ASEAN Leaders Programme 2020
A Common Purpose leadership programme for leaders in the ASEAN and the wider region

The ASEAN Leaders Programme brings leaders from the ASEAN and beyond together to cross boundaries and to thrive in multiple cultures. By addressing a challenge relevant to the region, leaders embark on a journey with peers from diverse backgrounds across the region to develop their leadership skills, build networks, share knowledge and tap in on the immense potential of the ASEAN Community.

In its fifth year, the programme will continue to build a community of cross-sector senior leaders from the ASEAN who are culturally intelligent and can leverage the networks and skills built on the programme to have a deeper impact in the organizations and societies they serve.

At the ASEAN Leaders Programme, what struck me was the importance of perspectives and how they impact one’s approach to leadership. I loved the immersion visits as it provided so many different perspectives and such great learnings from the interaction with the various companies. Was also honoured to host the participants of the 2019 cohort at VISA with our senior leadership in an invigorating conversation around leadership, financial inclusion and smart and inclusive cities through the lens of VISA.”

Pauline Sahetapy, Head-Global Key Clients & AP Government Engagement Learning, Visa Inc

The programme is run annually in partnership with the ASEAN Foundation and with the support of the UK FCO. Launched in Singapore in 2016, with the support of GE and FWD, the programme has been delivered in Singapore, Bangkok, Jakarta, New York, Manila and Pune.
The Challenge for the ASEAN Leaders Programme 2020
“What makes a city smart and inclusive?”

“Smart cities” are cities that use technology and the Internet of Things to increase efficiency. On ASEAN Leaders Programme, we will look at smart cities in a broader sense to see how its systems, sectors, leaders and people can connect, communicate and work to make the city inclusive and equip citizens to face present and future challenges together.

The programme will take place in Singapore followed by Ho Chi Minh City in 2020. Alumni from previous years will join in HCMC in September.

Singapore: 13 – 17 July 2020
Singapore leads the initiative for the ASEAN Smart Cities Network, as technology and ideas play a key role in preparing Singapore for the future. Participants come together here for the first time to begin their experiential learning process.

Ho Chi Minh City: 8 – 11 September 2020
As the largest city in Vietnam, Ho Chi Minh City plans to develop into a smart city by 2025. Participants will delve into the implementation phase of smart city initiatives in Ho Chi Minh City to explore opportunities and gain another dimension of what it takes to build a smart city.

Who should participate?
Senior leaders who:
• manage multiple stakeholders – internally and externally
• lead diverse teams and job functions
• seek to widen their perspectives
• seek a better understanding of the ASEAN region

Impact and outcomes from ASEAN Leaders Programme 2019

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>88%</td>
<td>better able to lead or operate within a diverse team</td>
</tr>
<tr>
<td>90%</td>
<td>recognize the value of bringing in wider perspectives when making key decisions</td>
</tr>
<tr>
<td>88%</td>
<td>feel better prepared to lead a diverse team</td>
</tr>
</tbody>
</table>

Building cross-boundary leadership
Diverse cross-sector participants and contributors
Forging an inclusive mindset to build resilience
Experiential learning using cities as classrooms
Courageous conversations on real-life leadership challenges
“The Core and Flex framework changed me – it's opened my eyes and has helped me to adapt to different people without losing my own values. The Common Purpose programme helps you to bring diverse groups together – it's one of the best programmes I have ever been on.”

Sochheka Ong  
Head of Bancassurance, Sovannaphum Life Assurance PLC

“We are currently transforming the government to become more digital. This means we need to reorient service delivery – from the Minister’s perspective to the user’s perspective. The programme has helped me to combine collaboration and delivery. The Core and Flex framework, in particular, helps us to know when to be flexible and when to stand for our core.”

Agung Hikmat  
Advisor, Executive Office of The President, Republic of Indonesia

How to apply?

The online application form can be found at commonpurpose.org/asean-application

As there is a selection process for the programme, we advise you to apply early.

Participant Fee: USD 10,000 (not inclusive of 7% GST). The fee includes all online modules as well as accommodation, meals and local transport for both programmes in Singapore and Ho Chi Minh City.

Find out more at commonpurpose.org/asean or enquire at keely.cheong@commonpurpose.org
@CommonPurpose #ASEANLeaders

Partner

Supported by

[Logos of ASEAN Foundation and Foreign & Commonwealth Office]