



MAY – AUGUST 2020

THE SPHERE OF INFLUENCE

A Leadership Development Training Course for
Asian Pacific American Professional

ELEVATE is a partnership of





MAY – AUGUST 2020

THE SPHERE OF INFLUENCE

Develop Credibility, Visibility, and Leadership Presence

Executive Summary

The **Sphere of Influence** features tactics and strategies to elevate APAs toward increased career opportunities and leadership possibilities. This 2-day course focuses on strengthening your influence capabilities as a core, which expands into methods that consciously craft your personal credibility and reputation. The course lessons then amplify these influence foundations with discussions of visibility and how to leverage your surrounding environments toward persuading others. Topics include:

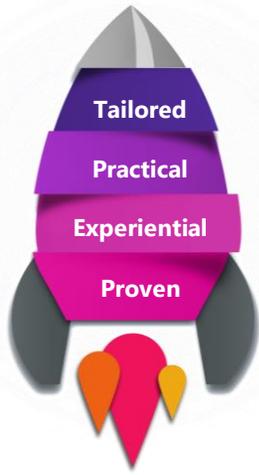
- The AsianUpward Cultural Fluidity Model
- The Credibility Wheel and How to Wield It toward Professional Effectiveness
- Collective Influence & the Halo Strategy that Aligns More Closely with Asian Values, Yet Translates toward Intercultural Impact
- The Visibility Vectorscope that Leads to Your Workplace “Suite” Spot
- How to Leverage Your Surroundings and External Contexts toward Greater Influence



Learn more about the program at asianupward.com/courses

Eligible for Tuition Assistance.





What makes this program **UNIQUE?**

Participants will experience insights tailored toward APA needs, perception-based challenges and cultural elements, this course integrates a multi-faceted, yet action-oriented approach, as participants experience insights tailored toward APA needs, perception-based challenges, and cultural elements. The Sphere of Influence interweaves practical leadership tools and models with research-based science and interactive learning. The content builds from the groundbreaking *AsianUpward* ToolBook and takes it to the next level with exclusive insights and high-impact faculty.

Tailored

Specially customized for APA professionals and leaders

Practical

Leverage immediately applicable tools from each course

Experiential

Learn beyond lectures and from multiple, interactive methods

Proven

Developed and taught by the same team that produced the *AsianUpward* ToolBook, *ERG Economy* ToolBook, as well as the National ERG Summit & Leadership Forum

About Us



Powered by Elevate

A program developed by Elevate, AsianUpward **unlimits** the leadership possibilities of Asian Pacific American professionals (APA) and the champions that support this population.

- Envision a talent centrifuge that formulates new solutions and strategies to develop APA leaders.
- Engineer practical leadership and professional tools from the collective wisdom and insights of experienced APA leaders and our advocates.



Elevate is a partnership of the California State University—Fullerton, University of California—Riverside, University of California—San Diego, Spectrum Knowledge, and the University of California Office of the President—MESA. One unified phrase embodies both our mission and vision: **PURPOSE + PEOPLE = PURPLE**. Elevate helps you define, refine, and align your purpose with your organization's purpose.



Learn more at asianupward.com



For more information, please visit Asianupward.com. You can also contact Vu H. Pham at (714) 686-0875 or vupham@spectrumknowledge.com



Dates & Locations

SoCal

MAY 02-03, 2020

9am – 4pm
In Southern California
(more info to follow)

Rockville, MD

JULY 30-31, 2020

9am – 4pm
Choice Hotels International,
1 Choice Hotels Circle, Suite 400,
Rockville, MD 20850
Room 450 A, B, C

Chicago, IL

AUGUST 20-21, 2020

9am – 4pm
In Chicago
(more info to follow)

Registration Information

Who Should Register: Asian Pacific American (APA) professionals seeking a competitive, career and leadership advantage. We welcome professionals from all fields. Ask your leaders and managers to invest in your organization by supporting your leadership and professional development.



Tuition

\$1900

Includes: Materials, Meals,
AsianUpward Toolkit



Team Advantage

Send at least **4** from one company and receive **\$100 off** per person—a total savings of **\$400 or more!**



Government Rate

Receive a 15% special rate off from the regular tuition rate for government participants.



Tuition Assistance

\$1800

Includes: Materials, Meals,
AsianUpward Toolkit

Course Details

- **Course Title:** Sphere of Influence
- **Course Number:** AU801
- **CEUs:** 1.3
- **Instructor:** Vu H. Pham, PhD and Stephanie Piimauna
- **Coming Soon:** Leverage (Coming in 2021) and People Systems (Coming in 2022).

Registration

1. Go to www.asianupward.com/courses/
2. Click on the **Register Here** button and be redirected to the corresponding Eventbrite link.
3. Enter the code **TUITION**

This will inform us that you will require a transcript with a grade and a receipt for submission to your organization. Upon completion, UC San Diego's Rady School of Management will provide you with both of these documents.

Early Bird Registration

Register **60 days before the start of your chosen class date** and receive an additional \$100 off (can also be combined with Team Advantage and Government Rate). Discount will automatically apply upon registration.



Register at asianupward.com/courses

Eligible for Tuition Assistance.

Visit the site for more information on how to apply using the Tuition Assistance Option.



Additional information



Visit asianupward.com



Agenda

asianupward.com/agenda-of-tools



Bios of Faculty

asianupward.com/courses/bios-of-faculty



Book Information

asianupward.com/resources/asianupwardtoolbox



Challenges (Faced by APAs)

asianupward.com/challenges



Courses (Upcoming)

asianupward.com/resources/future-courses





Agenda



Cultural Fluidity

What it is

A tool to help you discover, reflect upon, and leverage your values, behaviors, and perceptions

Application & Value

1. Make cultural shifts more visible and concrete, at least for the time being
2. Understand yourself and others through mutual surfacing of values, behaviors, and perceptions
3. Navigate cultural differences as people and contexts shift
4. Build stronger interpersonal relationships, despite waves of change
5. Maintain your values, while adapting behaviors to the current contexts



The Credibility Wheel

What it is

A tool that dissects key areas that build credibility and helps you identify your areas of greatest strength and areas that need improvement

Application + Value

1. Understand the importance of credibility and how to acquire it
2. Evaluate your strengths and weaknesses in building credibility
3. Create an action plan to leverage or improve your credibility



The Halo Strategy

What it is

During networking situations, the halo strategy helps you build your social capital and that of your friends—all without talking about yourself

Application + Value

1. Draw attention away from looking self-centered when meeting others
2. Build your own social capital and that of friends
3. Connect others in mutually beneficial ways



Collective Influence

What it is

A tool that leverages our value of collectivism to make our message more powerful

Application + Value

1. Messaging important requests or information when the attention of the recipient is being pulled in multiple directions
2. Leverage different media and sources to repeat messages without being too heavy-handed
3. Create a community working toward a common goal



The Embodied Cognition Grid

What it is

A model that allows us to influence and shift our minds, or the minds of others. The model employs external tools that leverage the body to shape the mind and our behaviors

Application + Value

1. Influence others through non-verbal communication
2. Shift thinking through physical objects and surroundings



The Visibility Vectorscope

What it is

A tool to gauge your exposure level in the organization to optimize your visibility

Application & Value

1. Determine opportunities where one's visibility in the organization can be improved
2. Find the most valuable factor that affects your degree of exposure within the organization
3. Leverage the right elements of optimizing visibility



The Communication Pyramid

What it is

A tool to help leaders influence others through better communication skills

Application + Value

1. Learn the difference between high-touch and low-touch communication
2. Enhance interpersonal skills
3. Create ideas on how to impact and influence people through communication



The Purple Cow

What it is

A tool that pushes you to "stand out" and "be remarkable" at work

Application + Value

1. Presentation, process or product design
2. Thinking innovatively to make your ideas "pop"





Bios of Faculty



Vu H. Pham, Ph.D.

As the Chair of Elevate, Vu H. Pham, Ph.D. works with dozens of organizations from the Fortune 500 to government and non-profit agencies. Elevate is a partnership with the Center for Executive Development at the University of California, San Diego's Rady School of Management, as well as Cal State Fullerton and UC Riverside's Career Centers. The Elevate Program boosts organizational performance and strategic effectiveness through interactive training and data-driven research. Dr. Pham's works have been featured on multimedia venues from CNN, MSNBC, Forbes, The Los Angeles Times, Voice of America, KSCI International TV, and Strategic Innovators. He has published several books and numerous articles, while donating countless hours and fundraising for non-profit organizations.



Stephanie Piimauna

Stephanie Piimauna is the Vice Chair of Elevate, which is a partnership that includes the University of California—San Diego, the University of California—Riverside, California State University—Fullerton, the University of California Office of the President—MESA, and Spectrum Knowledge. She is veteran of the hospitality industry for over 25 years and currently serves as an executive at one of the largest international Entertainment, Gaming, and Hospitality companies in the world. She has thrived in the area of Learning and Development for most of those years and continues to follow her passion for developing leaders. In addition, she provides cutting-edge diversity training and oversight of the company's many employee resource groups through her leadership in Diversity and Inclusion. Stephanie also manages company groups that are involved in various environmental, philanthropic, and volunteer initiatives.



Labu Sharma

Labu Sharma is the Regional Vice President & General Manager of GE Healthcare's \$450 million Southwest region. With responsibilities spanning GE Healthcare's imaging, ultrasound, life care solutions, IT, consulting, service and life science offerings, Labu leverages the capabilities across GE Healthcare in partnering with customers to improve healthcare quality, access and affordability. Originally from Nepal, Labu is passionate about driving a culture of Diversity & Inclusion. He leads several D&I initiatives across GE Healthcare and is a frequent speaker/panelists at various events. Labu holds a Bachelor degree from University of Wisconsin and Master's degree from Northwestern University. He is a Certified Six Sigma Black Belt and graduate of the GEHC's Americas Sales Training and Leadership Program.





Book Information



Designed by the Authors
of AsianUpward!

The **AsianUpward Leadership Certificate Series** is design by the Elevate Team, which produced the AsianUpward ToolBook.

"Easily understood, this book provides invaluable knowledge and tools for enabling motivated career -minded individuals to improve their opportunities to ascend the corporate ladder. I wish it was available early in my career path. Who knows how much faster I would have climbed the corporate ladder using this."

- Harry Lee | Vice President, Corporate Contracts, Pricing and Supply Chain (Retired) | Northrop Grumman Corporation

"Strong people skills and organizational savvy are required to maximize your organizational impact and career success. Asian professionals often start this skill building too late and can accelerate their organizational skill development through the tools in this book."

- Dennis Hirotsu | Vice President of Research & Development | Procter & Gamble Executive Advisor | Society of Asian Scientists and Engineers (SASE)

"AsianUpward contains career skills that I wish I had at the outset of my career. You will learn how to recognize team dynamics and how to be ambidextrous in your skills. These are critical to your career success."

- Patrick "Pat" Tang | Hardware Engineering Vice President | Amazon Lab126

"Our past is not holding us back—we are holding it. Perhaps it is time to let go and move forward with the practical strategies in the pioneering AsianUpward book."

- Emanuel Brady | Vice President, Chief Diversity Officer | The Raytheon Company

"This book gives abundant, practical findings and insights with emphasis on how Asian Americans can use the skills they already possess to rise into management positions."

- Khanh Vu | Executive Director | Society of Asian Scientists and Engineers (SASE)

"AsianUpward is the go-to source for self-empowerment, transformation of cultural perceptions, and achieving your dreams!"

- Elizabeth Yang | National President | National Association of Asian American Professionals (NAAAP)

"AsianUpward distills the essential fundamentals for Asian Americans in the workplace and provides a roadmap to navigate the challenges on your path to the C -suite. Do not just read this book, memorize it."

- Thear S. Suzuki | Advisory Managing Partner, Southwest Region | Ernst & Young

"AsianUpward should be your first stop for career progression guidance."

- Wil Lewis | Diversity & Inclusion Client Executive | Bank of America





Challenges (Faced by APAs)

The Professional Maze: Challenges APAs Face

As professionals, Asian Pacific Americans (APAs) continue to face a multitude of headwinds that hinder how we can contribute to organizations, as well as the national and global economies. These challenges limit our full potential and we need to face them, bolstered by the support from non-APA allies and advocates.

Career Ceilings

Research finds that white women were **271% more likely** than Asian women to be Executives—and this is at tech companies, where Asians are already better represented.

Stereotypes

One-quarter of Asians surveyed by the Center for Work-Life Policy say that Asians at their company are treated unfairly, especially in comparison to their Caucasian colleagues. Research shows that APAs face a double bind: If they act more assertive and dominant, they will be less liked and even harassed. Conversely, if they don't project dominance, they will not be seen as leader.

Forever Foreigners

28% of Asian names amongst job applicants in Canada were less likely to be called for interviews compared to with Anglo names, even with similar qualifications.

Microaggressions

are statements, actions, or incidents regarded as an instance of indirect, subtle, or unintentional discrimination against members of a marginalized group. Nearly **80%** of APAs report incidences of microaggressions over a two-week time period.

47% Below Parity

According to research, all racial minorities had an Executive Parity Index (EPI) below parity, but APAs had the lowest—47% below parity.

A Minority Among Minorities

Asians were the only minority group underrepresented in middle management.

APA Women

are **40% more likely** to plan to quit within the next year when their potential is inhibited.

APA Men

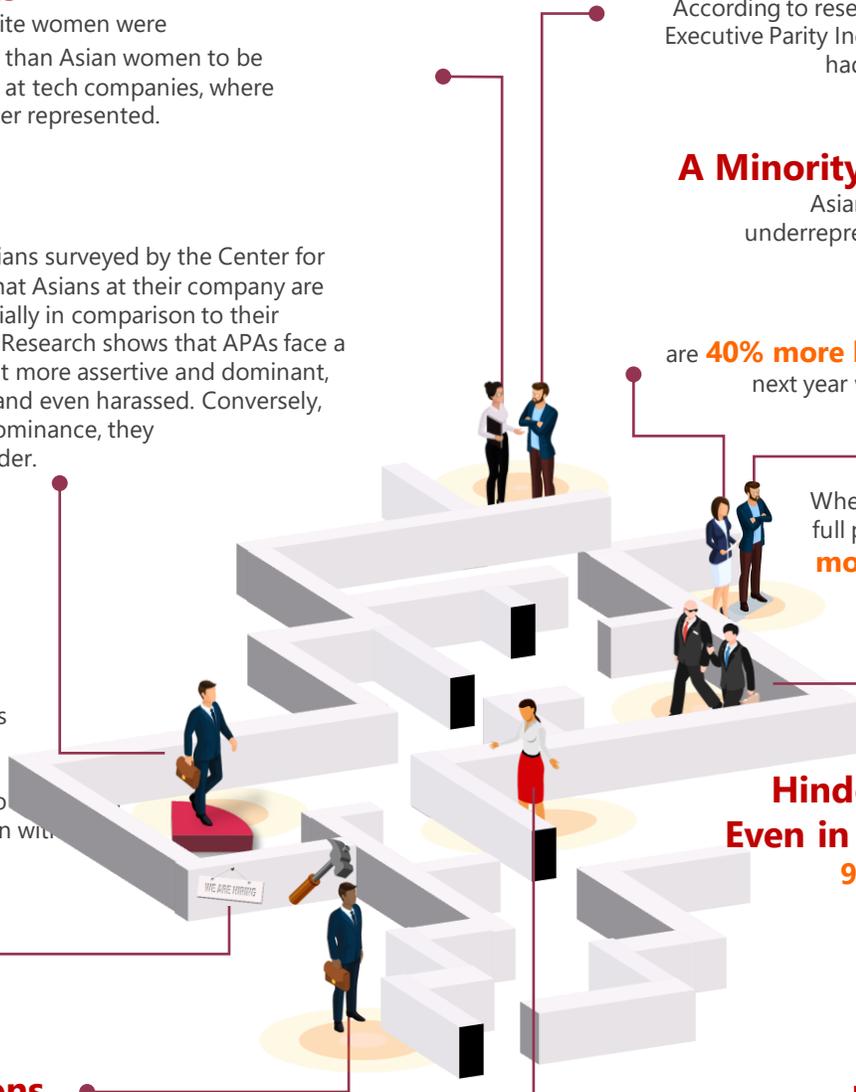
When hindered from achieving their full potential at work, Asian men are **more than 3x** likely to quit their jobs in the following year as compared to Caucasian men.

Hindered Advancement, Even in Government Ranks

9.8% of the federal professional workforce in 2016 were APAs, but there were only **4.4%** at the highest level.

Lacking Leadership

Research in the *Journal of Applied Psychology* found that APAs are rated lowest on leadership skill but more so in sales and engineering fields. In addition, APAs are viewed as lacking in leadership attributes such as masculinity, charisma, and tyranny when compared to whites.



Ascend Pan-Asian Leaders. (2017). The Illusion of Asian Success: Scant Progress for Minorities in Cracking the Glass Ceiling from 2007–2015. California: Gee, B. & Peck, D. Gee, B. & Peck, D. (2018, May). Asian Americans Are the Least Likely Group in the U.S. to Be Promoted to Management. *Harvard Business Review*.
Hewlett, S.A. (2011). Asians in America: What's Holding Back the "Model Minority?" *Forbes*.
Lee, J. & Ramakrishnan, K. (2018, March 27). Asian Americans Think an Elite College Degree Will Shelter Them from Discrimination It Won't. *The Los Angeles Times*.
Banarjee, R., Reitz, J., & Oreopoulos, P. (2017). Do large employers treat racial minorities more fairly? Munk School of Global Affairs & University of Toronto.
Johnson, S. & Sy, T. (2016, December). Why Aren't There More Asian Americans in Leadership Positions? *Harvard Business Review*.
Kelly, S. (2017, March 13). "For Asian-Americans." Daily Racial Slightings Invade the Nights. *Cornell Chronicle*.





Courses (Upcoming)

Look out for these future AsianLeadership courses!



Leverage Coming in 2021

A Course for Asian Pacific Americans to Harness & Deploy the 5 Professional Ps in the Workplace (Purpose, Power, Presence, Politics & Positioning)

Leverage presents the 5 Ps framework to develop Asian Pacific Americans (APAs) into more-effective leaders and professionals in the workplace. The 2-day course emphasizes effective and practical tools to understand—and wield—the nuances of these 5 Ps: Purpose, Power, Presence, Politics & Positioning in professional settings. By synergizing these 5 elements, **Leverage** strengthens APA professional success, which gives us fuel and momentum to support our organizations. This collective, APA-focused approach truly benefits all parties. Topics include:

- Purpose: Focus Your Purpose to Create Visionary Success
- Power: Gain Insights into the Types and Models of Power
- Presence: Build and Project Your Leadership Presence & Manage Up
- Politics: Navigate Organizational Politics Collaboratively
- Positioning: Evolve into a Change Champion Who Positions Positive Transformation



People Systems Coming in 2022

Cultivate Positive Impact, from the Economics of Relationships & Context to the Science of Persuasion & Personal Optimization

People Systems provide APAs with overarching contexts at the larger, strategic levels in order to hone in on individual ways to optimize our careers. The course then applies the sciences, such as economics and behavioral research, toward practical tools that will support your leadership and professional goals. By framing ways that people interact into systems, this course furnishes a global view to really enhance how you can influence others and build interpersonal networks that are of benefit to your organization and marketplace. Topics include:

- Context & Situational Systems: Categorize and Utilize Contextual Forces for Personal Optimization
- Economics of Relationships: Frame and Forge Mutually Beneficial Interpersonal Systems
- The Science of Persuasion: From Persuasion Research to Your Personal Capacity Cells

