



**CEO Global USA**

*Developing Servant Leaders of Integrity*

and

UT Dallas Naveen Jindal  
School of Management

— STAND OUT WITH —

# THE WAY TO SUCCESS PROGRAM



## The Way to Success Student:

**Leader of Integrity** -  
Consistently does the  
right thing and does it  
well

**Optimistic** -  
Has a positive self-  
image and outlook on  
life and the world  
around them

**Employable** -  
Equipped with soft  
skills to work and  
socialize well with  
others

**Socially  
Responsible** -  
Inspired to make a  
positive contribution  
to their community

**Resilient** -  
An increased ability to  
manage adversity and  
overcome life's  
challenges

EARN THE CEO GLOBAL USA CERTIFICATE IN LEADERSHIP AND GLOBAL ENGAGEMENT.  
THIS FREE PROGRAM IS OFFERED BY UTD JINDAL SCHOOL OF MANAGEMENT & CEO GLOBAL USA.



## WHO WE ARE

CEO Global is an educational non profit that specializes in leadership development with an emphasis on servanthood, integrity and soft skills training.



## ABOUT TWTS

The Way to Success or 'TWTS' program by CEO Global is a premier, cross cultural student leadership development program. Students are provided meaningful exposure to values that will lead to success, employment, and a broader range of positive and lasting influence in their community and profession.

**Register for TWTS**  
**[www.twtsusa.org](http://www.twtsusa.org)**



### TRANSFORMATIONAL

Students learn to succeed in a social network of peers from difference backgrounds, cultures and disciplines while also shaping their values and developing a commitment to the needs of the community.



### DYNAMIC TEACHERS

Professionals and seasoned leaders present course materials based on their real life experiences and facilitate students mentorship in an interactive small group context.



### INTEGRATED MENTORING

Our mentors give students a valuable source of personal support and professional perspective to supplement their academic learning experiences.



### EXPERIENTIAL LEARNING

Students learn in the holistic interactive educational environment and apply their learning while developing their community service project.

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**web:** [www.CEOGlobalUTD.org](http://www.CEOGlobalUTD.org)

## THE WAY TO SUCCESS 2017

## Fall Semester Course Details

Workshop One meets @ JSOM 1.117  
Saturday, September 9, 2017

Workshop Two meets @ JSOM 1.117  
Saturday, September 30, 2017

# 1

**Topic 1:** The Way To Success  
**Topic 2:** A Life of Excellence  
**Time:** 1:00pm - 5:30pm

Discover the principles that drive personal and professional success.

**Topic 1:** Servant Leadership  
**Topic 2:** Effective Communication  
**Time:** 1:00pm - 5:30pm

Learn how Servant Leadership leads to success.

# 2

Workshop Three meets @ JSOM 1.117  
Saturday, October 14, 2017

Workshop Four meets @ JSOM 1.117  
Saturday, October 28, 2017

# 3

**Topic 1:** Dealing with Adversity  
**Topic 2:** Emotional Intelligence  
**Time:** 1:00 - 5:30pm

Discover the keys to capitalizing on adversity and wisely responding.

**Topic 1:** Cultural Intelligence  
**Topic 2:** Managing Conflict  
**Time:** 1:00pm - 5:30pm

Prepare to increase your readiness for the international workplace.

# 4

Workshop Five meets @ JSOM 1.117  
Saturday, November 18, 2017

**Topic:** Effective Communication  
**Service Learning Project Report**  
**Certificate Presentation**  
**Time:** 1:30-5:30pm

Strong leaders know to say the right thing in the right way.

# 5

## TWTS Service Learning Project

This exciting part of the TWTS program is a guided small group activity aimed at adding value to the community in which you live. Understanding and choosing a felt need in the community is the beginning of the project. The service learning project is also a small group team learning event. Learning to work as a team provides the opportunity to use the strengths and improve on the weaknesses you bring to the team.

TWTS participants develop appropriate community service concepts that also allow for the application of the materials and concepts that are taught in TWTS. This opportunity is provided to enhance leadership and communication skills, while furthering a small group's teamwork abilities. Students cultivate a concern for the broader community and inspire one another with innovation and creativity applied to social issue needs.

### TWTS Structure

The TWTS course is structured to integrate local professionals as volunteer Mentors who help to guide and inspire students. Highly motivated students are invited to join the program as Peer Mentors and take direct responsibility for the leadership of a Mentor Group. Students are welcome to audit the program workshops or attend the retreat on an interest based level or they can register and attend all program elements to earn the certificate in 'Leadership and Global Engagement. NOTE: Only enrolled peer mentors and students are eligible to receive the CEO Global USA certificate for 'Leadership and Global Engagement'.

# THE WAY TO SUCCESS

- GUEST SPEAKERS
- PEER MENTORS
- PRO MENTORS

Register Today!

[www.twtsusa.org](http://www.twtsusa.org)

email: [bekah\\_wolf@ceoglobalusa.org](mailto:bekah_wolf@ceoglobalusa.org) web: [www.ceoglobalutd.org](http://www.ceoglobalutd.org)



## Elaine Kung: Director at AT&T

Elaine Kung's career at AT&T spans over 30 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.

## Ming Chiang: Former VP 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.



## Serve as a Peer Mentor : Students, impact your peers and develop your leadership skills!

You can enroll in the TWTS as a Peer Mentor and take responsibility to guide a Mentor Group through the TWTS program this semester! Collaborate with the Pro Mentors who are assigned to your group to maximize the learning and development experience and stand out as a true Servant Leader of Integrity!

## Pro Mentors : Regional Professionals

A highlight of the TWTS program is the regular involvement of local professionals who volunteer to serve as Pro Mentors and help guide students through the TWTS program. Our Pro Mentors are dedicated to seeing students reach their potential and they are committed to adding value to each student in the TWTS program.





**“The Way To Success Program”**

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