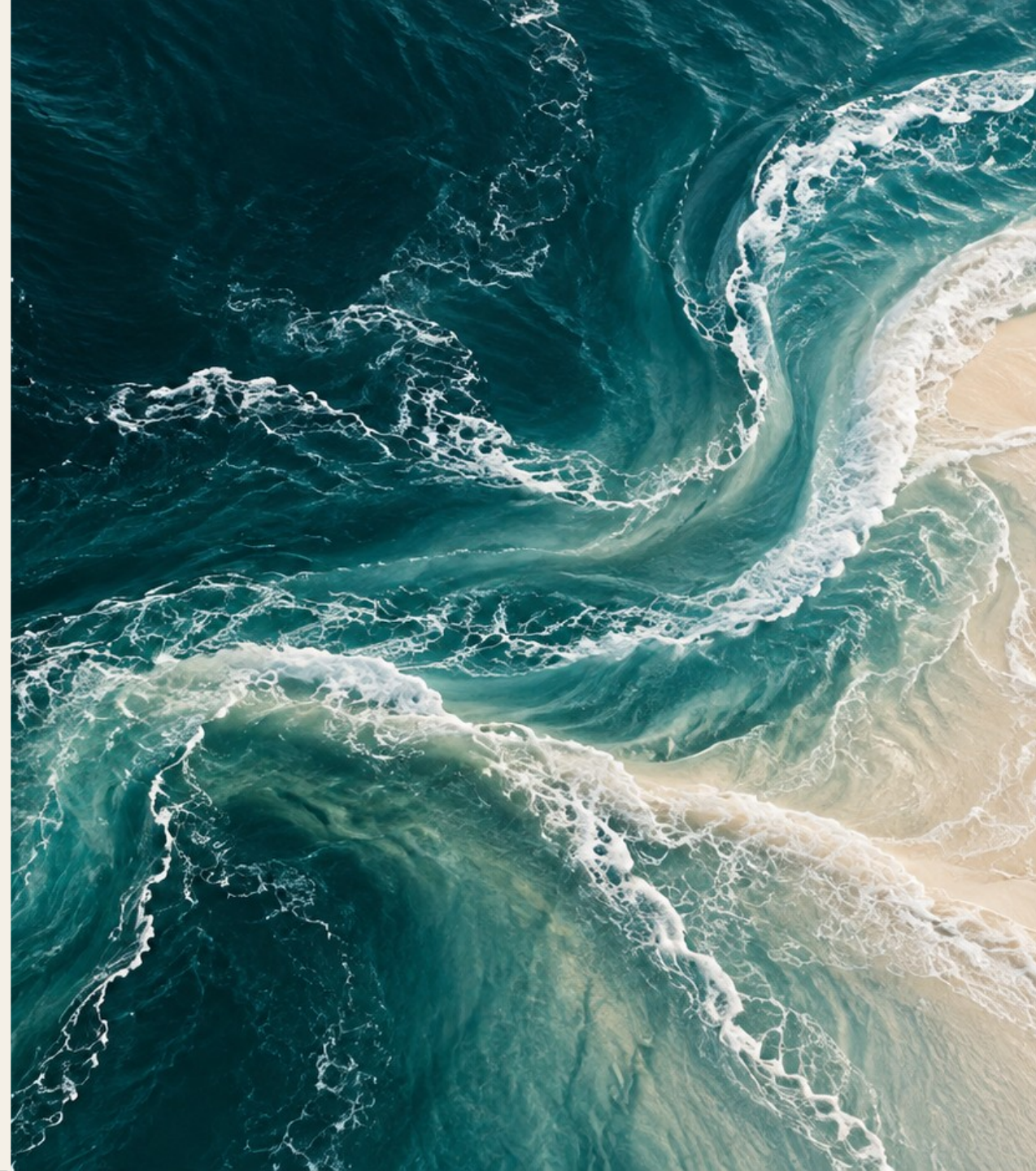


SE Ocean

Company Profile
& Credentials

**Think and build
to move forward**

Business co-development
Connecting direction, people and systems



Who SE Ocean is

Thinking that becomes work people can use

SE Ocean works with owners and teams on strategy, new initiatives, ways of working and the systems that support them.

Business direction

Choose the value and direction

People and work

Connect roles and decisions

Tools and systems

Support the work with information

Business situations we can develop together

01 **Business growth**

Choose a direction for growth and prepare the people and work to support it.

02 **A new initiative**

Develop an idea into a service or project that can be tried and improved.

03 **Work across teams**

Connect responsibilities, information and decisions so work can move.

04 **Technology in real work**

Understand what the team needs to do before choosing or building tools.

What we develop together

01

Strategy and plans

Choose a direction and understand what the team needs to develop.

02

New services and initiatives

Turn a new service or initiative into something you can test.

03

Organisation and work

Connect roles, decisions and handovers across the team.

04

Tools and systems

Build tools around users, information and real work.

Strategy and plans

Choose a direction with a clear rationale and understand what the business needs to develop.

- 01 Examine customers, value and business choices
- 02 Compare growth needs with capacity and resources
- 03 Set priorities and the information needed next

An illustrative business decision

Customers

The value they need

Choices

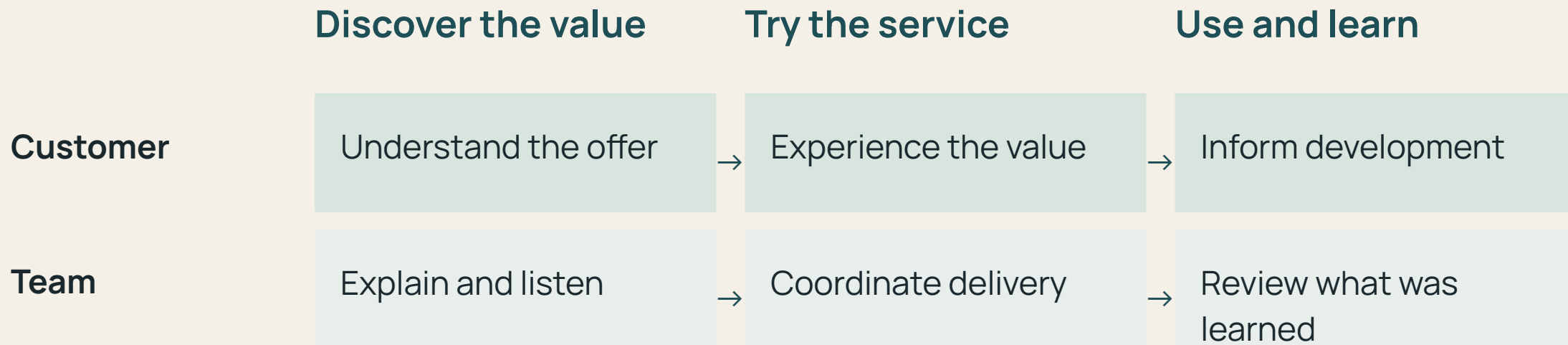
Conditions and resources

Action plan

What the team needs to develop

New services and initiatives

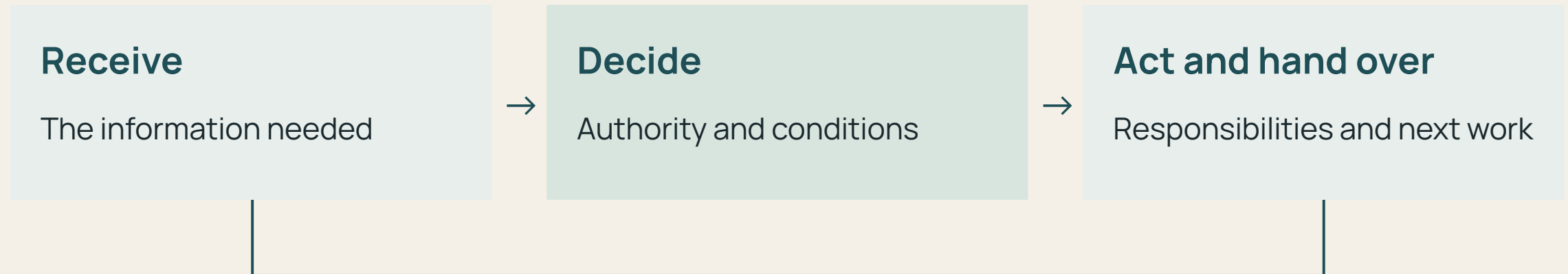
Turn a service, product or initiative into something you can test and learn from.



Illustrative model. The actual service and team determine the design.

Organisation and work

Connect roles, decisions and handovers across the people doing the work.



Exceptions need a clear path to the person who can help

Illustrative approach to work across teams

Tools and systems

Design and build around the users, available information and work the system needs to support.

- 01 Understand the work, users and information
- 02 Design the right internal tool or AI workflow
- 03 Test normal work, exceptions and human review

Work and information

Requests, status and context

The developed tool

Connect information and work

People making decisions

See what needs review and action

Farm Fun Village Organic

Business and brand development under constraints

**Cost
disadvantage
Little visible
difference**

Build value that gives
customers a reason to
choose.

01 **Choose meaningful value**

Understand uncertainty buyers cannot inspect

02 **Build verification**

Connect product care, testing and requirements

03 **Express the value**

Connect position, packaging and customer claims

Founder account. Commercial outcomes in the full case have not been independently audited.

Parit Ritchai

Founder of SE Ocean and Paritsea

Parit Ritchai is the founder of SE Ocean and Paritsea. She explores the relationships between people, businesses and the systems through which they work together.

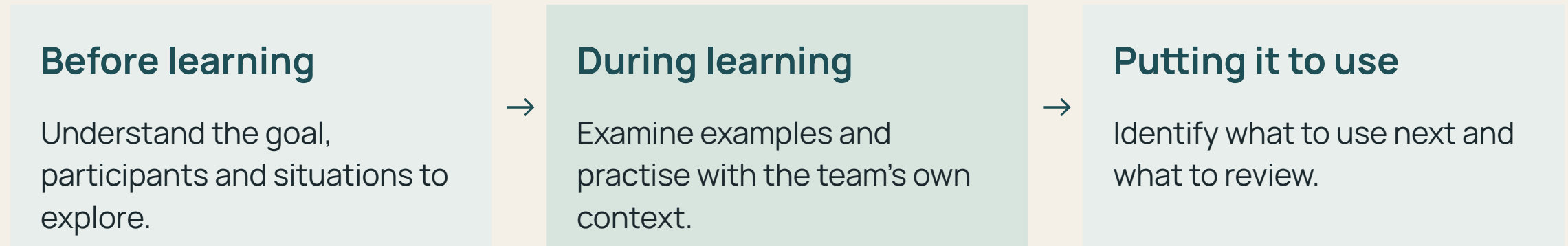
Her involvement in the work

- 01 Understand context and frame the question
- 02 Develop direction and the work with the team
- 03 Review the reasoning and use in practice



Learning and team development

Workshops and organisational training designed around real team questions, including decisions, working together, AI in real work and new initiatives.



Starting topics

Decisions and work across teams

AI in organisational work

New services and initiatives

What would you like to move forward?

Share a goal, an idea or what you are working through.
Parit will review the context and consider a useful starting point.

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Think and build to move your business forward

