



Learning, Working, and Living: Thai Style

Kenan Foundation Asia
Bangkok, Thailand

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Developing future
business leaders
equipped to help
solve some of
today's toughest
economic and
social challenges

Internship Site Overview

Kenan Foundation Asia's Mission, Vision, and Purpose

- Empowering people with the knowledge, technology, and skills necessary for a better future.
- Values: Empowering people to achieve their dreams through Partnership, Inspiration, Leadership, and Integrity.

Kenan's Initiatives

- Kenan Foundation Asia adapts global best practices to local contexts to inspire students, develop skills, and grow leaders.
- Kenan focuses on three impact areas:
 1. Education
 2. Economic Development
 3. Social Inclusion

Impact/Reach

- In the last 25 years, Kenan has reached over 3.5M people, including 50K+ in 2024.
- With 60 staff members across 2 offices, Kenan primarily works in Thailand and Vietnam.
- Stakeholders include beneficiaries and partners in government, private, and academic sectors.



Kenan Institute of Private Enterprise



Internship Roles and Responsibilities

Marketing & Communications Intern

- Supported Communications team with social media & web presence
- Worked on social media planning, beneficiary stories, and organizing materials

Research Initiatives and Activities:

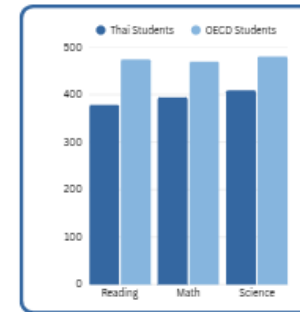
- Developed communication strategies to strengthen KF Asia's visibility, crafting content to highlight projects, engage stakeholders, and support cross-sector collaborations.

Opportunities:

- Worked in a fast-paced, dynamic environment
- Collaborated with other teams (Ex: Partnerships)
- Learned how messaging supports donor engagement and organizational growth
- Gained insight into Thai workplace culture and cross-cultural communication

Education & Skills

Thailand's education system continues to face challenges in foundational learning and skill development, particularly in core subjects like reading, mathematics, and science proficiency.



Thai students scored below OECD averages in reading, mathematics, and science¹.

This reflects ongoing disparities in educational quality and access compared to global benchmarks.

Thai students also demonstrated low baseline proficiency in reading, mathematics, and science compared to OECD averages¹.

This indicates many students are not meeting the minimum competency levels essential for future learning and employment.

“

One child, one teacher, one book, one pen can change the world

เด็กหนึ่งคน ครูหนึ่งคน หนังสือหนึ่งเล่ม ปากกาหนึ่งด้าม สามารถเปลี่ยนโลกได้

Malala Yousafzai

**Kenan**
Foundation Asia



Key Findings and Takeaways

Summary of Work:

- Content Playbook – Collaborated with teams to set communication standards, created hashtag lists, banned words, and headline guidelines
- Campaign Planning – Developed monthly content themes tied to international holidays to align with brand identity
- Partnerships Support – Researched Vietnam and Thailand markets to inform proposal development

Major Findings:

- Content Playbook – Standardized guidelines improve internal consistency and strengthen external engagement
- Campaign Planning – Linking monthly themes to international holidays increased content relevance for a broader audience.
- Partnerships Support – Research provided insights into regional opportunities, shaping proposals with stronger contextual grounding



Internship Roles and Responsibilities

Partnerships Intern

- Worked with the Partnerships team to create efficiency within grant proposal writing and findings
- Built out expansion strategy for KF Asia, specifically in the impact investing space

Research initiatives and activities

- Researched the impact investing landscape understanding its presence in Southeast Asia, its expected growth, and its ability to diversify KF Asia's revenue streams.

Opportunities within the role

- Attended global women's leadership conference
- Immersion in a foreign office consisting of 97% Thai workers
- Worked alongside the Partnerships team to understand how to build an expansion strategy from scratch
- Connect with fellow Thai interns from international universities

Kenan Foundation Asia

Small Medium Enterprise

Kenan Foundation Asia (Kenan) is a Thai non-profit organization with over 29 years of experience driving inclusive economic development across Southeast Asia, with a strong presence in Thailand and Vietnam. Headquartered in Bangkok, with a country office in Hanoi, Kenan empowers underserved communities by promoting access to knowledge, skills, and technology.

Societal Need

SMEs represent over 99% of all registered businesses in Thailand



50% of the SMEs in Thailand close within the first year of operation and over 95% fail within the 5 years

SMEs employ about 9.7–12 million people, or nearly 70% of the Thai workforce



SMEs account for 35% of Thailand's GDP

Introduction to KF Asia's SME mission

Kenan's SME Development Unit strengthens small and medium-sized enterprises (SMEs) by building competitiveness, resilience, and long-term sustainability. Our programs equip entrepreneurs—especially women, startups, and community businesses—with business skills, financial and digital tools, and market access. Working with government, financial institutions, and the private sector, Kenan delivers high-impact initiatives in three focus areas: Entrepreneurship and Skills Development, Access to Finance and Markets, and Digital Transformation. These efforts reduce barriers to growth and promote innovation across key sectors like tourism, agriculture, and light manufacturing. By supporting SMEs, Kenan drives inclusive economic development, job creation, and adaptation to shifting global market demand.

Key Findings and Takeaways

Summary of work

- AI Project – Trained chatbots to find grant opportunities and write grant proposals
- Standard Proposal – Created 3 standard proposals for the Education department, SME department, and AI projects
- Expansion Strategy – Researched impact investing opportunities in the Greater Mekong Region. Conducted competitive analysis, understood KF Asia's internal capacity, and developed 3-5 entry strategies

Major findings, recommendations, and solutions discovered

- AI Project
 - Chat GPT is able to generate outlines of grant proposals but does not have the capability to develop a detailed proposal. Perplexity was able to web-scrape for opportunities, gathering 6M+ in grant opportunities from one website
- Expansion Strategy
 - Growing presence of impact investing in Asia and there is opportunity for KF Asia
 - KF Asia should act more of a liaison to begin with because they currently don't have the internal capacity



Internship Roles and Responsibilities

HR/GA Intern

- Worked with the HR/GA team to transform the current 102-page Employee Project Management Manual into an E-Learning course using TalentLMS
- Incorporated psychology and adult learning principles to engage, test progress, and provide real-world examples

Research initiatives and activities

- Researched adult learning principles and compared to Coursera's Google Project Management Course to align with industry best practices

Opportunities within the role

- Work independently, conducting research and structuring a long-term project
- Attend Conferences and Workshops such as YSEALI InovatHer and APEC-Canada.
- Learn more about the day-to-day functions of Kenan staff
- Conduct a deep dive into Project Management Principles, project tracking, grant management, and donor engagement.



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MODULE 6: PROJECT EXECUTION

- 📄 6.0.1 - Project Execution Introduction
- ▶ 6.0.2 - Project Execution Introduction Video
- 📄 6.1 - Managing Project Team
- 📄 6.2 - Managing Donor
- 📄 6.3 - Managing Project Budget
- 📄 6.4 - Managing Project Schedule
- 📄 6.5 - Managing Change
- 📄 6.6 - Managing Risk and Issue
- 📄 6.7 - Monitoring & Evaluating Project Performance
- 📄 6.8.1 - Eisenhower Matrix for Prioritization
- 📄 6.8.2 - Eisenhower Matrix Quiz
- 📄 6.8.3 - Good Practices for Project Managers
- 📄 6.8.4 - Day-to-Day Practices
- 📄 6.9.1 - Key Tasks, Roles, and Responsibilities (RACI)
- 🖨 6.10 - Managing Team Checklist
- 🖨 6.11 - Managing Donor Checklist
- 📄 Module 6 Knowledge Check

Key Findings and Takeaways

Summary of work:

- Create 7 Project Management E-Learning Modules with 94 units
- Create 17 quizzes and 7 Kenan-specific animated videos

Major findings:

- Learners are more likely to retain/ use information in "textbook" sources it's interactive and tests their knowledge
- AI tools are critical to streamline menial tasks – good prompting gets you more customized results
- Different AI models are better for different things; know your desired results to improve quality and reduce time
- Long-term projects require intentionality, using routines and weekly goal reassessment to stay on track



Experience Highlights

YSEALI InovatHer Conference

- At cultural night, we shared the Cotton-Eyed Joe as an "American Traditional Dance"

APEC-Canada Business Management Workshop

Office Culture

- Eating lunch at the market next to the office each day and trying Thai snacks and restaurants from coworker recs

Weekend Trips

- In Thailand: Hua Hin, Phi Phi, Krabi, Koh Samui, Chiang Mai, Chiang Rai, Ayutthaya
- Outside Thailand: Kuala Lumpur (Malaysia), Hanoi (Vietnam), Taipei (Taiwan)

Memorable Activities!

- National Museum, Grand Palace, Wat Arun, Wat Phra, shopping malls
- Hikes, Day Tours (Phi Phi Islands & Ninh Binh) Bua Thong Waterfalls





Thank You!

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