



ASEAN Leaders Programme 2019

**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 develop their Cultural Intelligence; the ability to cross boundaries and 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.

“The passion and enthusiasm of the Common Purpose team supporting this dynamic ASEAN Leaders Programme really won us over. FWD is building a pan-Asian insurance group, and ASEAN is crucial for our growth, so the development of leadership in ASEAN really resonates with us. At a personal level, being Vietnamese, and having also built and run several companies in the region, ASEAN has a strong personal and emotional connection for me. So, at every level, we are glad to be a part of this.”

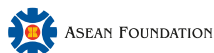
Huynh Thanh Phong, OBE, Group Chief Executive Officer, FWD Insurance

A Common Purpose Leadership Programme run in partnership with the ASEAN Foundation and the support of FWD and the UK FCO. Launched in Singapore in 2016, with the support of GE.

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The Challenge for the ASEAN Leaders Programme 2019

“What makes a city smart and inclusive?”

Does a “smart city” equate to an “inclusive city”? What does it take to make a city both “smart” and “inclusive”? On ASEAN Leaders Programme, we will find out how systems, sectors, leaders and people can cross boundaries to connect, collaborate and innovate to make cities both smart and inclusive, and equip citizens to face present and future challenges together.

Blended Learning

1 July 2019 – 31 December 2019

The journey begins on an online platform, where information exchange and knowledge sharing begins prior to the first face to face part of ASEAN Leaders Programme in Singapore and continues online until the end of the year.

Singapore:

15 – 19 July 2019

As Singapore leads the initiative for the ASEAN Smart Cities Network, it will be an exciting classroom for participants to begin their experiential learning process. They will develop a better understanding of the challenge through the lens of Singapore.

Bangkok:

10 – 13 September 2019

As the largest city in Thailand, Bangkok’s potential to develop into a smart city falls in line with the Thailand 4.0 initiative. Participants will delve beneath the fabric of Bangkok to explore its impending growth and opportunities, gaining another dimension of insight into what it takes to build a smart city.



ASEAN Leaders Programme Highlights

Building Cultural Intelligence

Diverse cross-sector participant groups

Diverse contributors across sectors and industries

Experiential learning using cities as classrooms

Courageous conversations on real-life leadership challenges



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 2018

80% said More Inclusive = improvement in leading innovative resilient teams

83% said Broader Horizons = making better decisions

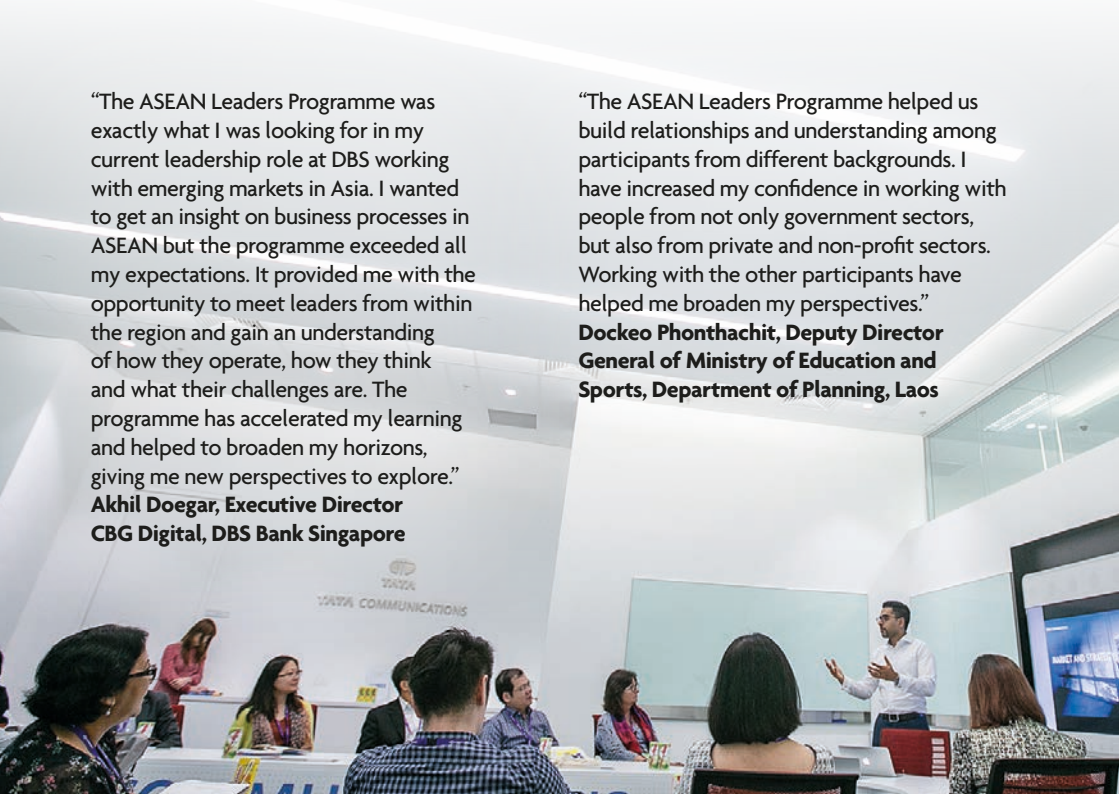
78% said More Collaborative = more confident of accelerating complex changes

“The ASEAN Leaders Programme was exactly what I was looking for in my current leadership role at DBS working with emerging markets in Asia. I wanted to get an insight on business processes in ASEAN but the programme exceeded all my expectations. It provided me with the opportunity to meet leaders from within the region and gain an understanding of how they operate, how they think and what their challenges are. The programme has accelerated my learning and helped to broaden my horizons, giving me new perspectives to explore.”

**Akhil Doegar, Executive Director
CBG Digital, DBS Bank Singapore**

“The ASEAN Leaders Programme helped us build relationships and understanding among participants from different backgrounds. I have increased my confidence in working with people from not only government sectors, but also from private and non-profit sectors. Working with the other participants have helped me broaden my perspectives.”

**Dockeo Phonthachit, Deputy Director
General of Ministry of Education and
Sports, Department of Planning, Laos**



How to apply?

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



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

Participant fee – USD10,000 (includes all online modules as well as accommodation, meals and local transport for both programmes in Singapore and Bangkok.)

Find out more at commonpurpose.org/asean or enquire at wendy.ng@commonpurpose.org +65 8808 8451 @CommonPurpose #ASEANLeaders

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