
company profile



katalyst

PARTNERS



A B O U T

Katalyst Partners

Katalyst Partners was established in 2019 to bring international standard training and coaching solutions to Lao PDR.

Since then, we have been delivering our unique brand of highly interactive and engaging learning experiences to organizations of all sizes, their employees, and anyone interested in taking their skills to the next level. We do this – in Lao language and in English - in a variety of ways:

- Live training.
- Webinars.
- Learning events
- Online learning via our Katalyst Learning platform.
- Coaching.
- Meeting moderation and facilitation.
- Team retreats.

But whatever the format, we design all our programs to ensure that we don't simply pass on knowledge – we take the time to provide our clients with the tools, resources and support they need to take action and achieve results.

And that's why our clients keep coming back to us again and again – because our focus is your success.

Management and Leadership

- Leading People and Teams
- Organizational Management
- Management Skills Upgrade
- Coaching Essentials
- Giving and Receiving Feedback
- Managing your Mindset
- Managing Time and Priorities

Projects and Change

- An Introduction to Project Management
- Project Management Essentials
- Conducting Project Implementation Reviews
- Leading and Managing Change

Communication Skills

- Communication Essentials
- Present with Confidence
- Designing and Delivering Great Technical Presentations
- Professional PowerPoint
- Professional Email Writing
- Negotiation Essentials
- Virtual Negotiation Skills
- Communicating Across Cultures
- Networking Essentials

WORKSHOPS

What we do

Katalyst Partners delivers workshops on a wide range of topics (you can see just some of the workshops we have already delivered for our clients on this page and the next - and we do so much more!).

Now lots of people can do that. But 3 things make us truly different:

- We take the time to understand the needs of our clients so that we tailor all of our programs to exactly meet the needs of our clients.
- Whether delivering live or online, we value highly-interactive, engaging, and practical learning experiences that produce the change and deliver the results that our clients are looking for. We make the complex not just easy to understand, but memorable, too.
- We understand that our responsibility to our clients goes beyond delivering training— that execution is everything. So we work with you to ensure that what participants learn is put into action on-the-job.

Sales and Customer Service

- Success in Selling
- Turning Leads into Sales
- Sales Negotiation Skills
- Sales Planning to Drive Results
- Coaching a Sales Team
- Customer Service Excellence
- Delivering a Great Customer Experience

Design Thinking and Innovation

- An Introduction to Design Thinking
- Design Thinking for Product and Service Development
- Design Thinking for NGOs
- Strategic Innovation
- Sustainable Innovation

Problem-solving and Decision-making

- An Introduction to Problem-Solving
- Problem-solving Tools and Strategies
- Making Better Decisions

Strategic Planning

- An Introduction to Strategic Planning
- Strategic Planning Tools and Strategies
- Measures that Matter: Setting OKRs
- Strategizing for the Future
- Organizational Planning

WORKSHOPS

How we work with you

So, that's what we do. And this is how we do it:

- When we receive your request, we contact you to learn more about exactly what you want to achieve and why, and the changes you would like to see as a result of the training.
- Wherever possible, we talk to people within your organization (including the participants and the people they report to) so that we can better understand the learning needs, the outcomes that are important to you, and what might be getting in the way.
- We craft an initial program design for your feedback and adjust the program where necessary to achieve a best fit.
- We include pre-work and follow-up sessions into our design so that participants are supported in taking action on what they learn – and your organization can achieve the results it is looking for.
- Whether live or online, we deliver a highly interactive engaging and practical program using our unique tools and approaches to help participants make strong links between what they're learning and what they need to do on-the-job.
- We follow up with our clients on participant progress and, for our longer programs, produce a final report with recommendations for next steps or further action.



WEBINARS

Online, offline or both

While we love live training, we recognize that this is not always possible or affordable. So no matter where you are in Lao PDR or where your people are, we can deliver training that educates, engages and empowers your team to build their skills and deliver results, offline or online.

Building on the skills the Katalyst team had already developed from years of delivering training to dispersed teams around the world, we make full use of all the online tools currently available, including:

- Polls.
- Chat.
- Breakout groups.
- Interactive whiteboards.
- Online collaboration tools.

Together with our participant-focused design and our ability to make the complex seem simple, we keep our participants actively engaged and bring online training alive. And just as we do for our live programs, we tailor everything we deliver online to exactly fit your needs.

All of our live programs can be delivered in webinar formats. We've also worked with our clients to build a hybrid model that includes both online and live delivery for different parts of the program.



TEAM-BUILDING

Events that deliver results

Team-building is great, but to produce longer-lasting results, it needs to be team-building that matters.

Most team-building events are like a sugary snack— it feels great in the moment, but the energy boost it produces wears off very quickly. That's fine if you're eating a cake, but not a great result if you're spending a lot of money taking your team away to help them work together more effectively when they return.

Katalyst thinks differently. Working with your team, we design and deliver (or work with you to deliver) a team-building event that includes:

- a range of fun and engaging indoor and outdoor exercises that help the team strengthen both their relationships and their capabilities.
- Tools and techniques adapted from LEGO® Serious Play.
- canvases and tools that promote collaboration and engage team members in discussions that matter to you and them.
- follow-up work that helps you track what happens afterwards and help you ensure that you have a return on your team-building investment.

Together they produce an event that not only is memorable and fun, and also delivers real results.





TRAINING PACKS

We design, you deliver

We also design and prepare complete workshop packages for our clients to deliver in-house using their own teams.

We find out as much as we can about your requirements, and then we get down to work. We do the research, plan the flow, select the exercises that support the learning, design the slides and write the script. And then we provide a full package that includes:

- Slides (with complete trainer's notes)
- A facilitator's guide
- A workbook

We even provide train-the-trainer support to help our clients and their training teams deliver the very best workshop possible. All this is either in English or in Lao (or both) and all in your house style with your own branding.

The result: Katalyst-quality training that your team can deliver again and again.

COACHING

Helping your people GROW

When you need your people to get from where they are now, to where you need them to be, training is one solution, but coaching is another. And, live or online, Katalyst Partners can help here, too.

In all our coaching engagements, we use the GROW coaching model, originally developed by one of the pioneers of coaching, Sir John Whitmore, and used throughout the world.



We've also developed a number of our own tools and canvases to support our coaching engagements, including the Personal SWOT Canvas, and the Strengths Canvas to help the people we coach to achieve faster change and longer-lasting results.

Not only have we used this model successfully in all our management/leadership coaching in Lao PDR, we've also trained Lao leaders and managers to use it with their teams.



MODERATION

Meetings that achieve their purpose

The Katalyst Team has built a strong reputation for moderating and facilitating meetings that produce full engagement and achieve their purpose. The work we've done in this area includes:

- Strategic planning with the HR team of a large business aimed at optimizing service delivery.
- A series of meetings for an appraisal mission for an international NGO that included contributions from Lao Partners.
- Reflection and forward planning for a government department project.
- Strategic planning for an organization focused on supporting mSMEs in Lao PDR.
- Facilitating dialog between government and NGO participants on a regional project.
- A series of meetings with the senior leadership and management teams of a large business to come up with a set of values that would support its mission and drive its results.
- Meetings to gather and clarify upwards feedback for both NGOs and businesses.

The meetings we facilitate are engaging, results-focused, and often use our unique set of tools and canvases, many of which we have developed specifically to meet the needs of our clients.



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8 Things Every mSME Should
Know About Marketing And Sales



LEARNING ONLINE

Making learning accessible to all

Katalyst is proud to be at the cutting edge of bringing high-quality international-standard skills and knowledge to people and organizations throughout Lao PDR. The kind of knowledge that's easily available to people in other parts of the region and the world, but has never before been presented in Lao language – and certainly not online and easily accessible to anyone with a smartphone.

Our recent projects include:

- **Katalyst Learning Minute:** a series of short (micro-learning) videos covering key knowledge that can help people everywhere build their skills.
- **mSME Essentials:** an online learning series aimed at helping business owners and their teams build key skills.
- **E-commerce for mSMEs:** two online learning series that helps businesses and teams build their e-commerce skills.

Whatever you want to do - onboard your people, teach them key skills, or anything else - we can work with you to design, script, shoot, and edit your online learning to help you and your team achieve the outcomes that are important to you.

As Steve Jobs famously said, “Learn something new – there is always one more thing to learn.” And that’s what our video production team really focus on: making learning accessible so that people can do that easily, every day.



mSME FOCUS

Helping Lao businesses grow

As an mSME ourselves, we're proud of the work that we do to support other mSMEs in Lao PDR, wherever they may be, to achieve business success. Because mSMEs are the backbone of the Lao economy, their success drives the success of all of us.

Some of our work do in this area to help other mSMEs includes:

- **The BIZGROW project** with Maruhan Japan Bank Lao and DoSMEP to support Lao mSMEs in transforming their business models and staying strong during the Covid-19 pandemic.
- **The E-commerce Solutions project** with the Asia Foundation and AusAID to help mSMEs across the country develop their e-commerce skills and capabilities and address ways to remove blockages in bringing Lao products and services to people across the country and the world.
- **mSME Essentials** – a series of Lao language online learning modules for ECCIL and GIZ aimed at helping mSME owners and employees build their skills and knowledge in areas such as business planning, financial management, marketing and sales, customer service, food safety and hygiene, and sustainable innovation.
- **Lao Business Awards sponsorship** – through providing additional training and support to applicants and award winners.
- **The mSME Clinic** – through a project sponsored by GIZ in collaboration with the SME Service Center and LNCCI, we provide coaching support to mSME owners.



OUR CLIENTS

Organizations of all sizes

A short list of clients we've worked with (and continue to work with) includes:





OUR CLIENTS

Organizations of all sizes

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who we are



keovisouk dalasane
managing partner



Keovisouk Dalasane (Keo) is one of Lao PDR's leading entrepreneurs. He is passionate about helping businesses, employees, aspiring entrepreneurs, and youth to unleash their potential in their areas of interest. Keo is especially keen to provide business mentorship to new start-ups and to help established businesses adopt the start-up thinking that's essential to their continued growth in a rapidly-changing business environment.

In addition to being Katalyst's Managing Partner, Keo is the founder of the first full-fledged human resources business in Laos - 108JOB. As a champion for youth empowerment and entrepreneurship, Keo is also actively involved in promoting startups and youth leadership through

the Youth Empowerment Scheme, Startup Weekend, the Career Readiness Workshop and seminars in various educational institutes. He is regularly invited to join panel discussions on all of these issues.

Keo holds a Bachelor's degree in Business Administration from Bangkok University, Thailand, graduating with first class honors, a Master's degree in Economics from Waseda University in Tokyo, and undertook research as a PhD student at Tokyo's National Graduate Institute for Policy Studies in Tokyo. He speaks five languages: Lao, Thai, English, Chinese, and Japanese.

who we are



khamhou phanludeth
partner/trainer



Khamhou Panduleth (Tou) believes that behind any great achievement lies significant personal mastery and reinvention. A student of life, Tou's mission is to share his learnings and discoveries with others to impact their lives, their businesses, and their careers in the most positive way possible. He's also one of the most uplifting and energetic people you could ever meet!

As well as being Katalyst's founding partner and the lead trainer for the Lao language version of our seminars and workshops, Tou is the co-founder of Lao New Wave Cinema Group, a company that prides itself on being a revitalizing force in modern-day Lao cinema and film-making. Tou's background gives him first-

hand experience of how a growth mindset and strategic innovation can help any business thrive.

Tou twice received scholarships to pursue his studies in Australia in architecture and graphic design and his willingness to accept new challenges led him to be awarded Best Actor in the Lao Entertainment Awards 2012 for his role in the groundbreaking film "At the Horizon." He divides his time between creative work in graphic design, acting, learning facilitation, and his family.

who we are



tony campbell
chief training officer



For more than 35 years, **Tony** has been designing and delivering highly interactive and engaging workshops and seminars that help people and businesses unlock their true potential. He has delivered programs in Australia, Europe, North America, and across Asia, but now he's based in Lao PDR. As Katalyst's Chief Training Officer, he's dedicated to bringing the best of the world's ideas, insights, and approaches to people and businesses throughout the country to ensure their success.

Tony believes that knowledge isn't power - it's only potential power, and that it's action that changes everything. That's why Tony creates programs that combine the latest knowledge

with a highly practical focus to create unique learning experiences that truly make an impact.

Tony holds degrees in Economics and Law from the Australian National University and is the author of Writing for Clients, Delegation and Supervision Essentials, Feedback that Works, Time and Workload Management, Managing Upwards, and Negotiation Essentials, a suite of courses published in the US by Quimbee.



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ໄປກັບທ່ານ.

we are
your
partner
for
growth.



katalyst

PARTNERS



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