



**Training Young Asian Professionals
How to Lead, Navigate and
Compete In The Global Marketplace!**



***Your First Year of
Naisa Membership is
Free!***

Stay on top of the latest trends in leadership and arm yourself with information that is vital to your personal growth!

***By signing up with Naisa,
you'll gain access to:***

- *Cutting edge tips on leadership that'll give you valuable insights, information, and plans of action*
- *High-velocity website events and resources where you can network with top- guns of the Asian business world*
- *Participate in discussions, surveys and a host of other thought provoking events*

Overview

Riding the Economic Tsunami...

Naisa Institute is a nonprofit organization which addresses the critical issues of Asian leadership in the global market place. Recognizing the explosive rise of Asian markets, and limitless opportunities our young leaders crave to compete in, **Naisa Institute** is deeply committed to furthering the advancement of Asian front-runners from diverse regions and backgrounds.

Objectives

Overcoming the challenge of change...

There are three key areas of competitive skills **Naisa Institute** uses as training initiatives for potential leaders:

- **Business Communication Training** — In the 21st Century, the old adage “Work smarter not harder “is truer than ever. Jobs involving routine tasks and canned responses are being replaced by computers and mechanization, and the new frontier for the workforce requires expert thinking and complex communication.

Asian leaders must be armed with conversant English and the ability to integrate information in a creative manner. **Naisa Institute** empowers potential leaders by giving them the opportunity to seize vital new skills and training, leveling the global playing field.

- **Naisa Mentorship** — *Take lessons from the superstars of Naisa!* Our skilled, highly seasoned leaders train, motivate and direct aspiring Asian apprentices. By providing in-depth consultations and training sessions, Naisa members can get high performance results fast — drawing on experienced mentors that



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**About Our Founder and
Executive Director**

Dr. Jamie Younghee Sheen is a Research Associate Professor at American University, and an expert in the field of applied linguistics, second language acquisition and TESOL.

She holds a PhD from the University of Nottingham (UK), and Ed. M and MA degrees from Teachers College, Columbia University. Her BA degree is from Ewha Womans University in Seoul, Korea.

“The primary focus of the Naisa Institute is to encourage leadership across a diverse Asian population and take these important skills to the next level.”

~ Dr. Jamie Younghee Sheen

have paid their dues. Naisa Institute mentors not only help train potential leaders, but assist them in setting realistic and attainable goals. This strategy will prepare them to compete in a fast-paced business environment.

- **Member Engagement** — *Turbocharge your leadership development by connecting to others just like you.* One of the most important skills you can learn in the highly competitive business world is networking. Naisa gives you the chance to link up with other aspiring Asians who want to get into the “leadership zone”.

There are two more ways to connect:

- **Dear Naisa Column** — By sending Naisa questions on leadership, you can get a jump on the competition and propel your career to the next level. If you’re truly aching to improve your leadership knowledge, you’ll use this invaluable resource often!
- **Download Central** – Access our library of in-depth leadership building lessons that are available to download.

Opportunity

Broaden your knowledge base with skilled trainers that’ll empower you to succeed...

Introducing the Naisa East Asia Young Leadership Scholarship Program!

This program will not only crank-up your leadership talents, it will also help advance your English language skills. Naisa Institute faculty realize



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Asia Leaders on Leadership:



“I am aware that in challenging times, leadership becomes even more critical. I believe in the years ahead, the number of situations that will test the mettle of leaders will far exceed the number of situations that don’t.

*~ Tan Pheng Hock
ST Engineering CEO*



“You have to really prove yourself to get respect. It’s not a matter of sitting on a position and saying this is what we will do. You have to read a lot, understand what is going on and work as a team.”

*~ Teresita Sy-Coso,
Filipino Billionaire*

that in order for you to boost your business and work expertise, *English language skills must be sharpened as well as leadership!*



In a 2012 survey by the Economist Intelligence Unit, nearly 70% of executives said their workforce will need to master English to realize corporate expansion plans and about 25% said more than half of their total workforce will need English ability. English is becoming a core criterion in determining employability.

Knowing English is not a luxury, it is a pre-requisite for doing business today.

If you are interested in participating in this life-enhancing training program, you’ll need to make plans and contact us as soon as possible for more information. This program will only be offered twice a year — March and September.



If you are ready to gain a competitive edge, forge ahead with your dreams, and become the next Asian superstar of business, **THE TIME TO**

ACT IS RIGHT NOW!

Sign up today at our website to begin taking advantage of life-changing training and support from leaders and members that make your vision a reality!

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