

SANYIN SIANG

ADVANCING AUTHENTICITY



Sanyin Siang defines her mission in life as enabling greatness in others - as an educator, coach, mentor, and mom. At Duke University, she leads the Coach K Center on Leadership & Ethics (COLE) at the Fuqua School of Business and is a professor at the Pratt School of Engineering. She is a regular contributor to Forbes. She is recognized by Thinkers50 as the world's top executive coach and by LinkedIn as a Top Voices Influencer in 2017 and 2018 with more than 1 million followers.. She is the author of The Launch Book, and an expert on parenting leadership, teams, boards and building culture. She is an explorer of the world and mom to 3.

PROFILE

Sanyin Siang helps leaders and their organizations be more human and build stronger teams so that they can thrive in uncertainty. She is the founding Executive Director of the Coach K Center on Leadership & Ethics at Duke University, a premier center that convenes think tank gatherings across sectors to explore solutions to today's complex leadership challenges. She is on faculty at Duke's Pratt School of Engineering.

Recognized by Thinkers50 (the Oscars of Management) as the world's #1 executive coach, she advises Boards, CEOs, military Generals, and Sports Executives.

Her thought leadership is featured in The New York Times, WSJ, Fortune, INC, and Forbes. LinkedIn named her as one of its Top Global Influencers in 2017 and 2018. In addition to Sanyin's considerable success and expertise in the private sector, educational institutions, and nonprofits, she is also devoted to enabling greatness in others. Her award winning book - The Launch Book - helps readers weather change and launch their next play.

A devoted mom, Sanyin is passionate about helping all children flourish. She currently serves on the boards of the Museum of Life & Science and The Emily Krzyzewski Center, which helps first gen college hopefuls and underserved students achieve their dreams. She is an advisor for GV (formerly Google Ventures) and an advisory board member for the US Congressional Award (the highest award for youth legislated and presented by the United States Congress), Ripcord (NASA originated robotic digitization company), and Sports Innovation Lab, a sports tech startup co-founded by Olympian Angela Ruggiero.

She lives in Durham, NC with the love of her life and her 3 children Sophie (10), Charlotte (9), and Oliver (7).

EXPERTISE

- Leading and Thriving in a VUCA World
- Personal and Organizational Reinvention
- How to Eliminate Blindspots
- New Leadership Requirements for Tomorrow and How to Prepare for them

Further description and learning objectives:

Personal mastery and growth:

In an increasingly uncertain, complex, and interdependent world, past knowledge is not enough because assumptions are constantly changing. To prevail, we need the most powerful assets in our organizations - the human asset - to lean in on their superpowers, grow and pivot towards the future. This type of personal mastery and growth, both individually and collectively requires 3 interrelated key ideas:

Power of Teams:

In a VUCA world, no matter how talented any single individual is, the opportunities and challenges have surpassed the capacity of any single individual to solve. Challenges that results from an interdependent world require interdependent organizational architecture - we need teams and a network of teams. Effective teaming requires vulnerability and generosity. It's a recognition that we don't have the full set of answers and require help from

others. Its' also a generosity that we have a responsibility to help each other grow.

Inclusion and belonging.

On A teams, its members don't question their sense of belonging. Research has shown that psychological safety is the biggest predictor of revenue growth because it enables our people to learn from mistakes and the courage to take strategic risks. Creating a culture in which people feel, know, and believe that they belong requires intentionality. It requires an understanding of our mission and purpose and giving people the freedom to express that in a way that is aligned with and celebrates the value they have to offer. It also requires SEEING what they do and finding every opportunity to thank them. Those are the foundations for building trust.

Contextual Leadership:

While credibility (drawn from integrity, vision, and expertise) and trust (built on empathy and belonging) are necessary, they are insufficient for our organizations to succeed in a VUCA world. In the past, the fog of war is not enough data. In the present and future, the fog of war is too much data. It requires our leaders to contextualize, prioritize, and focus the team's actions. To do this effectively requires simplification - more specifically, the use of visual symbols, musical energizers such as a fight song, and clarity. When we are able to put all three of the above into action, not only will our organization survive, it will lead others into a bright new future.