

# The Way to Success

## Mentorship Program Overview

### **Introduction**

Today's Global Business Leaders must be competent, courageous, and consistent. These leaders are inspired by role models, equipped with international exposure, cross-cultural understanding, communication and relationship skills, that all stand on moral clarity. Their most satisfying achievements will be seen in their focus on caring for and helping others succeed. We believe that effective leadership in a complicated and globalized world requires key life skills, moral clarity, and a serving heart.

### **WHO IS CEO GLOBAL?**

CEO Global was formed in 2005 as an educational non-profit organization with operations in Beijing, Shanghai, Hong Kong and the U.S.A. to meet the growing need across the globe for effective and sustainable leadership.

### **OUR VISION AND MISSION**

CEO Global focuses on effective servant leadership and transformational character development. We emphasize the fundamentals of servant-hood, leadership, character and integrity.

CEO Global seeks to instill university students with the right values so they will be able to positively impact their spheres of influence and chosen professions. We have been effective in this pursuit conducting our programs at leading universities in Mainland China, Hong Kong, Taiwan, and Singapore and the U.S.A. Among these are a Tsinghua University, Peking University, Fudan University, National Taiwan University, Hong Kong University of Science and Technology, and National Technical University of Singapore. In the U.S.A schools in Texas and Arkansas have offered CEO Global programs.

## OUR OBJECTIVE

To develop servant leaders of integrity who will have positive attitudes, good character, sound values and a heart for serving the needs of others.

To improve participant self-awareness and leadership skills by promoting team work; communication and life skills; career and life planning; while broadening social and global perspectives.

## OUR APPROACH

“The Way to Success” (TWTS) programs achieve our objectives in the following ways.

### **Learning through the classroom curriculum**

The Certificate program is a semester long course conducted as a series of workshops and mentorship programs for undergrad and graduate level students. Educational professionals and seasoned business leaders present course materials based on their real life experience while mentoring students using an interactive small group context.

**Topics include:** Positive Values. Integrity. EQ. Conflict Resolution. Servant-Leadership. Integrity. Personal Resilience. Cultural Intelligence. Teamwork and Project Management. Participants learn to succeed in a social network of peers from different backgrounds, cultures and disciplines.

### **Learning through Advanced Leadership Training (ALT)**

The Advanced Leadership Training (ALT) is comprised of students who are selected to serve as Peer Mentors and who lead mentorship small groups as part of the TWTS program. Students who request to be ALT must be either officers of the CEO Global Student Chapter or part of an approved group of students that are recommended by the CEO Global UofA faculty advisor.

---

## **Learning in the CEO Global Mentorship setting.**

TWTS mentorship small group experience is a highly desired component of the Certificate Program. Mentorship is built into the course structure as each student will participate in the TWTS program as part of an assigned mentorship small group. Active participation is required for successful completion of the program.

The mentorship groups experience the program together and work as a team to complete the various course requirements. This mentorship small group experience includes peer mentors (ALT) and adult professionals from the business community (Pro Mentors) and the TWTS students (mentee's) who are assigned to each group.

Note: CEO Global aims to assign 3 Pro Mentors per small group as on occasion not all Pro Mentors are available to attend every TWTS workshop or mentorship session. Having multiple Pro Mentors assigned to each group guarantees at least 1 will be able to attend each program element.

In addition to working together as a team during official TWTS course workshops, 3 additional mentorship small group sessions are conducted between course workshops. These mentorship meetings focus on deeper discussion of the course presentations, service project development, community outreach activities and student led interviews with mentors.

## **How is the TWTS mentorship small group structured?**

TWTS mentorship small groups are comprised of 1-3 Pro Mentors, 2 Peer Mentors (ALT) and 6 students.

The 2 Peer Mentors (ALT) in the mentorship small group are also responsible to:

- Manage the service project aspect of each mentorship small group and guiding the small group towards timely completion of course requirements.
- Serve as the mentorship small group coordinator. The coordinator manages scheduling for mentorship sessions and refines the selection of discussion topics and activities.

---

## **The CEO Global Teaching Approach**

- Group based learning—most activities and discussion are carried out in a fixed mentorship small group for mutual learning and building up a long term relational approach.
- Project based Service Learning—Learning core values, key principles and skills through a creative community service project.
- Interactive multi-channel learning—Not just one way lecturing, but interaction between teachers, students and between fellow students.
- Experiential learning—to facilitate effectiveness we use lectures, discussion, video, group activities, role-playing, and other exercises. Core values and principles are experienced and practiced through simulations, classroom activities, homework and the group project.
- A positive environment—effective learning in a positive, joyful, encouraging environment.
- Transformational—students gain transformation in life purpose, their values, principles, attitude and mind set. They also become more competent with various desirable social skills.

## **Learning through student led Service Opportunities**

Each semester the TWTS mentorship small groups develop a community service project that will positively address felt needs in the local community.

The student led small group service project is an experiential learning aspect of the TWTS certificate program. The service projects provide hands-on real life experience, plus project management and teamwork skill development.

Projects are guided to help students shift from a self-centered to an other-centered mentality, and move them to care more greatly for the people around them.

The TWTS ALT provide leadership in coordinating and overseeing the development and execution of each TWTS small group service project.

At semester end each small group will give a final project presentation to share their experience and learning during their community service project.

Each mentorship small group must complete and present their service project proposal in order to officially complete the TWTS certificate program.

Service Projects that are well designed and approved by the host university may be enacted as community outreach options for the following semester TWTS program.

---

## **Learning through a weekend, residential leadership intensive**

The Real Leadership Retreat is offered as the final phase of the TWTS certificate program. The RLR is a residential leadership experience hosted at a lakeside retreat center near Tyler Texas. The RLR component of the TWTS course is a Friday Afternoon - Monday retreat . The RLR is May 13-16 2016. Transportation will be provided as well as all food, housing and TWTS program activities.

This program will be offered free for all TWTS certificate course students and Student Chapter officers and members. A number of local professionals who are serving as Pro Mentors in the TWTS program also attend the RLR. This hands on, experiential learning phase of the TWTS course will provide not only an enjoyable conclusion to the TWTS experience but also an opportunity to build deep, meaningful relationships with classmates and business leaders from the community.

The retreat includes the final modules of curriculum for the TWTS certificate course as well as an opportunity for students to share their service projects with their fellow students and Pro Mentors.

## **TEACHERS AND GUEST SPEAKERS**

Experienced and successful leaders with backgrounds ranging from education, business and who have senior leadership experience such as executive level positions, are invited to be guest speakers and to interact with students. They are dedicated and compassionate about student development and serve as role models to the students. We invite guest speakers who have a life story that adds credibility and weight to the topics they are sharing. We believe that the topics being shared in the TWTS must be backed up with real world success stories and wisdom from those that have lived what they are teaching.

## **OUR ULTIMATE GOAL**

CEO Global develops Servant Leaders of Integrity who will positively influence every sphere of society. Over 18,000 students have graduated from TWTS Credit Course since 2007 and over 60,000 people have been impacted through various CEO Global programs. TWTS alumni have a transformed understanding of themselves as significant and responsible individuals as well as understanding their personal and corporate responsibility to others.

## TWTS PROGRAM SCHEDULE FOR University of Arkansas – Fall 2016

### TWTS Mentorship Program

Event Description	Topic	Date	Time
Workshop #1	The Way to Success & Course Orientation	Saturday, September 10	1:30pm - 3:30pm
TWTS Students Only	- TWTS Mentorship Small Group Meeting	Saturday, September 10	3:30pm - 4:30pm
Workshop #2	Build Your Team & EQ	Saturday, September 24	1:30pm - 3:30pm
TWTS Students Only	- TWTS Mentorship Small Group Meeting	Saturday, September 24	3:30pm - 4:30pm
Workshop #3	Servant Leadership	Saturday, October 1	1:30pm - 4:30pm
TWTS Students Only	Creative Community Service Project - TWTS Mentorship Small Group Meeting	Saturday, October 1	4:30pm - 5:30pm
Workshop #4	MQ - Trust and Integrity	Saturday, October 29	1:30pm - 3:30pm
TWTS Students Only	- TWTS Mentorship Small Group Meeting	Saturday, October 29	3:30pm - 4:30pm
Workshop #5	Effective Presentation and Communicating with Impact	Saturday, November 19	1:30pm - 3:30pm
TWTS Students Only	- TWTS Mentorship Small Group Meeting	Saturday, November 19	3:30pm - 4:30pm

### TWTS Real Leadership Retreat

Session 1	Career Development	October 16-18	3:30pm - 5:30pm
Session 2	CQ (cultural quotient)	October 16-18	7:30pm - 9:00pm
Session 3	AQ (adversity quotient)	October 16-18	10:30pm - 12:30pm
Session 4	Effective Listening	October 16-18	7:30pm - 9:30pm
Session 5	Course Summary & Appreciation	October 16-18	10:30am - 12:30pm
Session 6	Group Presentation	October 16-18	7:30pm - 9:30pm

---

## PREVIOUS AND/OR POTENTIAL PROGRAM PRESENTERS

### **Henry Ho biographical sketch**

Henry Ho is a local entrepreneur, co-founder and chief business developer of Field Agent, which is a local and fast growing business that leverages the power of crowdsourcing and mobile technology around the world to provide real-time business information to large corporations. Henry has over 30 years of business development experience, including almost 20 years with business development in the Asia Region for Procter & Gamble. He is also closely involved in numerous businesses in Northwest Arkansas and around the world.

### **Chad Manning biographical sketch**

Chad Manning is an experienced senior manager at Walmart having worked the company since 2002. He is responsible for all Global Sourcing for Walmart Stores US Sporting Goods and Automotive. Chad has extensive experience in China and overseas through his business experience with Walmart and has regularly trained up and coming leaders in leadership both in China and around the world.

### **Dr. Jim Crupi biographical sketch**

Dr. James A. (Jim) Crupi is President and founder of Strategic Leadership Solutions, Inc. Jim is a recognized authority in international business, future trends, and leadership development and is an internationally popular speaker. His leadership workshops are world renowned. Jim works with executives for the purpose of aligning strategy, enhancing productivity and competitiveness, and training of the management team.

Jim has been featured on CNN, Fox Business network with Neil Cavuto, National Public Radio, served as a TED speaker and quoted in many publications throughout the world.

He received his B.S. degree from North Georgia College, M.S. from the University of Southern California, and Ph.D. from the University of Florida. He has completed advanced work at the London Business School, Oxford University, and the International Management Institute in Geneva.

Jim has served as a consultant to the Office of the President of the United States and does work for many Fortune 1000 corporations, including Coca Cola, Turner Broadcasting Corporation, AT&T, HP, Siemens, Intel, and IBM among others. He served in the armed forces as a company commander and instructor at the elite Army Ranger School and founded the International Business Fellows [SIBF] and the Middle East Leadership Academy [MELA]. Jim serves on the following boards: Global Network Foundation, University of North Georgia Foundation; Triad - Dallas Foundation; and Middle East Leadership Academy [MELA].

---

### **Kevin Pate biographical sketch**

Kevin Pate worked 13 years in a Certified Public Accounting firm as an expert in the areas of accounting, tax, auditing, and business consulting. He then worked for 7 years as the Chief Financial/Operations Officer for two organizations that each had annual receipts over 1 million dollars US. Kevin currently serves as the Executive Director of an international organization, where the mission is to train and equip business leaders worldwide in the best business practices.

Under his leadership, over 130 international training events have been carried out in over 30 nations. He graduated from Baylor University, in Waco, Texas. Kevin Pate serves as a financial advisor on the board of several organizations. He has been married to his wife, Diana, for 25 years and they have three children.

### **Elaine Kung biographical sketch**

Elaine Kung's career at AT&T spans 28 years, from technical R&D at Bell Labs and business and marketing in a wide range of telecom products and services to service delivery and operations. She has achieved several millions of dollars in revenues and delivered significant profitability initiatives.

Her recent career moves went from wire line to mobility services and fiber broadband services, leading the program management office. She has been elected numerous times to AT&T's high-potential programs and received AT&T-sponsored executive education training at Columbia, Cornell and Wharton.

Elaine graduated from Cornell with B.S. in Electrical/Materials Science Engineering, from Princeton with M.S. in Electrical Engineering. Elaine also holds many leadership roles in giving back to the community at AT&T, at her church, at Cornell and Princeton, such as teaching and mentoring young people, interviewing college applicants, sponsoring the Princeton Prize in Race Relations scholarship.

Elaine has been known to have extensive networking skills in all circles of influence. Elaine recently received the WOC STEM Career Achievement Industry Award. Elaine has been married to Dominic since 1986. AT&T just relocated them from NJ to Dallas. They have two grown children, working in NYC and San Diego.

### **Mr. Randy Welsch biographical sketch**

Mr. Welsch is an entrepreneur and currently the President of Jibu, L3C. Jibu is pioneering a new for-profit business model to deliver safe water to the developing world in a way that addresses root problems of systemic poverty and breaks dependency on western aid.

Previously he was CEO of Master Solutions, a software/system engineering company that developed advanced space-based solutions. Throughout his career he has led and managed complex enterprises in many diverse leadership and entrepreneurial roles in the corporate and philanthropic sectors.

---

### **Mr. James Yu biographical sketch**

James Yu is a life coach, cultural transformation consultant and business development advisor. He has a passion for multi ethnic community development and serves on the boards of numerous organizations that are serving and developing communities around the world. James is from Los Angeles California where he currently lives with his wife and family.

### **Mr. Dave Anderson biographical sketch**

Express Leadership University, University President

Anderson Leadership Solutions

West Point Graduate and Decorated Combat Veteran

20 Years with Fortune 50 Company

15 Years in Leadership Positions

Highest Sales Leadership Award 4 Times in 8 Years Top 9% of Company Leaders- Gallup Employee Survey MBA - Honors in Marketing

Dave Anderson has been training and speaking more than 15 years on topics that include leadership, productivity, strategy and sales.

### **Dr. Allan Thompson biographical sketch**

Dr. Thompson was a leadership professor at ETBU for six years, developed students in leadership and community service. Dr. Thompson currently holds a PhD in Leadership Studies and is considered an expert on Servant Leadership and Values Based Leadership.

### **Mr. Ming Chaing biographical sketch**

Mr. Ming Chiang is the former Vice President of Texas Instruments. Mr. Chiang started his professional career in Texas Instruments, Dallas, as testing engineer to support worldwide manufacturing sites. After building his bandwidth and experience through various job positions such as product engineer, design engineer, product engineering section manager, and product engineering branch manager, he started the mixed-signal design group to address the emerging mixed-signal market in 1985. Through 15 years of tenacious team efforts, mixed-signal design group has become the leader in the industry. Mr. Chiang was responsible for all the advanced process technology development, mixed-signal product development and computing infrastructure with over 1000 mixed-signal design employees in 15 different global design sites. Texas Instruments is currently one of the leading suppliers of broadband communication products in semiconductor industry.

---

## **Mr. Craig Holt biographical sketch**

Mr. Holt is Vice President of Qualis Health Company. Prior to Qualis Health, Mr. Holt was the VP responsible for leading the sales team, development and execution of the company's business strategy, and major account management for 21 Tech. Before 21 Tech, he was a Business Development Executive within the Pacific Northwest for Sierra Systems. Prior to joining Sierra Systems, Craig was the National Practice Director for Business Transformation Services with Unisys Corporation. He started with Unisys in 2002 and led the National team that brought Business Transformation Services to the State and Local Government Sector. Craig has provided Consulting Services to a wide variety of clients include the U.S. Federal Trade Commission (FTC), Washington D.C. - Department of Public Works, State of New York - Department of Taxation and Finance, City of San Jose (CA), City of Seattle (WA), City and County of San Francisco (CA), State of Alaska House Finance Committee, Colorado- Department of Transportation, and Auditor General of British Columbia.

## **APPENDIX C: CURRENT UOFA TWTS MENTORS**

**Henry Ho**- co-founder and chief business developer of Field Agent

**Michael Dodd**- Associate Buyer- Walmart

**Clint Cunningham**- Replenishment Manager- Tyson Foods

**Jeff Posey**- 14 years of experience working with Chemical Engineering in China.

**Iris Posey**- Extensive Cross-cultural training and experience, lived and worked in foreign countries for over 18 years.

**Sarah Grace**- Years of Experience in Merchandising, currently Associate Product Manager at Dayspring Cards.

**Arkom Chollopand**- PhD from Colorado State University, 10 years at Tyson foods, currently in commodity risk management.

**Housseine MHeimid**- Sr. Financial Business Analyst in Walmart.

**Chad Manning**- 14 years experience with Walmart, currently Walmart's Global Sourcing of Sporting Goods and Automotive.

**Jordan Difani**- 5 years of experience working with Walmart Vendors. Senior Account Manager at The Harvest Group.

---

## RECENT TWTS CREDIT COURSE STUDENT TESTIMONIALS

She Kai Tsit, Amanda

Poly University of Hong Kong

This program is wonderful. It is practical and eye-opening. I feel so blessed and fortunate for being able to join this program, and I have gained much more than I have expected. This program sure helps me a lot. I, as a year 1 student, do not have the faintest idea of how I should plan my career. When I joined this program, I just wanted to broaden my horizon and take a look at others' career.

Then, in the workshop many wonderful and unexpected things happened. We were encouraged to be proactive and open-minded. There I tried to talk to tons of people and engage with them. I tried to be courageous and stepped out of my comfort zone.

Also, I must mention all these great mentors that I met in this program. They are all very warm-hearted and helpful. Actually, I was in a middle of a crisis when I joined this program. I felt lost and directionless. Luckily, I received help from many mentors who gave super practical advice to me that helped me through the difficulties. I did not feel judged, but rather being helped. My heart is so full of warmth and I feel very grateful for all these.

Another thing I have to mention is the program's emphasis on integrity. I still remember one of the mentors shared that "do the right things, not do things right." I have always felt that integrity is an essential character of a good person. My faith is strengthened when I know that there are still people who value integrity and spread the message that it is important. I can't be more grateful when I found amazing people with similar values.

All in all, there are many things to gain from this program. Strangers that turned into friends. Mentors that are forever helpful and enlightening. It is a very positive program and it encourages me to relay this positivity to the rest of the world. All these happen just because I chose to step out of my own little world and joined this program. That is why life is wonderful when you are adventurous – you never know what life will gift you!

I encourage everyone to join this program. I guarantee that your life will never be the same.

### **Liu Yang, Peter**

Poly University of Hong Kong

The content of the Global Leadership course is very amazing and professional. It provides us with the state-of-the-art perspective over the boarder of the modern entrepreneurial spirit. Important and widely-accepted concepts were introduced in detail and constructively during the course, which on one hand arouse the curiosity of the mentees through the intensive in-situ interactions and on the other hand inspired the class leaning spirit via the interesting Q&A sections and group activities.

I really enjoyed the sharing of Mr. Peter Ho, since he was very energetic and inspiring to the class, making the remarkable examples of the modern leaders of knowledge, integrity, and culture intelligence. Besides, other

---

mentors, i.e. Jenny Yeung, were also very nice and kind who constantly provided guidance and solid support to the mentees either in the discussion sections or during the out-door events.

Finally, I would mention that this course is very interesting and helpful, I really hope that I could stay in contact with the mentors and expected and established.

### **Cheung Chung Yan, Grace**

Poly University of Hong Kong

The Way to Success – Workshop and Mentorship Program is indeed a success itself. To me, it is in fact an invaluable bridge constructed between mentors and mentees as well as among mentors and mentees. At the same time, it is where soft skills essential for success in life are conveyed to youngsters and experienced experts alike.

What I treasure most is the friendship built with my mentors and mentees, which is on-going and does not end with the end of regular workshops. I appreciate mentors' effort to come for gatherings and healthful activities despite their heavy workload and I anticipate more gatherings would be held in the coming days, years and even throughout our lives.

I will surely take the initiative to reach out to my mentees as well as mentors, as I truly believe that, as what Mr. Peter Ho said, humans can't stand alone. Instead, to succeed and conquer the winds and rains along our way, we have to build connections with each other like redwoods having their roots intertwined. It is through these intertwinements can we support, learn and care for each other.

In a nutshell, this program has literally led me to the way of success.

### **Lau Kit Yan, Sandy**

Poly University of Hong Kong

They are not just workshops but it is part of important experience in my life. The most rewarding is the people we met here. Although we have known each other for 3 months, it felt like old friends. I could still remember they gave me the fullest support and encourage when I was emotion lost. I can deeply experience their love and caring.

During the first workshop, we were asked to bid with one million. At that time, I desperately wanted to have 5 best friends in my life. If I were given the chance, I would have still kept the same choice no matter at present or even in the future. I believe this is my value and will last forever. Apart from it, Peter's integrity sharing really inspired me a lot.

Integrity outweighs an excellent academic performance certificate. No matter at workplace or social network, integrity plays a vital role in relationship building. Once the credibility lost, image ruined, people are no longer believe in you. Our character revealed when temptations or storm come that always imprinted in my mind and always remind me to defend my own values and stand firmly.

---

Knowledge is ever-changing, it may not hold true once someone found even more strong evident. However, we can benefit for the whole life equipping ourselves with these soft skills.

### **Sun Siqi, Celine**

Poly University of Hong Kong

I am really glad to have such a great opportunity to attend this workshop. Throughout the whole workshop, I learnt a lot. Positive mindset, serving others with integrity and helping others to succeed are the three main points I have learnt.

No matter what challenges I am facing, I only need to encourage myself in a positive way. In the workshop, all the mentors shared their success and difficulties on reaching their goals. There are so many difficulties we need to encounter in our entire lives but if we could confront them rather than escape, we all may achieve our intentions.

However, it is hard to confront them every time, especially when we believe that we are not brave and ready to fight with them. Therefore, having a positive mindset is good for us to have courage to overcome them. Getting the others' trust is not an easy job. From the workshop, I knew that others will believe me when I serve them with my honest. If I never show my honesty to my customers, they will probably go to find another person to help them. My subordinates will also go to another company if I treat them without integrity. Thence, it is very essential for me to serve my colleges, subordinates and my boss in a truthful way.

Having audacity and honesty is not enough to be a wonderful leader as we still need to sacrifice ourselves. Many leaders in the world love enjoying success themselves but they never thought of their employees. Their workers worked so hard to assist them to reach the goals but may be fired soon after their employers' success. That discourages many people to work for those leaders. And hence, we need to help others to succeed while we are enjoying the feelings of success.

I am very proud that I could attend this workshop and learn so much. Thank you again for allowing me to go and attend them.

### **Tan Hanqiu, Gloria**

Poly University of Hong Kong

To be honest, this program seems like a gift for me. Studying in Hong Kong by myself, it's not easy to enter a different life circle and make friends with different people. The way to success creates an opportunity for us, non-local students, to expand our interpersonal circle and make friends with excellent people. Thanks for all mentors, they pay their weekends to us, stay with us and share their experience with us. Their actions show the real meaning of selfless, and convince me that there are still people who will insist to be such selfless people.

The lectures of the program are not the shortcuts to be success. In fact, the spirit of the lecture, I think is to help you to be a better person. The characteristics of a better man, such as positive, selfless, time management ability, servant mind and so on, will help you to be success in the future.

---

Sometimes, I still think, what's the definition of success? Be a richest man or be a CEO of a famous company? Maybe yes, maybe no. The definition of success could change gradually in different ages. What I need to do now is to make myself better. Everything comes naturally.

Finally, I would convey special thanks to my group mentors Trevor and Lily, who are really nice people. It's really an amazing thing to know them, talk with them and make friends with them. They must be my lifelong friends and teachers.

[www.ceoglobalusa.org](http://www.ceoglobalusa.org)  
Email: [info@ceoglobalusa.org](mailto:info@ceoglobalusa.org)  
Phone: 719.581.9818