and develop a sustainable Asian community, providing benefits to our local employees, customers, and others that work for the company.
* With every challenge in new development, Exxon needs to have its team involved to provide valued support and efficient solutions to clients
* Lead key projects by our company but Exxon should supply strong, full support
* Sharing key cases of success... provide the map to proven benefits of Exxon products vs. commercial product
* Motivate people and build reliable staff of employees that are open to new and greater challenges, experience, and innovation.

We also must take a look and seriously consider deepening our prospective client research while aligning with Exxon’s capabilities. We must institute ONE development team with Exxon. We should seriously look at alignment with your company’s strategic priorities and look to increase effectiveness of our collaborations through synergies... all of this will work to make our collaboration one that is powerful and unique as it differentiates us from our competitors.

As I think of my own company and what I’ve done to introduce systems to encourage growth, I reorganized and instituted job rotation in related fields to ignite power and provide different perspectives to employees, we focused on growing key accounts which positively impacted 80% of sales, we seek harmony within our employee population. We do that through effective communication, respect, and appreciation of others, we do our best to fully leverage the talents and capabilities of our employees, and we create and support a culture of learning, wherein everyone has a chance to fulfill his or her potential.

With regard to macro trends we are observing whose innovation may disrupt the chemical industry, we are definitely seeing a “green moment.” Solventless just may be in the near future, and we have to find and implement our own path to sustainablility in the very near future. We also believe that Exxon should provide valued Exxsol D grades and Isopar as alternative choices before the industry moves to water based products or silicone emulsions instead.

I’ve given you lots of ideas and comments to consider. May I share the words of GK Chesterton who said, “I owe my success to having listened respectfully to the best advice, and then going away and doing the exact opposite.” (**Wait for the laugh**). After all is said and done, Exxon Mobil is a wonderful powerhouse of a company and a true partner to Union Petrochemical. We value our connection with you and we look forward to learning with you and to continue building on, and growing our considerable mutual success. At the same time, we must realize and never lose sight of the obvious fact that the world is changing. Global trends are emerging, and in order to be sustainable and successful, we must be at the forefront of knowledge receipt and implementation of valuable new ideas and technologies. We cannot afford to lose sight of our most valuable and precious assets, our employees, their ideas, and their dedication for what they do and the contributions they make. Their ideas are our future successes and I encourage all of us to maintain open, clear, constructive minds as we keep our options open for a future built on mutual success, innovation, and productive, honest and authentic communication. Here’s to our triumphs in “Growing with Purpose.” Thank you all!!