WORKSHOP
PROGRAM

ASIA
WOMEN
LEADERS
PROGRAM

Asian Development Bank
Ministry of Women’s Affairs, Cambodia
2–5 November 2015, Phnom Penh
WOMEN’S LEADERSHIP:  
A CATALYST FOR GENDER EQUALITY AND INCLUSIVE GROWTH

Monday, November 2: Connecting the Dots between Women’s Leadership, Gender Gaps and Inclusive Growth

Objectives:
- To learn about the Asia Pacific region’s relative standing vis-a-vis global gender gaps in health, education, economic participation and political empowerment.
- To learn about the comparative progress towards gender equality and inclusive growth among Asia Pacific countries and learn from their experiences.
- To reflect on how women’s leadership catalyzes gender equality and inclusive growth.
- To hear about personal journeys to leadership and exchange experiences with peers.
- To understand that leadership development is about building one’s own personal capacities and confidence as well as building one’s ability to motivate and enable others to participate and improve their lives and communities.

Inaugural Session

9:00 – 9:15 am Welcome and Introductions
– Sonomi Tanaka
Technical Advisor (Gender Equity)
Asian Development Bank, (ADB)

9:15 – 9:30 am Opening Remarks
– Jan Hansen
Officer-in-Charge, ADB Cambodia Resident Mission

9:30 – 10:00 am Welcoming Address: Leading the Gender Equality Agenda in Government
– H.E. Ing Kantha Phavi
Minister
Ministry of Women’s Affairs, Cambodia

10:00 – 10:30 am BREAK

10:30 -- 11:15 am Keynote Speech: Why Gender Equality and Women’s Leadership Matter in Development of Asia and the Pacific
– Roberta Clarke
Regional Director for Asia and the Pacific
UN Women

11:15 – 11:45 am Plenary Q&A and Discussion
Moderator: Sonomi Tanaka
Technical Advisor (Gender Equity), ADB

11:45 – 12:00 pm Program Overview and Expectations
– Tülin Akin Pulley
Sr. Gender and Development Consultant, ADB

12:00 – 1:30 pm LUNCH
Session 1:  Challenges and Opportunities on Pathways to Leadership: Personal Journeys and Building Alliances, Networks and Coalitions

1:30 – 2:00 pm  Raising Women’s Voice in National Government and Politics in the Republic of Korea

– Sohn, Bong-Scuk
President, Center for Korean Women and Politics
Former Member of Parliament, Republic of Korea

2:00 – 2:15 pm  Plenary Q&A and Discussion

Moderator: Uzma Hoque
Sr. Social Development Specialist
Southeast Asia Department, ADB

2:15 – 2:45 pm  Leading Women’s Pathways to Success in the Microfinance Industry in the Kyrgyz Republic

– Gulnara Shamshieva
Chief Executive Officer, Bai-Tushum Bank & Partners
Kyrgyz Republic

2:45 – 3:00 pm  Plenary Q&A and Discussion

Moderator: Uzma Hoque
Sr. Social Development Specialist
Southeast Asia Department, ADB

3:00 – 3:30 pm  BREAK

3:30 – 4:15 pm  Group Discussion: Building Alliances, Networks and Coalitions

• Participants will share their experiences in building alliances, networks and coalitions within and among organizations and discuss how women’s voice as a group or critical mass supports women’s leadership and bring attention to priority gender issues.

4:15 – 5:00 pm  Group Reporting and Plenary Discussion with Respondent Panelists from Government, Private Sector and Civil Society:

• Sohn, Bong-Scuk
• Gulnara Shamshieva
• Sarita Shrestha Maskey

Moderator: Tülin Akin Pulley
Sr. Gender and Development Consultant, ADB

6:00 – 6:15 pm  Group Photo

6:30 – 8:30 pm  Welcome Dinner
Tuesday, November 3: Strengthening Leadership and Communication Skills I

Objectives:
- To develop self-confidence in communications.
- To learn to speak with authority and clarity.
- To practice assertive communications, the “language of leadership.”

9:00 – 9:30 am  **Protecting Women’s Rights and Promoting Gender Justice in Cambodia**

- H.E. Chou Bun Eng
  Secretary of State
  Ministry of Interior, Cambodia

9:30 – 10:00 am  **Plenary Q&A and Discussion**

  Moderator: Sonomi Tanaka
  Technical Advisor (Gender Equity), ADB

10:00 – 10:30 am  BREAK

**Session 2: Communication Skills for Leaders: How to Speak with Authority, Confidence, and Clarity**

  Facilitators: Tim Ward and Theresa Erickson, Intermedia Communication Training

10:30 – 11:30 pm  **Speaking with Authority**

- This session will identify use of body language, voice inflections, and word patterns that may diminish a leader’s natural authority. The difference between assertive and aggressive communications for women in an Asian cultural context will be explored.

11:30 – 12:15 pm  **Communicating with Clarity**

- Clarity is a vital quality for leaders, especially in contexts where women need to project authority. A rhetorical structure that enables participants to prepare remarks in an organized, linear fashion will be demonstrated. Key points are reinforced with sample videos.

12:15 – 3:15 pm  **Practicing Leadership and Communication Skills:**

- **Video-taped Practice sessions:** In split groups, half the participants will eat lunch while the other half goes through a training exercise that puts each women leader on camera, delivering a short talk or speech. This is followed by expert coaching and peer feedback.

12:15 – 1:45 pm  **LUNCH/Authoritative Communications Practice** (Group 1)

1:45 – 3:15 pm  **LUNCH/Authoritative Communications Practice** (Group 2)

3:15 – 3:45 pm  BREAK

3:45 – 4:00 pm  **Open Discussion:** Questions and comments on the day’s learning on communications skills
4:00 – 4:30 pm  "Rising to the Top in the Infrastructure Sector in Nepal: Experiences and Challenges"

– Sarita Shrestha Maskey
Joint Secretary
Ministry of Urban Development, Nepal

4:30 – 5:00 pm  Plenary Q&A and Discussion

Moderator: Uzma Hoque
Sr. Social Development Specialist
Southeast Asia Department, ADB
Wednesday, November 4:  Strengthening Leadership and Communication Skills II

Objectives
- To increase leadership capabilities.
- To develop strategies for self-empowerment.
- To learn strategies for answering questions effectively in basic interviews.
- To learn communications techniques for interacting with the media.

9:00 – 9:30 am  Social Activism Rooted in Research: Her Journey of Turning the Tides to Empower Her in India
– Ranjana Kumari  
Director, Centre for Social Research  
President, Women Power Connect, India

9:30 – 10:00 am  Plenary Q&A and Discussion
Moderator: Sonomi Tanaka  
Technical Advisor (Gender Equity), ADB

10:00 – 10:30 am  BREAK

Session 3: Communication Skills for Leaders: How to Think on Your Feet, Answer Tough Questions Effectively and Work with the Media
Facilitators: Tim Ward and Theresa Erickson, Intermedia Communication Training

10:30 – 11:30 pm  Answering Questions Effectively
- Participants learn how to organize their information into clear, direct answers; create powerful messages and use them in their answers; be concise and avoid jargon; use facts, numbers, examples, and stories to persuade their audience; connect their information to the listeners’ perspectives; think on their feet; and be quotable (for the media)

11:30 – 12:15 pm  Handling Difficult Questions
Participants explore most common types of difficult and hostile questions, and learn techniques on how to defuse them and transition back to their message to stay credible and in charge:
- False and Damaging questions: How to give authoritative denials, and explain the truth. Don’t repeat negative allegations.
- True and Negative: How to bring emotions back to neutral during hostile conversations.
- General Questions: How to handle broad queries to focus on specific, relevant issues.
- Misinformed: effectively correct “cool” mistakes in questions, so you can take the initiative and deliver your message.
- Hypothetical: How to avoid speculating and stick to present facts
- Blame: How to steer clear of blaming other and instead focus on solutions
- Misdirected and political questions: how to skillfully avoid giving an answer
- What to say when you don’t know the answer
12:15 – 3:15 pm  **Practicing Basic Interview Skills**
- **Video-taped Practice Sessions:** In split groups, half the participants will eat lunch while the other half goes through a training exercise that puts each women leader on camera, answering practice question precisely relevant to her job (via an pre-filled information form). This is followed by coaching from the experts, and feedback from peers.

12:15 – 1:45 pm  **LUNCH / Answering Questions Practice** (Group 1)
1:45 – 3:15 pm  **LUNCH / Answering Questions Practice** (Group 2)
3:15 – 3:45 pm  **BREAK**

3:45 – 4:30 pm  **Working with the Media: Interview skills**
Participants will learn
- How to prepare for interviews so they get the coverage they want.
- How to give journalists the information they need for a good story.
- How to package information differently for TV, radio, web, and print journalists.
- How to deal with International media.
- How to cultivate better media relations with journalists.
- Practical details of “on the record”/ “off the record” and other attributions.
- How to prepare notes for interviews (Design their MAP)

4:30 – 5:00 pm  **Open Discussion:** Questions and comments on the day’s learning and communications skills building.
Thursday, November 5: Strengthening Leadership and Negotiation Skills

Objectives:
- To understand that taking a leadership role in your family, work or community will involve negotiations, building alliances and decision-making at different levels.
- To learn key concepts and steps in negotiations process.
- To learn how to navigate underlying gender barriers as you negotiate rising up and gaining legitimacy in leadership positions.

9:00 – 9:30 am  
**Breaking Barriers for Women’s Leadership in the Corporate World**  
– Rhodora Palomar-Fresnedi  
Executive Director, Unilab Foundation, Philippines  
Former Global VP, Head of Diversity, Unilever Corporation

9:30 – 10:00 am  
**Plenary Q&A and Discussion**  
Moderator: Uzma Hoque  
Sr. Social Development Specialist  
Southeast Asia Department, ADB

Session 4: Sharpening Skills for Negotiation

Facilitator: Judith Williams, Gender and Negotiations Consultant

10:00 – 10:45 am  
**Negotiation and Leadership: Gender Perspectives and Self-Assessment of Your Negotiating Style**  
- The self-assessment enables the negotiator to get a sense on where she fits in the five main negotiating styles: competing, avoiding, compromising, collaborating, and accommodating. The exercise not only alerts participants to their own inclinations at the bargaining table, but gives them insights into the variety of approaches they may encounter on the other side in negotiations.

10:45 – 11:00 am  
**Plenary Q&A and Discussion**

11:00 – 11:30 am  
BREAT

11:30 – 12:00 pm  
**Group Work: Negotiations Case Study and Skills Practice**

12:00 – 12:30 pm  
**Plenary Q&A and Discussion**

12:30 – 1:30 pm  
LUNCH

1:30 – 2:30 pm  
**Women Leaders as Change Agents**  
- Leaders must lead in a changing world and that means negotiating change. Participants will explore how to be an effective leader and negotiator in moving their change agenda forward with examples of South Asian NGO women leaders to illustrate how to:
  - Think Strategically
  - Seed Ideas/Frame Agenda
  - Leverage Small Wins
  - Make Value Visible
– Judith Williams  
Gender and Negotiations Consultant  
Co-Author, The Shadow Negotiation, Everyday Negotiation and Her Place at the Table

2:30 – 2:45 pm Plenary Q&A and Discussion

Moderator: Tülin Akin Pulley  
Sr. Gender and Development Consultant, ADB

Closing Session

2:45 – 3:00 pm Closing Remarks

-- H.E. Kheng Samvada  
Secretary of State  
Ministry of Women’s Affairs, Cambodia

3:00 – 3:15 pm Plenary Wrap Up, Participant Feedback and Closure

– Sonomi Tanaka  
Technical Advisor (Gender Equity), ADB

3:15 – 5:00 pm Refreshments and Networking