



Naewna's Archive

I wish 2018 to be the year of health, family and contribution to the country.

Happy New Year to all readers! I would like to thank Naewna Newspaper for being a good media.

I wish this New Year to be the year of health family and contribution to the country.

Last year, Thais were mourning to the late King Rama IX. His Royal Cremation was gracefully organized.

Last year, Thais learnt King Rama IX's wisdom. This was Thais' great synergy. In 2018, Thais will have to continue leading their lives based on King Rama IX's Philosophy. During King Rama X's reign, he promotes the social disciplines for Thais to live with harmony and follow King Rama IX's path.

This New Year, Thais should care more for their health. Formerly, they went to see the doctors when they were sick. As a result, all hospitals were too crowded to accommodate all of them.

Toon Bodyslam was a good model who started his Kao Kon La Kao Charity Run Project raising fund for modern medical equipment donated to 11 needy hospitals under Ministry of Public Health. During 55-day of this project, we saw the importance of exercise. If Thais do more exercise, they will be healthier.

Toon Bodyslam's charity run is a good example. He is a famous singer who loves running. He spent totally 51 days on his 2,191-Kilometer charity run from the southernmost district (Betong) to the northernmost district (Mae Sai). A lot of people were very interested in cheering him along his way. It created harmony and promoted health. Then, everyone became public-spirited and benevolent. Finally, this project received the total donation of 1,148,718,907 Bahts.

I wish 2018 to be the year of health. I always believe that, if we do not have good health, we cannot work or well contribute to the society.

One day, Mrs. Pitchabhuree Chandrakamol told me that 8K's and 5K's Theories did not have Healthy Capital. This was a right concept. However, I told her that my 11 Happiness Capital Rules covered health.

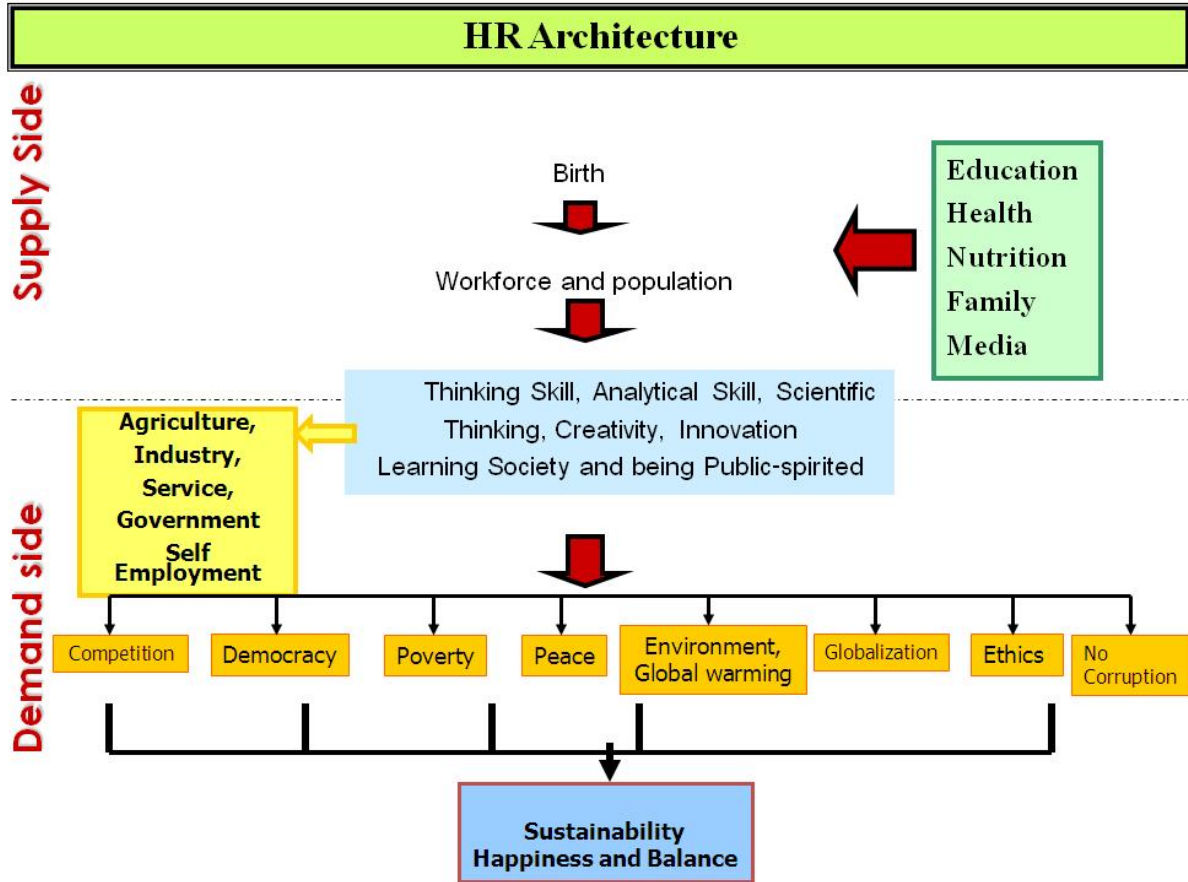
กฎในการสร้างทุนแห่งความสุข¹²

Happiness Capital (Dr. Chira Hongladarom's Model)	Happiness Capital (Sharp/Hongladarom's Model)
1. สุขภาพทางร่างกายและจิตใจพร้อม ไม่หักโหม (Healthy)	1. ออกกำลังกายสม่ำเสมอ (Exercise)
2. ชอบงานที่ทำ (Passion)	2. อย่าแบกงานที่หนักเกินไป (Put down your burden)
3. รู้เป้าหมายของงาน (Purpose)	3. ศักยภาพในการสื่อสารอย่างมี ประสิทธิภาพ (Communicate Effectively)
4. รู้ความหมายของงาน (Meaning)	4. ทำงานในจุดแข็งของตัวเอง (Recognize your strengths)
5. มีความสามารถที่จะทำให้งานสำเร็จ (Capability)	5. มุ่งมั่นในงาน (Keep Focus)
6. เรียนรู้จากงานและลูกค้าตลอดเวลา (Learning)	6. ทำในสิ่งที่อยากทำไม่ใช่เพราะต้องทำ (Reduce the 'shoulds')
7. เตรียมตัวให้พร้อม (Prepare)	7. ทำงานในองค์กรที่มองคุณค่าของคนและ งานคล้าย ๆ กัน (Clarify your values)
8. ทำงานเป็นทีม อย่าทำงานคนเดียว (Teamwork)	8. อย่าทำงานเครียดและวิตกกังวล (Overcome worry and stress)
9. ทำหน้าที่เป็นโค้ชให้แก่ทีมงานและลูกทีม (Coaching)	9. บริหารภาระงานให้เหมาะกับตัวเอง (Refine your workload)
10. ทำงานที่ท้าทาย (Challenge)	10. ใช้คำว่าขอบคุณกับลูกน้องและเพื่อน ร่วมงาน (Choose your words)
11. ทำงานที่มีคุณค่า (Enrichment)	11. สร้างบรรยากาศในการทำงานให้มี ความสุขร่วมกัน (Create good environment)

I always believe that, if we do not exercise, we will not capability to work. Moreover, we will not have happiness at work.

I would like everyone start exercise step-by-step. It will be better to do it with continuity. When we exercise for a period of time, we will rely less on medicine or hospitals.

2018 should also be the year of family.
I always emphasize on my HR Architecture Theory.



During childhood, the families are supposed to implant love, morality, ethics, disciplines and learning to the children. If parents do not have time for taking care of their children or broken families happen, the children will not be implanted disciplines, good values, love and warmth. Then, the society will get into trouble. Nowadays, Thailand is open to knowledge and wrong values especially from social media but Thais lack analytical ability. The countries like China or Vietnam restrict incoming destructive news. Thailand has unlimited freedom for incoming news. If families are not good, Thais growing in this era will get into trouble.

Toon Bodyslam's charity run did not recommend everyone to start the charity run project as he did. However, Thais should be public-spirited and contribute to the society. Toon Bodyslam said that doing good things did not have cost. The first thing to do is to be good children for the parents. They should well take care of their parents. This is an indirect benefit from this charity run project. Even though he did not have high position, he thought to contribute to the society. Other Thais can make small or large contributions as they can.

Finally, I wish 2018 to be the year for Thais to think of the society and the country. Instead of asking what they will get from the country, they should ask what they will contribute to the country. Being good people and thinking of the society are enough.

I hope that, if 3 good things like good health, healthy family and public spirit happen in 2018, this year will be the good starting point for the Thai society.

Artiwara Kongmalai or Toon Bodyslam who conducted Betong-Mae Sai Kao Kon La Kao Charity Run Project raising fund for 11 needy Thai hospitals arrived at the finished line in Mae Sai District, Chiang Rai on December 25, 2017.





Prof. Dr. Chira Hongladarom

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