



EAST-WEST  
CENTER

## **Changing Faces Women's Leadership Seminar** Women as Innovators and Entrepreneurs

### **Action Plan Development and Presentation**

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Skills training and consultative sessions help each participant elucidate and refine an actionable plan, which clearly identifies a critical goal, the necessary actions to achieve that goal and when they will be taken, and what resources are needed. Participants are asked to come to Hawaii having identified a goal that they would like to achieve through their work or community activities in the coming year. Throughout the Seminar, participants are guided through a set of activities including a SWOT (Strength, Weaknesses, Opportunities, and Threats) and SOAR (Strengths, Opportunities, Aspirations, and Results) analysis, peer mentoring, and individual advising sessions to help them analyze and concretize their action plans. In the final days of the Seminar, Changing Faces participants are asked to share their action plans in a formal presentation, which affords practice in articulating their plan to funders, supervisors, or peers, and demonstrates what they have learned about strategic planning and public speaking as a result of the skills training.

As many of the action plans seek to better the women's business or social entrepreneurial success and impact, the community multiplier effect of implemented action plans in terms of job creation and strengthening communities is potentially significant. For example, a Changing Faces alumna from Vietnam developed an ambitious action plan to establish a non-governmental, non-profit organization in her home country aimed at promoting volunteerism and charitable giving as well as providing support services for local non-profits. Two years later, she launched the LIN Center for Community Development, which contributed 10,577 volunteer hours and dispersed 11 grants valued at over VND 512 million in 2013 alone. Tracking implementation of the action plans also provides a meaningful way for the women to remain in touch with and to support one another after the Seminar concludes.

**The Changing Faces Women's Leadership Seminar is funded by the East-West Center**

The East-West Center promotes better relations and understanding among the people and nations of the United States, Asia, and the Pacific through cooperative study, research, and dialogue. Established by the U.S. Congress in 1960, the Center serves as a resource for information and analysis on critical issues of common concern, bringing people together to exchange views, build expertise, and develop policy options.