

# **British Club Seniors Section**

## **Lunch Presentation:**

### **“Why ‘Face’ matters in Thai social and business exchanges”**

#### **Chairperson’s Introduction of the Speaker Dr. Larry Persons:**

Born and raised in Thailand, Larry started his academic career obtaining a Master of Divinity Degree from the Alliance Theological Seminary in New York, USA, and followed this with a Doctorate Degree from the Fuller School of Intercultural Studies, also in the USA, qualifying Summa Cum Laude. He then spent several years as an Adjunct Professor at a Community College in Ohio, and in 2016 he returned full time to Thailand where, with his wife Ginny, they founded their own consulting company, which is still flourishing today under the continued leadership of Ginny. In 2017, Larry also took up the role of Adjunct Professor at the Sasin Graduate Institute of Business Administration of Chulalongkorn University here in Bangkok.

*“ Adjunct Professor – an academic word which we non academics would call “Part Time”*

Since earlier this year, Larry took on the role of Director of Executive Development at Jackson Grant Executive, a leading executive services company.

Amongst his many accomplishments, in 2016 Larry authored the groundbreaking book “The way Thais Lead: Face as Social Capital”. This fascinating book explores how face functions as social capital for leaders in Thai society. It examines the anatomy of Thai face, ways to gain, lose, and maintain face, patron-client dynamics, and the sources and paradigms of power. One long-term Thailand resident reviewer even publicly commented “After working in and studying Thailand for more than two decades I can honestly say that of all the books I’ve read on Thailand, this is the one that I wish I’d been able to read 25 years ago. If you’re associated in anyway with Thailand, this book will explain so much of what is going on around you in the Kingdom”.

Answering your questions as they arise, I need say no more, please welcome Dr Larry Persons!