



Celia Young & Associates, Inc.

Your people transform your business. And we transform your people.



About Celia Cheng-Ying Young

Ms. Young is a well-known global organizational development consultant for Fortune 500 and other large companies worldwide. She is also a dynamic and motivational professional speaker on topics including: organization behavior, organization culture change, globalization, diversity and creativity, cross-cultural relationships and team building, leadership skills, and multinational marketing strategies.

Celia is also a faculty member of The Gestalt Institute of Cleveland, Organization and System Development Programs in Cleveland, Ohio, where she teaches the Gestalt theory, concept, methodology and application in the development of individuals, groups and organizations. She is currently writing a book with the working title "*Developing a Truly Global Organization: Moving Beyond American-Centric Business Orientation*".

Prior to establishing her own consulting business, she spent 12 years in senior marketing positions for companies including Wells Fargo Bank, McDonnell Douglas and Calcomp.

Her Background

Celia was born in Hong Kong, raised in Taiwan and has family ties in China. She has lived in the U.S. since 1971. Learning and working on both sides of the Pacific Rim has given her the unique ability to straddle the two worlds. It also provided her the ability to understand the sometimes subtle, yet often complex dynamics at play in working with multi-national organizations, leaders, and teams.

It's between those two worlds where her life's work continues.

Education

Master of Arts, Counseling Psychology, Pepperdine University, Malibu, California

MBA, Marketing, Michigan State University, East Lansing, Michigan

Bachelor of Arts, Business Administration and Marketing, Fu-Jen University, Taipei, Taiwan

Affiliations

Former Board member of Women In World Trade

Former Program Chairperson for the World Trade Center Association

Member, Society for Intercultural Education, Training and Research (SIETAR)

Member, Professional Coaches and Mentors Association (PCMA)

Member, Organization Development Network (ODNet)

Founding sister, Asian Pacific American Women's Leadership Institute (APAWLI)

Your people transform your business...And We Transform Your People.

神
遊
然
化



Celia Young & Associates, Inc.

Your people transform your business. And we transform your people.



Past Audiences

During her professional career, Ms. Young has had the fortune of delivering her unique message through speaking engagements all around the globe. She has been a featured speaker for Fortune 500 corporations, large industry and executive organizations, and at a wide range of business and personal development related conferences.

Some of her past audiences and engagements include:

International Association for Business Communicators (IABC)

Society for Human Resource Management (SHRM)

Organizational Development Network (National Conference and Local Chapters)

Professional Coaches and Mentors Association

Proctor & Gamble Worldwide Sales Conference

The Conference Board

Chevron-Texaco Leadership Conference

Southern California Business Growth Conference, sponsored by the Los Angeles Venture Association (LAVA)

Kaiser-Permanente Conference

Gestalt Institute of Cleveland (Faculty Member)

NutriSweet Global Marketing Conference

Society for Intercultural Education Training and Research (SIETAR)

Vistage Group

American Automobile Association (AAA)

Your people transform your business...And We Transform Your People.

63 Via Pico Plaza #235 • San Clemente, CA 92672 USA • (949) 388-7882 • Fax (949) 388-7884 • www.celiayoungandassociates.com





Celia Young & Associates, Inc.

Your people transform your business. And we transform your people.



Past and Current Clients

Ms. Young is proud to have a roster of clients that lead their industries and shine among businesses at large.

Some of the industries Celia Young & Associates support include:

- Telecommunication
- Banking/Finance
- Healthcare
- Utilities
- Oil Products
- Personal Care
- Personal Care
- Pharmaceuticals
- Print Media
- Real Estate
- Government Agencies

Leaders in business are also leaders in progressive thinking.

The following is a sampling of Celia Young & Associates' impressive client list:

- AT&T
- American Express Financial Services
- Baxter Healthcare
- California Teachers Association
- Coldwell Banker
- Corning
- Eli Lilly
- ETS
- Exxon
- FDIC
- Federal Government
- First Union Bank
- GE Mortgage Insurance
- Kaiser Permanente
- Knight Ridder
- Kohler
- Lucent Technology
- Magnetek
- Motorola
- NASA
- New York Times
- Norwest Bank
- Nutrasweet
- PACTEL
- Procter & Gamble
- Seattle Times
- Shell Oil
- Siemens
- Southern California Gas
- Time Inc.
- Wachovia

Your people transform your business...And We Transform Your People.



Celia Young & Associates, Inc.

Your people transform your business. And we transform your people.



Speaking Topics

Ms. Young is best known for her ability to captivate even the most sophisticated audience by challenging often deep-rooted personal and organizational belief systems about areas such as diversity, corporate culture, inspirational leadership, and what globalization really means today. Her messages are both individually motivational and serve to inspire collaborative group change and innovation in a manner that directly and often profoundly impacts the professionals, associations and companies she addresses.

Partial List of Speaking Topics:

(Note: These topics may be adapted to a specific time frame, or custom developed to the unique needs of an individual organization or culture.)

Valuing Diversity
Rediscovering Innovation in Your Organization
Understanding Cultural Differences
Managing Diversity Through Change
Use of Self (Gestalt Principals In Your Life and Business)
Developing a Global Organizational Strategy
Inspirational Leadership
Leading a Diverse Workforce
Successful Global Leadership
Leadership Skills for Today's Professional Woman
Leadership Skills in a Multi-National/Minority Environment
Conflict Resolution
Entering the Asian Market
Business and Marketing Strategies for the Asian Market
Danger or Opportunity? Developing a Global Model in Uncertain Times
Team Building in Virtual and Cross-Cultural Environments
Going Global: Breaking Out of Headquarter-Centric Thinking
Breaking Down Communication Barriers
Outsourcing in the Global Marketplace
Mergers & Acquisitions in Multi-National Organizations
Training for Executive and Life Coaches

Your people transform your business...And We Transform Your People.



Celia Young & Associates, Inc.

Your people transform your business. And we transform your people.



Testimonials

Hear what recent audience members and past clients have to say about Ms. Young's speaking and motivational ability!

"I thought I had a pretty good handle on the challenges of Diversity. As an immigrant I'd experienced painful discrimination. I'd worked for democratic principles and equal voting rights. And, as a psychologist I was well aware of the roots and complexities of prejudice. But that was before I met Celia Young.

Celia Young's presentation, "Change Leadership in an Increasingly Diverse World" was nothing short of stunning. Her passion, insight and delivery had an impact on the audience unlike any I'd seen. One could literally see 'the lights coming on' in the individuals who publicly responded to her series of observations and questions. Afterwards, everyone I spoke with said Celia's presentation was one of the most eye-opening, meaningful and practical they had experienced.

Celia Young's unflinching and compelling brilliance goes deep and I wholeheartedly recommend her."

- Reri MacLean, National President, the Professional Coaches and Mentors Association

"In over 20 years of writing, delivering and evaluating programs, I can honestly say that Celia's have had the greatest impact. Years after the experience, participants are still talking about what they learned and how it has changed their working and personal lives."

"Celia has that rare combination in her specialty of credibility, business acumen and effectiveness. Both she and her programs have the power to transform. If you're ready to make a real difference, call Celia."

- Peggy Edwards, Manager International Services Academy, Toshiba America Medical Systems

"Celia's view of the world and how it impacts people in various stages of their lives has really impressed me. Her view has allowed others to understand, accept and embrace the myriad of cultures we have in the U.S. She has demonstrated through her talks and trainings that people bring their cultural values, perceptions and views with them to their companies, organizations and social networks, and that these experiences can and do enrich our lives if we let them. I am also impressed Celia's passion for life and for her interests in improving herself so that she can help others. She has often reached out to me to ask about programs, classes, speakers, and events that will allow her to broaden her knowledge and enrich her experience as a person and as a citizen of the world. Her perspectives and experiences make her one of the most fascinating people I have ever met. I recommend her wholeheartedly."

- Bill Imada, Chairman and CEO, IW Group, Inc.

Your people transform your business...And We Transform Your People.



Celia Young & Associates, Inc.

Your people transform your business. And we transform your people.



"Celia Young was a guest presenter/facilitator for the Minnesota Organization Development Network monthly evening meeting in January 2009, followed by a full-day workshop - both on [the topic of] Developing a Truly Global Organization. For both meetings, we drew primarily leaders and OD practitioners from Twin Cities businesses, such as Cargill, Thomson Reuters, ADC Telecommunications, and 3M, who operate globally.

Celia challenged even experienced international players to think more about unconsciously being America-centric and about what it means to be truly global - not just everywhere. Celia is an energetic, knowledgeable facilitator who naturally prompts re-thinking old assumptions."

- Anne Sturdivant, Ph.D., MnODN Program Committee

"My role as The Program Director for The Executive Coaching Conference for The Conference Board, I invited Celia to speak on a panel of experts on the topic of Coaching Diverse Populations. The panel was a huge success and I invited Celia to return the following year to do a half-day workshop entitled "Using Your Own Presence as the Foundation for Effective Coaching - A Gestalt Approach", which received rave reviews.

Not only has Celia been a successful speaker at these Conference Board events, she has also been a thought leader and I have enjoyed our many discussions regarding diversity and use of self in coach training and development."

- Rene Carew, Ed.D., Conference Program Director, The Conference Board

"Celia's workshop was life changing for me. It introduced the use of fundamental life skill tools which have already made a positive impact on the work I do as a professional for a large corporation, in addition to the living I do as a mother, wife, sister, daughter, friend, and active community member. I have already recommended the workshop to other professionals, family members, and friends. I would recommend this workshop to everyone because the learning is so valuable to the development of a better place to work and a better place to live."

Heidi Moore, Diversity Consultant, Kohler Company

Your people transform your business...And We Transform Your People.



Celia Young & Associates, Inc.

Your people transform your business. And we transform your people.



Contact Us

For more information on Ms. Young's speaking experience and her terms of contract, we invite you to contact us at:

Celia Young & Associates, Inc.

63 Via Pico Plaza, #235
San Clemente, CA 92672
(949) 388-7882
(949) 388-7884 fax

www.celiayoungandassociates.com
www.myspace.com/celiayoungandassociates

Direct Inquiries May Be Made To:

Nicole Fronczak
Promotional Director, Celia Young & Associates, Inc.
(949) 291-6387 direct
(949) 315-3217 fax
nicole@celiayoungandassociates.com

Please see included media for further illustration of Celia Young's experience and work.

Your people transform your business...And We Transform Your People.

63 Via Pico Plaza #235 • San Clemente, CA 92672 USA • (949) 388-7882 • Fax (949) 388-7884 • www.celiayoungandassociates.com

