



THAILAND INSURANCE
INSTITUTE
สถาบันประกันภัยไทย

The
Diplomat
network
We bring solutions

8 Cards to Win

Elevate your influence and
master the art of leadership!

Don't miss your opportunity to equip yourself with the essential "cards" that will empower you to excel in any high-stakes situation—whether you are closing deals, captivating audiences, or forging strategic connections.

What You'll Gain:

- Insight into the psychology of power and persuasion
- Practical strategies for negotiation and relationship management
- Skills to navigate both corporate and political terrains with confidence

These 8 charge cards reveal the ultimate negotiation techniques that will lead you to success and victory in every situation. Even when you lose, you'll still win hearts.

Date: 30 June 2025

Time: 9.00 am -12.00 pm (GMT+7)

Format: Online via Zoom

Price: 3,500 THB/person (excluding VAT)



Content

1. Lobby

Influence begins before the meeting starts.

Master the art of silent influence, pre-positioning, and building strategic allies behind the scenes—without ever appearing forceful.

2. Impress

You never get a second chance to make a first impact.

Learn how to craft moments of presence, elevate your image, and leave lasting impressions through language, posture, and precision.

3. Trap

Set the field, control the game.

Design subtle traps that guide your counterpart into choices you've pre-structured. This is strategic framing, timing, and narrative ownership.

4. Keep Calm

Power hides in poise.

Train your mental game. Maintain control under pressure, read volatile situations, and use silence as your secret weapon.

5. Retreat

Know when to step back to step forward.

Sometimes, retreat is strategy—not weakness. Use controlled withdrawal to reset dynamics, confuse opponents, and create advantage.

6. Surrender

Losing to win.

This advanced technique teaches how to yield temporarily to win the bigger picture. Influence through humility, timing, and psychological mastery.

7. Surprise Attack

The element they never saw coming.

Deliver unexpected, disruptive moves that shake the room. Great leaders know when to break patterns, challenge expectations, and flip the script.

8. Win the Heart

This is where true power lies.

In the end, it's not logic that convinces—it's emotion. Learn how to build connection, trust, and loyalty that last beyond the deal.

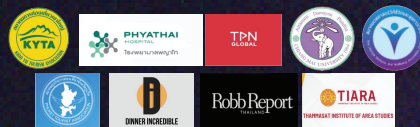
Get to know our speaker Phanthachak Wongprecha

Current position

- CEO & Founder, The Diplomat Network
- Business Development Director, Robb Report Thailand
- Advisor to Thammasat Institute of Area Studies (TIARA)
- Senior Consultant, Corporate Affairs, Phyathai and Paolo Memorial Group
- Advisor to the President of Phuket Tourist Association and etc.

Over 16 years of experience in the corporate world, spanning executive leadership, strategic planning, international market development, sales and marketing management. A global professional with exposure to leading business methodologies from both Thai and international corporations.

With over a decade of distinguished service at Thailand's Ministry of Foreign Affairs as a career diplomat, I represented the nation globally—facilitating high-level diplomacy and managing critical international affairs. Throughout my tenure, I had the privilege of supporting successive Prime Ministers and Foreign Ministers, ensuring seamless international engagements and advancing Thailand's strategic interests with professionalism, discretion, and cultural intelligence.



**Enroll Now and Transform
Your Leadership Potential!**