



District Leader

Biographical Information

Candidate's Name:

Candidate's Office: District Number:

Toastmasters member since:

Education:

BA in Linguistics, University of California, Los Angeles
AA in Liberal Arts, Santa Monica College

Toastmasters offices held and terms of service:

Area 4 Director 2019-2020
Division B Director 2020-2021
Club President at Windward Winners 2019-2020

Toastmasters honors and recognition:

DTM
Outstanding member in 2019-2020 Windward Winners

Relevant work experience and how it relates to Toastmasters and your role as a District leader:

I started my own coaching business in 2016. When I joined Toastmasters in 2017 January, I had no clients. As I started working on my speaking and leadership skills, now I have a coaching business with many clients online (over 5000 students). This business building skills will help the district grow and I can provide better and stronger support to members and clubs.

What experience do you have in strategic planning?

As I run my own coaching business (small business), I always use strategic planning. I set Q1-4 goals. I set 1 or 2 main goals in each quarter. From there, I set goals for income, revenue, spending, and leads. To achieve the goals, I set promotional events, advertize them using social media such as YouTube, FB, Instagram, Twitter, and Podcasts. Revisit my goals and visions every day.

What experience do you have in the area of finance?

I check spending and income balance regularly. I have a goal of having 10% or less on spending comparing to the revenue. I conduct 80/20 analysis twice a year to make sure which platform or service is bringing more revenue than others. If some platforms are costing more than making income, I stop using them and analyze what platform and service works the best.

What experience do you have in developing procedures?

My coaching services were developed upon procedures. My clients requested additional coaching. I did market research on the needs. Next, I thought of how I provide the services by determining what platform is the best. I looked for other coaches who were already doing what I was about to do. I created the services and modified each time based on my clients' feedback.

What lessons did you learn from previous leadership positions?

As Divisions B Director, my job was to encourage and supervise Area Directors. I was not sure when to step in, and how far I can step in and do the tasks for them if they do not do it. But I am learning that I should step in when things need to be done to meet goals and deadline. In that case, I ask Area Directors if I can support them, and I conduct their tasks. And respect them in every way

Why do you want to serve as a District leader?

I have learned and grown so much through past experience in Toastmasters. I am wondering how much more potential I have by serving at a higher position. I would like to learn how to work in team and work with smart people. Toastmasters has helped me so much and I want to help others become leaders in the future as well.

In your opinion, what are the District mission's major objectives and how would you work to achieve them?

In my opinion, creating future leaders is the major objective in Toastmasters. Now that we need strong leaders for our society and in the world. We have the opportunity to help members develop their leadership skills. Because of Covid-19, we will still have to be working in a limited environment in 2021-2022. To make it positive, I will support them to keep growing clubs and develop their skills

Additional information about yourself:

When I joined Toastmasters, I did not expect that I would serve as a district leader in the near future. Everything in my life improved. Now I have my own business and it is growing in this pandemic. It is all because of Toastmasters. But I truly believe this was possible because I took opportunities I saw. I would like to encourage others to take opportunities they see and grow together.