

BOOK REVIEW: Araya Super Power: The Potency of Leaders

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Preface

Thailand requires virtuous individuals to take the lead in Nation-Building. If Thai society has a sufficient number of virtuous individuals, they can coalesce into a powerful force that drives the future of Thailand towards sustainable progress in all dimensions. The most influential book that can transform public thought into impactful action is titled “Araya Super Power: The Potency of Leaders– Mobilizing the People Towards Civilization.” Every word in this book has been carefully crafted through the accumulated experiences and profound reflections of Prof Dr Kriengsak Chareonwongsak, who is recognized as a leader across diverse social contexts and possesses exceptional analytical and integrative thinking skills.

The term “virtuous individuals,” as defined by Prof Dr Kriengsak Chareonwongsak, refers to those who prioritize the collective good over personal interests. While it is evident that Thailand requires virtuous individuals, it is equally essential that these individuals possess the strength necessary to effect genuine change. Furthermore, their influence must extend across all regions of the country to achieve meaningful impact.

It is imperative that these virtuous individuals embody civilization and are capable of transforming the nation toward its ultimate goal: the establishment of a society grounded in

goodness. Therefore, the populace must not only be composed of virtuous individuals but also actively cultivate such individuals throughout the land.

To reach the highest ideal goal, civilized individuals must harness "Araya Super Power" as a foundational source of civilized power, providing a significant drive to propel themselves and others towards meaningful change in a civilized direction. An individual can possess what is referred to as "personal influence," enabling them to promote genuine goodness, beauty, and truth in the world—concepts that will be further explored in the subsequent content.

Thus, the purpose of this book is to present ideas that serve as a driving force, empowering individuals to achieve greatness and playing a crucial role in inspiring others to join in the pursuit of remarkable accomplishments.

The content of the book is divided into six chapters. Chapter 1, titled "Power Relations," analyzes the overarching theme that human relationships are based on power dynamics. Chapter 2, "The Perspectives of Social Science and Political Thought," discusses concepts related to the driving forces that motivate others. Chapter 3, "Power: Authority, Influence, Faith, and Charisma," categorizes and explores the origins of different forms of power. Chapter 4, "Thirty Sources of Influence," examines the factors that endow individuals with personal influence. Chapter 5, " Araya Super Power: The Potency of Leaders The Driving Force Towards Civilization," presents the concept of Araya Super Power, while Chapter 6, "Araya Influence," outlines methods for successfully cultivating civilized influence. The book elaborates on each of these components as follows:

Section 1: Power Dynamics in Human Relationships

It is evident that human relationships have always been characterized by power dynamics, from the past to the present. Power dynamics refer to the relational context in which one party holds a position of superiority over another, whether intentionally or unintentionally. This dynamic enables the dominant party to compel the subordinate party to act in accordance with their desires.

When examined through a social lens, it becomes apparent that individuals are invariably interconnected with various groups, each influenced by differing degrees of power. It is impossible to overlook the omnipresence of power within all social relationships. This phenomenon is contingent upon four fundamental sources of power: authority, influence, faith, and charisma. Consequently, humans cannot deny or escape from the intricacies of power dynamics inherent in their relationships.

Section 2: The Evolution of Power Definitions

The concept of power, as it relates to the dynamics of influence, has undergone significant evolution throughout history. The foundation of human relationships is intrinsically linked to power relations. In the fields of social science and political science, various definitions of power have emerged. Some scholars define power as the ability to control others, even in the face of resistance and opposition. Conversely, others characterize power as the

capacity to align another individual's desires with one's own, resulting in voluntary compliance driven by the belief that such compliance will yield personal benefits.

Among the diverse interpretations of power from scholars worldwide, Prof Dr Kriengsak Chareonwongsak offers a more expansive definition, describing power as "the driving force that compels others to act in accordance with one's will." He identifies four distinct forms of power: authority, influence, faith, and charisma. In this context, authority represents coercive power; influence denotes persuasive power; faith refers to trust and confidence; and charisma embodies the power of inspiration and motivation. When harnessed positively, these four forms of power can lead to profoundly beneficial outcomes.

Section 3: Understanding Power Dynamics

the definition of the word power in the above meaning, the content of the book has expanded to the types and sources of power, which has been synthesized from the ideas of scholars around the world until it crystallizes.

In the framework of the definition of power, there are 4 great powers that can push people to follow, namely Power, influence, faith, and charisma, which has been expanded to be more clearly understood as follows: Power is the power to force people to follow, whether voluntarily or unwillingly. It is the relationship between the holder of power and those under power, using force, weapons, and violence as the basis of power. Next, influence is the power to motivate people to have needs, feelings, and desires, and to follow. Next, faith is the power that makes people believe and trust until they follow, impressed by the specialness of that person. Finally, charisma is the power to inspire people to follow willingly. It is the result of good deeds until that person's life is admirable.

Section 4: Foundations of Power Dynamics

The foundation that creates power must have the 30 powers because in reality

Society often has a standard of giving value that affects acceptance in society, such as status, appearance, valuing talented people or people who initiate new things, or society valuing goodness. The characteristics of a person that promote that person to have power

more or less depends on how much the 30 powers are. The 30 powers are something that should be there

because they are an important foundation that results in power, influence, faith, charisma that can drive people in society exponentially.

The 30 powers mentioned include money, fame, titles, ranks, backgrounds, positions, knowledge, education, skills, experience, expertise, patronage, connections, favors, morality, information, predictions, initiatives, ideas, brands, works, awards, roles, popularity, beauty, rhetoric, personality, culture, traditions, intimidation. If all 30 of these things are used civilly, or called civilized power, it will be a foundation that drives civilized power that is extremely powerful.

Section 5: The Concept of Civilizational Power

The book presents the concept of superpower civilization, a concept that will lead to the change of this world, towards a society of goodness. For Thai society to reach a society of goodness, it must drive society with superpower civilization.

It consists of superpower civilization, which means the inner inspirational power governed by the philosophy of individual civilization, namely

superpower of love, superpower of faith, and superpower of hope, which have the power to drive to do great and good things. And superpower civilization means the power of civilization that drives towards the goal of civilization, consisting of superpower of civilization, superpower of civilization,

superpower of faith, and superpower of civilization, which are the power to move the masses towards civilization.

Civilizational Strength serves as an inspirational force through the synergy of three elements: **Civilized Love**, which embodies the act of doing good with profound love; **Civilized Faith**, which represents a steadfast commitment to one's ideals, carrying out actions with wholehearted dedication; and **Civilized Hope**, which emphasizes the unwavering belief that goodness will ultimately prevail.

These three powers are guided by the principles of enlightened philosophy and social enlightenment. The enlightened philosophy includes the ideals of genuine goodness, true beauty, and authentic truth. Meanwhile, the social philosophy encompasses the aspirations for freedom, equality, and fraternity.

Whenever these three powers unite, they generate exponential effects, leading the nation toward a more civilized and enlightened society.

Civilizational Influence represents the synergy between power and enlightened philosophy. Individuals within a civilized society must learn to develop themselves in the use of enlightened authority. From the perspective of those who wield power, it must be exercised with civility, while those under authority should recognize and accept governance that is just and legitimate. This connection leads to the proper use of enlightened influence, which must be applied ethically and positively, encompassing the influences of truth, love, and the demonstration of a virtuous life. Such influence can effectively persuade individuals to willingly change their thoughts and behaviors toward genuine goodness, truth, and beauty in alignment with enlightened goals.

Expanding upon the use of **Civilized Faith**, it is essential to build confidence, develop, and enhance credibility while maintaining trustworthiness, thereby earning respect and reliance. Ultimately, the application of **Civilized Charisma** necessitates a lifelong accumulation of civilizational attributes, contributing to a significant societal uplift that genuinely inspires Thai individuals to embrace civility.

The **Civilizational Influence**, comprising the four aforementioned powers, can propel leaders to continuously enhance their use of enlightened authority, transmit enlightened influence, and cultivate civilizational faith. By accumulating charisma throughout their lives, these leaders will undoubtedly inspire others to follow willingly, leading to the attainment of meaningful success.

In the final section, Section 6, the book discusses the path to cultivating an identity of an enlightened individual capable of transforming Thai society and the world. It emphasizes the necessity of living with Civilized Strength and establishing oneself as a person of Civilizational Influence. Furthermore, it underscores the importance of learning to utilize the 30 sources of power correctly, as discussed in Section 4.

This section elaborates on the enlightened application of these 30 sources, transforming them into Civilized Authority. Here, Civilized Authority refers to the enlightened use of powerful elements to serve as a foundation for generating significant Civilizational Influence.

Thus, enlightened individuals must learn to apply these 30 sources appropriately, laying the groundwork for Civilizational Influence that drives Thai society toward becoming a truly civilized nation. This transformation is anticipated to lead to the ultimate ideal society—a society of goodness. This vision represents the Civilizational Strength that will propel Thai society toward an ideal, enlightened future.

The book “Civilizational Strength: The Power of Leadership in Advancing the People Toward Enlightenment” is thus deemed essential reading. It is a living document, as every component, woven together from beginning to end, has been distilled from the tangible life experiences of Prof Dr Kriengsak Chareonwongsak. He encapsulates the formula for successful leadership within a single volume, making it particularly suitable for those seeking to develop themselves in roles of impactful leadership. It is firmly believed that every reader will sharpen their intellectual acuity, becoming virtuous individuals endowed with the power to mobilize the masses, thereby contributing to the creation of a sustainable society of goodness in Thailand.

References

Chareonwongsak, K. (2020). *Araya Super Power The Potency of Leaders* (2nd ed.). Success Publishing Co., Ltd. ISBN 978-616-205-381-8.

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