



# R2i ROUTINE TO INNOVATION

## UFI HR Award 2024

IMPACT Exhibition Management (Thailand)



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to watch  
the video

# Cultivating Change: IMPACT's R2i Project



Or scan

# How IMPACT has responded to MICE Global Trend since 2017

## Thailand's MICE industry

Stability

Prosperity

Sustainability



## HR IMPACT

Modern  
Digital Skills

Innovative  
Mindset

Driving a  
Cultural Shift

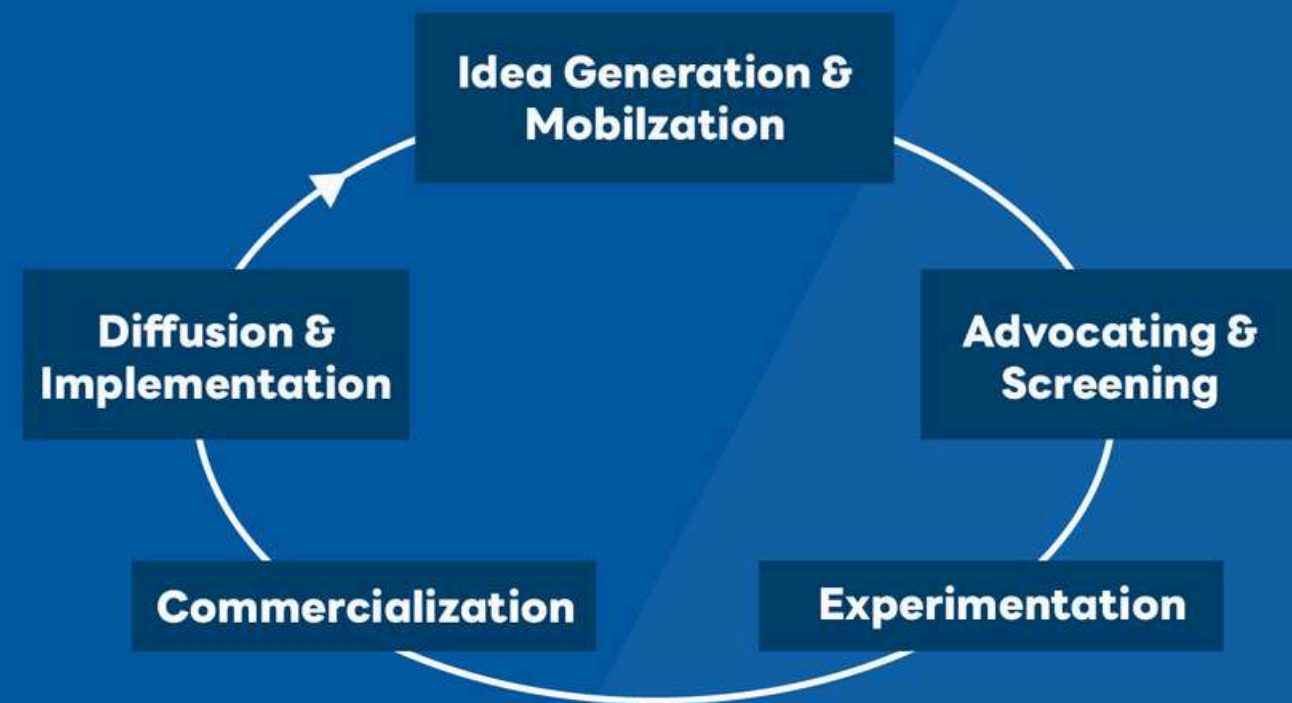
# HR Strategy for Business Transformation

## HR Strategy

- 1 Transforming HR into a Strategic Business Partner
- 2 Emphasizing Digitalization and Innovation
- 3 Making Data-Driven Decisions

## Strategic Blueprint for Innovation

The Circular Intrapreneurship Process (Kevin C. Desouza):



Reward and Recognition Systems:



# Overcoming Challenges Through Innovations

Unclear problem definitions



Lack of problem-solving skills

Outdated working processes



No opportunities for suggestions or improvements



Front-line staff ignoring problems



**HR Strategy for  
Business Transformation**

**Strategic Blueprint  
for Innovation**

**R21 ROUTINE TO  
INNOVATION**

**MICE Global Trend**

**Pain Points**

**Trust in Our People**

# Project Overview

**Routine to Innovation (R2i)**  
**an internal innovation competition program**

- To foster an ecosystem of self-motivated learning and innovation
- Creating a channel to generate actionable ideas that enhance IMPACT's operations

**154** Ideas presented

**28** Innovations still in use today

# Stakeholder Roles



## HR Team

Mentors & Organizers



## Executives

Supporters (Fund & Reward)



## Employees

Innovators & Competitors



## External Academic Experts

Advisors & Judges



## Section Heads

Advisors & Supporters



# R2i Process



- 01** Recruitment and Idea Generation
- 02** Screening and Prototype Support
- 03** Training and Knowledge Enhancement
- 04** Experimentation and Development
- 05** Showcase and Feedback
- 06** Recognition and Further Development

# R2i Process

01



## Recruitment and Idea Generation

- Recruit employees with new ideas
- Build teams

Concept: Idea Generation & Mobilization

## Screening and Prototype Support

- Present the ideas to committees
- Receive prototype support funds

Concept: Advocating & Screening

02



# R2i Process

03



## Training and Knowledge Enhancement

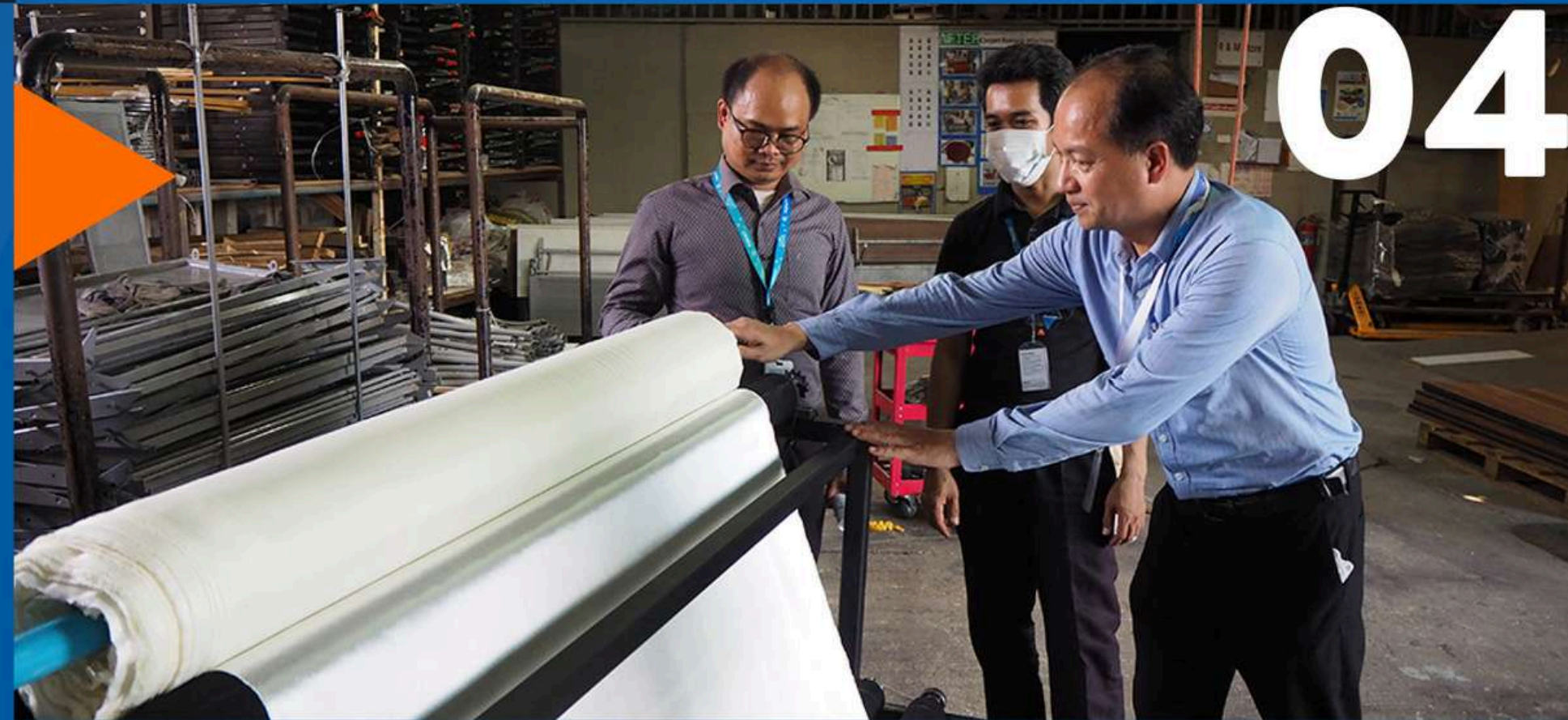
- HR invests in relevant training, providing knowledge and skills needed to deliver innovation

Concept: Idea Generation & Mobilization

## Experimentation and Development

- Rolling out an innovation
- Testing and modifying

Concept: Experimentation Commercialization



04

# R2i Process

05



## Showcase and Feedback

- Present the innovations to committees
- Organizes an exhibition

Concept: Pitching

## Recognition and Further Development

- The CEO presents awards
- Encourage the sharing of improvement ideas

Concept: Reward & Recognition

06



# EVOLUTION OF ROUTINE TO INNOVATION



# R2i Outcomes

## 1. Employee's Skills Development

- Elevated Self-Learning and Problem-Solving
- Deepened Understanding of Innovation
- Refined Project Management Skills
- Vibrant Engagement in Innovation
- Courageous Leadership Presentations



More than  
**60**  
applications  
submitted in 2022

**Better**  
project proposal  
writing

**Complete**  
projects within  
the specified time

**Enthusiastic**  
about solving  
problems

**Confidently**  
present their  
ideas to top  
management

# R2i Outcomes

## 2. Practical Application of Innovation Projects

# 28

## PROJECTS

have been approved and applied





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# Impact of R2i on IMPACT's Culture

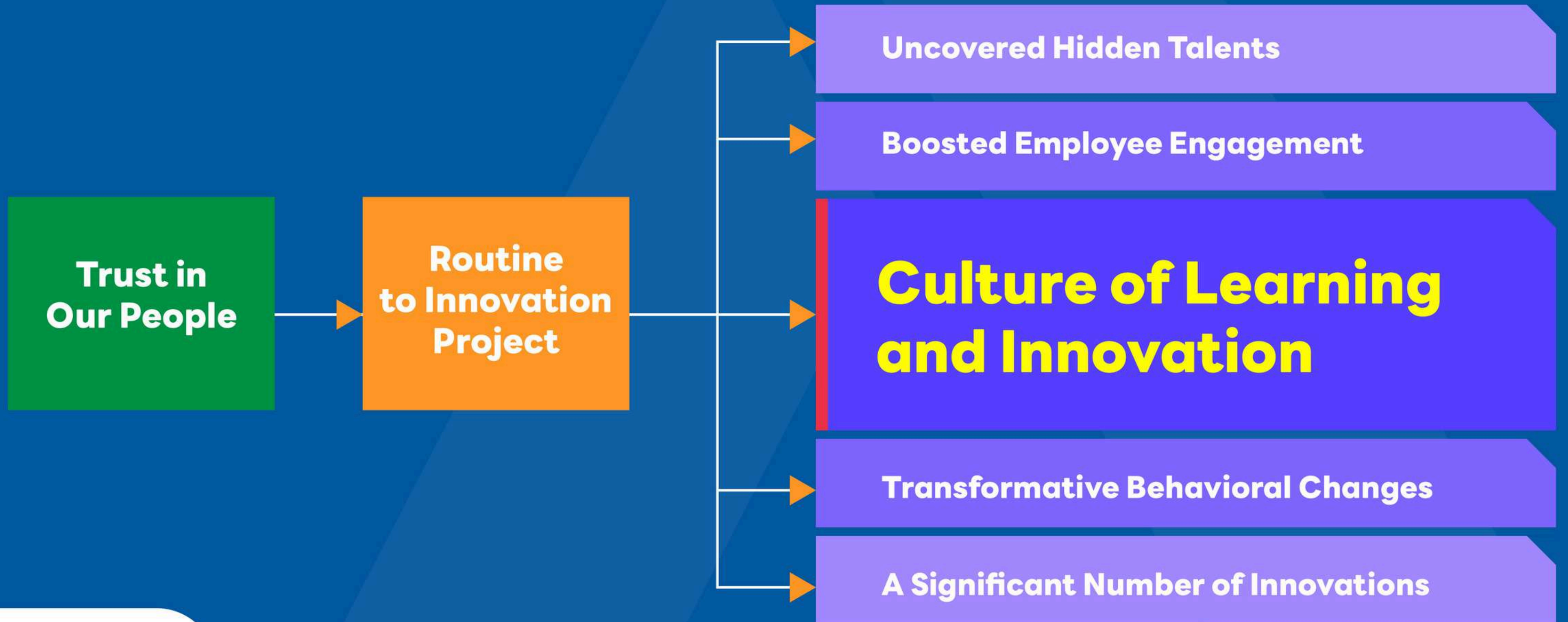


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# Conclusion

How IMPACT is fostering a culture of learning and innovation to drive business transformation



**IMPACT**  
MUANG THONG THANI

**Thank You**

