



564 Market Street, Suite 404, San Francisco, CA 94104
(Tel) 415.788.4664
www.ablsf.org

WOMEN'S 2012
PROGRAM

YOU ARE THE CEO OF YOU!

A leadership program designed for Asian American WOMEN in business



YOU
ARE
THE

“ A leadership program designed for
Asian American **WOMEN** in business ”

Asian Business League of San Francisco (ABL-SF) is proud to announce its 4th annual leadership program **You are the CEO of You!** This bi-weekly, five-part seminar series has been uniquely developed for Asian American professional **WOMEN** with managerial experience. We will address issues and challenges confronted by Asian American professionals and offer insights and skills for greater career and personal success. Our workshop planners and faculties represent some of the top leaders in business.

We have achieved tremendous success in the past three years, with participants from middle to senior management levels across various industries and organizations. Each session is carefully designed to provide an intimate learning environment for participants – to explore concepts and acquire skills necessary for career and personal success. The outcome includes individual visions and action plans. Moreover, each session begins with presentations by various experts followed by interactive small group sessions as well as offline small group homework assignments. This great opportunity is limited to a small number (10 – 15) of female participants who will be selected through an application process based on the selection criteria.

CEO
OF
YOU!



2012 Program Schedule*

(all classes are held on Tuesday evenings)

LOCATION ORRICK SF HQ 405 Howard St. (x 1st) SF, CA.
(2 blocks from Montgomery BART Station)



APRIL 17
6 pm to 8 pm

YOU ARE THE CEO OF YOU! PROGRAM KICK OFF COCKTAIL RECEPTION

A fun/informal gathering of incoming class of the CEO program 2012 as well as graduates, speakers, sponsors of the program and board of directors of ABL-SF to meet and greet.

Location TBD.



MAY 1
6 pm to 9 pm

WHAT IS MY LEADERSHIP STYLE? INDIVIDUAL LEADERSHIP ASSESSMENT

(Stephen Jeong, Ph.D, Waypoint People Solutions)

- APEX Leadership Assessment (review of skills, styles, role models, impact of Asian heritage, gap analysis)
- Personal Assessment (review of personal values & limitations, including fears and challenges)
- Group discussion on how to translate personal goals into an Action Plan



MAY 15
6 pm to 9 pm

WHAT IS 'MY BRAND'? PERSONAL BRANDING

(Karen Kang, CEO, BrandingPays)

- Understanding/managing how you are perceived at work
- Identifying/Sustaining your personal brand strength(s)
- Developing Your personal positioning statement
- How to change your positioning for your ideal role
- Taking the credit you deserve



MAY 29
6 pm to 9 pm

HOW DO I EFFECTIVELY COMMUNICATE AS A LEADER?

(Jocelyn Kung, CEO of The Kung Group)

- Overcoming communication stereotypes of Asian male/female
- Different communication styles btw men and women leaders
- Providing clear guidance/direction to your team
- Being assertive not aggressive



JUNE 12
6 pm to 9 pm

LEADING IS NOT THE SAME AS MANAGING

(Eugene Lee, CEO, Socialtext)

- What is a leader's job, and how is it different from a manager's?
- Building teams vs. team building
- Personal growth challenges
- Getting out of that "Asian" rut
- Board Relations



JUNE 19
6 pm to 9 pm

WHAT'S NEXT? BEYOND LEADERSHIP & LIFESTYLE CHOICES

(Kimi Hirotsu Ziemski, Leadership Mentor, Energizing Enterprises)

- Creating a powerful personal vision
- Taking risks: embracing change
- Continuous skills enhancement
- Managing stress and maintaining work, family, individual self balance
- Succeeding in career vs. in life

Selection Criteria

- Experience level (7+ years of managerial experience)
- Commitment to personal and leadership development

PROGRAM CO-CHAIRS

Claire Chang

Managing Director, BrightStone Partners, Inc.
& Vice-Chair, Board of Directors, ABL-SF

Stephen B. Jeong

Managing Director, Waypoint People Solutions
& Vice President, Board of Directors, ABL-SF

PROGRAM FACILITATOR

Kimi Hirotsu Ziemski

Leadership Mentor, Energizing Enterprises

* Please note that speakers/dates/content may change without prior notice.

Program fee: \$595 **

(includes tuition, course materials, 5 meals, kick-off cocktail reception and one-year Individual Membership to ABL-SF)

** Tuition Assistance is available. Please send an inquiry on how to qualify.

For questions, please contact Claire Chang via 650-440-9146 or clairechang3@gmail.com

For additional information on ABL-SF, visit www.ablsf.org

YOU ARE THE CEO OF YOU! application

A leadership program designed for Asian American WOMEN in business



Application **MUST** be submitted by
March 30th, 2012 to be eligible for review

Part 1. Personal Information

First Name Last Name

Phone # E-mail

Current Employer Title

Part 2. Questionnaire

1. Briefly (2 to 3 sentences) describe current your role & responsibilities at work.

2. List past employer(s), title(s) and dates of employment for the last seven years?

Employer	Title	Dates

3. Briefly state why you are interested in applying for this program?

4. What three goals would you like to achieve in the next five years?

5. What is your number one challenge at work?

6. Who can we thank for referring you to our program? (Please check all that apply)

ABL-SF email Friend Community Partner announcement Others (specify) _____

Part 3. Application Instruction

1. Please attach your updated resume.
2. Please email your application to CEO@ablsf.org with "CEO 2012" as the subject

For questions contact Claire Chang at clairechang3@gmail.com or call 650-440-9146.