

HER TURN



Leadership Program for Women in the Tourism and Hospitality Industry

May 2022 - June 2026



Our Vision

Building the Foundations for Change across the Tourism & Hospitality Industry in Vietnam to see more 'Leading Women' in these industries and have a Community of women and male allies across Vietnam supporting their career paths.



Her Turn: Women's Economic Empowerment Program

The Her Turn: Women's Economic Empowerment Program (Phase 2), is an initiative led by KOTO and Australian Aid taking place from May 2022 - June 2026. The goals of the program are to:

- **Program A and Program B:** Empower disadvantaged women, from regional areas and ethnic minority groups, economically through a series of 6-month and 24-month holistic hospitality training programs. Participants will develop and obtain hospitality and entrepreneurship skills, employment, and sustainable long-term career development opportunities in the hospitality industry.
- **Program C:** Provide a series of developmental leadership program experiences to help women in the tourism and hospitality industry advance into more senior leadership roles. The program will create a community of support for continuous growth as well as a network of mentors and sponsors in their industry.



Program A

- 30 ethnic minority women aged 16-22 years
- Comprehensive 24-month training in commercial cookery or hospitality
- 4 intakes of 6-8 participants between 2022 and 2026



Program B

- 150 rural and/or ethnic minority NEET women aged 18-28 years
- Specialized 6-month vocational training in commercial cookery or hospitality
- 6 intakes of 25-27 participants between 2022 and 2026



Program C

- 60 female professionals in the tourism and hospitality industry
- 3 intakes of 20 participants between 2022 and 2026
- Specially designed "women in leadership in the tourism and hospitality industry" training.
- Development of a community of support

The Leadership Program

This program is the second of three innovative 6-month learning journeys designed by KOTO and Lightpath Leadership with the ambitious vision to jumpstart a big change for women in the hospitality and tourism sector. This program is designed for your success and features the following:

- 26 hours of contact hours with a group of future industry leaders
- 2 personalized 1:1 coaching sessions
- Expert industry speakers
- Based on international research on women's leadership development
- Firmly grounded in the reality of Vietnam
- Hybrid learning – offline and online sessions
- Deliberately engages male sponsors

Program 1 November 2022 - May 2023

Program 2 November 2023 - May 2024

Program 3 November 2023 - May 2024



Program Leader

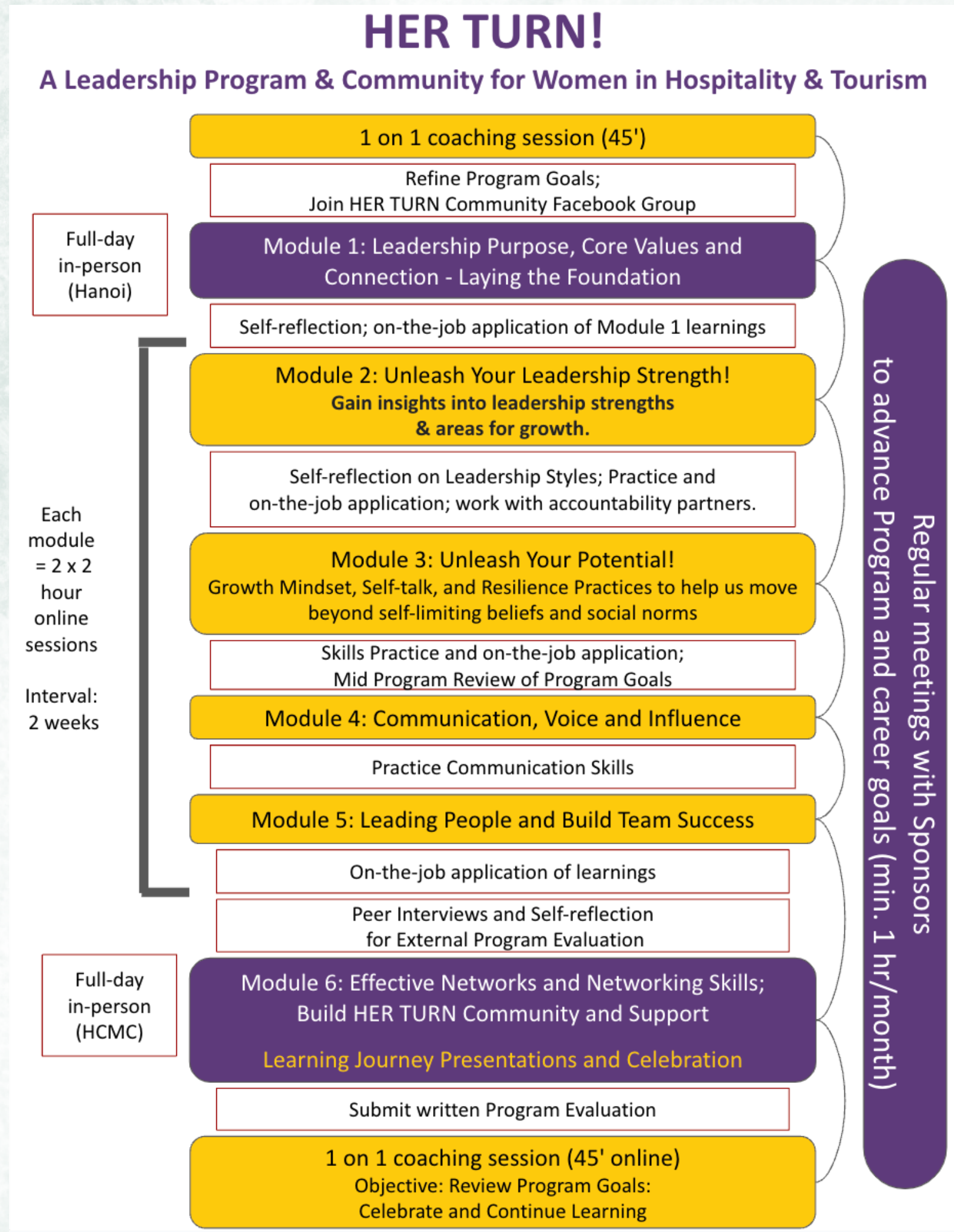


Irene Öhler

Irene Öhler, the founder of Lightpath Leadership, has more than 20 years of international experience in leadership development. Since becoming one of the first corporate coaches in Mainland China in 2002 she has coached senior executives, high potentials as well as entrepreneurs across many industries, government agencies and universities. She specialises in leadership development, role transitions, and intercultural competency development.

Irene is a certified Corporate Coach by Coach University (2002) and Global Executive Coach by Advantara Global Executive Learning/Coach Training Institute (2007). She is also a certified High Impact Team Coach.

The Learning Journey



The Sponsor (Role)

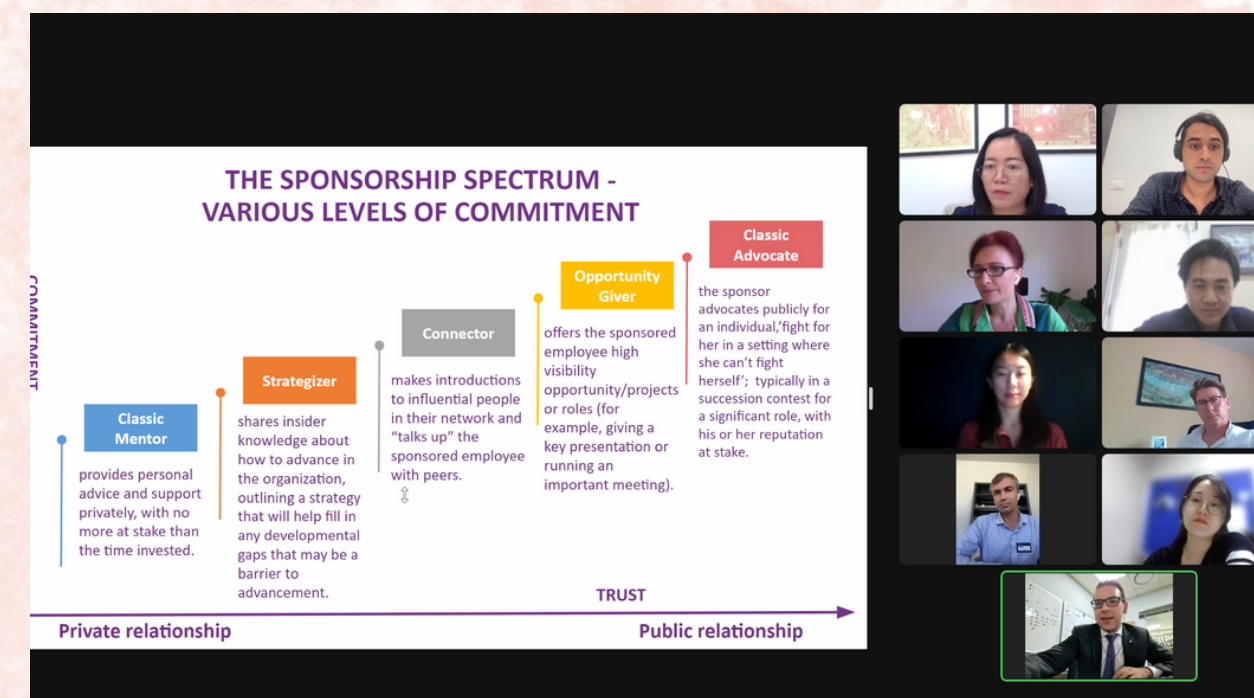
Every participant is required to have a 'Sponsor' for the program.

A McKinsey study found that it isn't having more mentors that lead to women's career advancement; it's having senior mentors who are in a position to provide sponsorship.

Sponsoring relationships are especially vital to women's career advancement. It requires a special kind of relationship, called sponsorship, in which mentors go beyond giving feedback and advice and use their influence with other senior executives to advocate for the mentees' promotion and to ensure that they have exposure and visibility with other top decision makers.

Sponsoring relationships are designed to help mitigate the three primary barriers that women often face in moving up in their careers:

- 1) Access to the key role
- 2) Access to a network of senior gatekeepers, and
- 3) Biased perceptions about their potential.

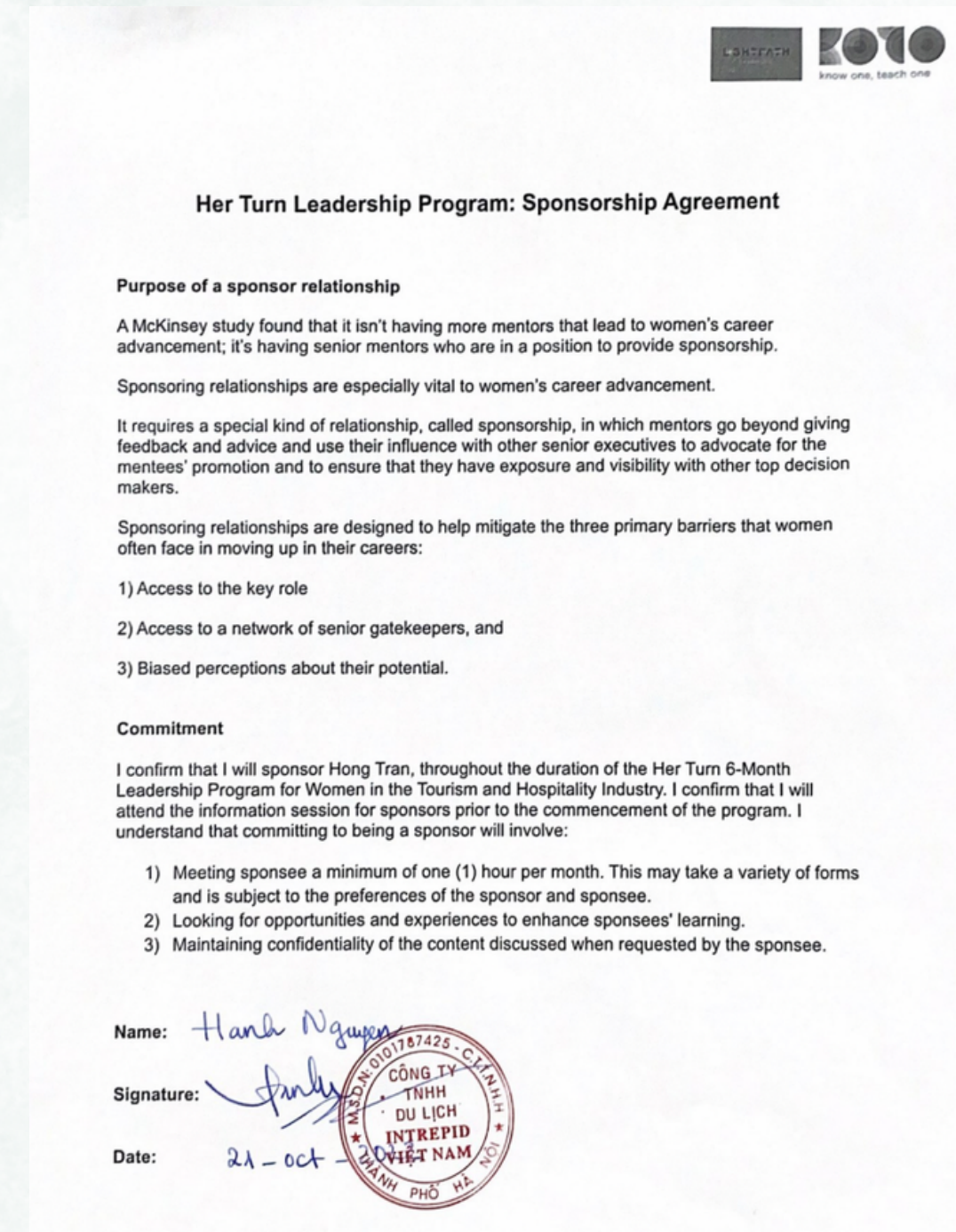


The Sponsor (Commitment)

1) Meeting sponsee a minimum of one (1) hour per month. This may take a variety of forms and is subject to the preferences of the sponsor and sponsee.

2) Looking for opportunities and experiences to enhance sponsees' learning.

3) Maintaining confidentiality of the content discussed when requested by the sponsee.



Her Turn Leadership Program: Sponsorship Agreement

Purpose of a sponsor relationship

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Commitment

I confirm that I will sponsor Hong Tran, throughout the duration of the Her Turn 6-Month Leadership Program for Women in the Tourism and Hospitality Industry. I confirm that I will attend the information session for sponsors prior to the commencement of the program. I understand that committing to being a sponsor will involve:

- 1) Meeting sponsee a minimum of one (1) hour per month. This may take a variety of forms and is subject to the preferences of the sponsor and sponsee.
- 2) Looking for opportunities and experiences to enhance sponsees' learning.
- 3) Maintaining confidentiality of the content discussed when requested by the sponsee.

Name: *Hanh Nguyen*

Signature: *Hanh*

Date: *21 - oct -*

CÔNG TY TNHH DU LỊCH INTREPID VIỆT NAM
HÀ NỘI - PHỐ HÀ NỘI

Signed Sponsorship Agreement Form

Frequently Asked Questions...

1) Am I eligible for the program?

You are eligible to participate in this program if you identify as a female and fulfil the following criteria:

- A minimum of 5 years working in the tourism or hospitality industry;
- The support of a mentor/sponsor to assist ongoing learning and implementation of an action plan
- A desire to advance into more senior leadership roles
- A strong sense of community and desire to help others

2) What is the cost of the program?

This program is fully funded, with the exclusion of travel and accommodation for face-to-face modules.

3) What resources are required?

- Ability to attend first training Module in Hanoi (Flights + Accommodation)
- Ability to attend final training module in Ho Chi Minh City (Flights + Accommodation)
- Access to a computer to join online program components.

4) What language is the program in?

All components of the program will be run in English

5) What is the time commitment?

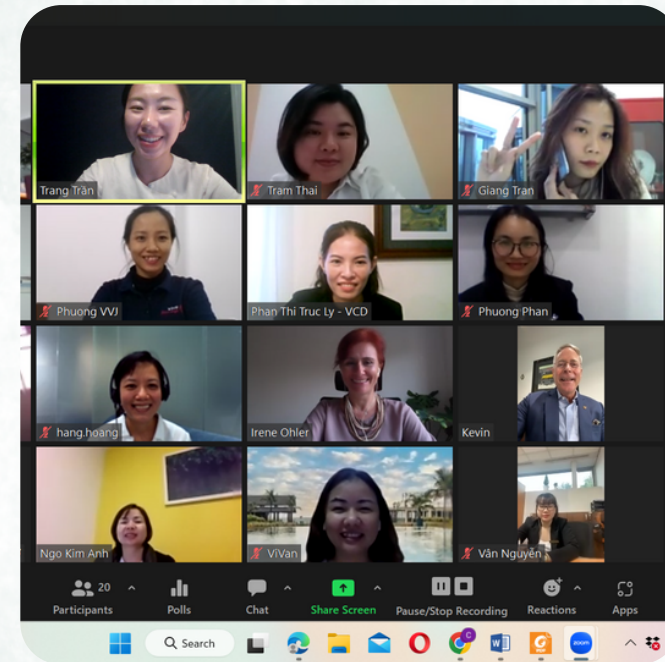
The minimum program time commitment is approximately 5-6 hours per month + 1 hour meeting with sponsor per month.

6) What certification will I receive?

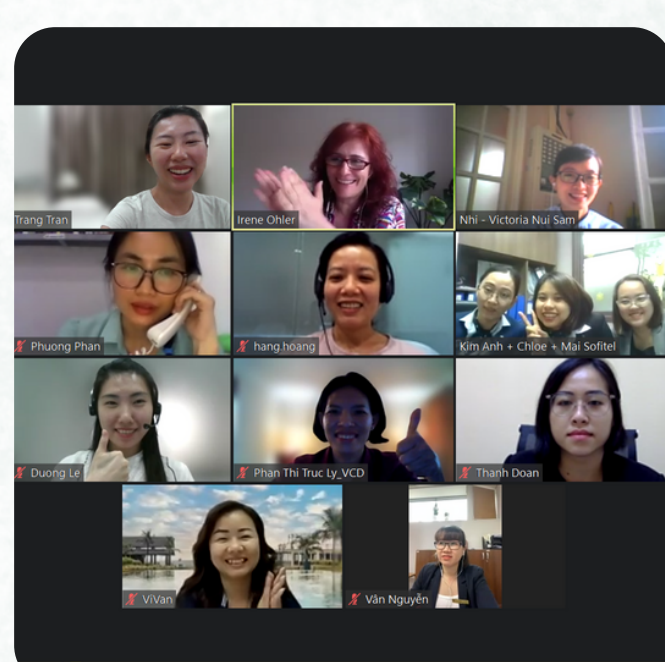
Each participant will be provided with a certificate from Lightpath Leadership upon completion of the program.

7) Are there any other times this program is offered?

Yes, the program will take place again between November 2024 to May 2025



Please email kiran.biswas@koto.com.au to learn more about the program and express your interest



Program Modules 

Program Modules



1:1 Coaching Session with Irene Öhler:

- Welcome Package for participants
- 45 mins Coaching session to set main objectives for the program.

Module 1 - Laying the Foundation:

Connect with Leadership Purpose, Core Values, Sources of Resilience, and the Community

Ignite your SPARK! of Leadership and Commit to Your Leadership Transformation

Location: KOTO Studio, Hanoi

Duration: 2 sessions x 2 hours (Face to Face)

Outcomes:

- Participants connect with their core values, leadership purpose and sources of resilience;
- Understand why being anchored in their leadership purpose is particularly important for women.
- Consider the dynamics of gender in their industries, and hence are far better prepared to take up – and take in – a leadership role.
- Connection, Inspiration and laying the Foundation for our work together.

Skills Practice: deep listening, listening without judgment, creating a safe, inclusive environment, storytelling as a leadership skill.

Module 2 – Unleash Your Leadership Strength!

Gain insights into your leadership strengths & areas for growth.

Location: Online

Duration: 2 x 2 hour-session

Outcomes:

- Participants realise that 'becoming a leader' is a process and a fundamental identity shift.
- Introduce Leadership Model of Wholeness
- Participants gain insights into their leadership strengths, their areas for growth, and make action plans to experiment with new strength based approaches at work and outside of work.

Skills Practice: Fundamental self-leadership skill: 'respond' instead of 'react'; Leading with Empathy; action planning based on Habit Formation Theory, and work with accountability partners.

Module 3 - Unleash Your Potential!

Growth Mindset, Self-talk, and Resilience Practices to help us move beyond self-limiting beliefs and social norms

Location: Online

Duration: 2 x 2 hour-session

Outcomes:

- **Understand the Power of a Growth Mindset to unleash one's potential;**
- Awareness of own self-limiting beliefs and social norms and strategies to overcome them;
- The ability to focus on the 'right things at the right time';
- Awareness of biases and gender stereotypes in Vietnam and specifically in the hospitality industry that are holding women back to live their full potential

Skills Practice: Practice Growth Mindset self-talk; Focus on what's most important, i.e. use the Time Management Matrix and Circles of Control, Influence and Concerns at work and outside of work.

Module 4 - Communication, Voice and Influence

Communicate as the leader you want to be

Location: Online

Duration: 2 x 2 hour-session

Outcomes:

- Practice a wide range of concrete communication tools to communicate as the leader you want to be;
- Raise self-awareness on the topic of power and gender expectations in communication;
- The Language of Power and Influence for Women: Find personal strategies to meet both expectations of a leader to come across as authoritative and approachable.

Skills Practice: Active and Empathetic Listening; Balancing being Authoritative and being perceived as Approachable; 'Clean Talk' communication model – designed to express difficult or challenging messages in ways to avoid triggering a defensive response; Speaking well in public.

Module 5 - Leading People and Build Team Success

From Leading Yourself to Leading Others, and Google found the Secret to Team Success(!)

Location: Online

Duration: 2 x 2 hour-session

Outcomes:

- **Learn how to support your team through the stages of the Tuckman Model of Team Development, and that teaming is dynamic;**
- **The Secret of a Highly Effective Team:** Learn that psychological safety (= trust+respect) is foundational for teaming, innovation and performance;
- Practice concrete actions to foster psychological safety;

Skills Practice: Results-based Listening Model; How to guide a team through development stages; How to foster psychological safety on a team.

Module 6 - Effective Networks and Networking Skills, Building HER TURN Community & Learning Journey Stories and Celebration.

Location: Ho Chi Minh City

Duration: 2 sessions x 2 hours (Face to Face)

Outcomes:

- Internalize the power of strategic networks and that they are vital for career advancement,;
- Mindset shift: Focus on the value you can bring to your network;
- Acquire strategies to expand your network; concrete tips for networking at events;
- Learn about the importance of support through, mentors, sponsors and a community of accountability partners
- How to contribute to our HER TURN Community for continued growth and support.

Skills Practice: Networking skills, Community Building, and public speaking and storytelling skills.

1:1 Coaching Session with Irene Öhler:

- Review participants' program objectives and celebrate achievements!
- Reflection and action planning for next steps.