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Third Leadership Program Accepting Applications

Asian American Alliance, Inc. brings unique training to Central Indiana
for Asian American professionals

Indianapolis -- cAtAlyst, a professional and leadership development program tailored to Asian American professionals, announces its first program of 2008. cAtAlyst, a four-day intensive workshop, will be held March 10-13, 2008 in Indianapolis at the offices of Bingham McHale. Organized by the Asian American Alliance, Inc., an Indianapolis based nonprofit organization, cAtAlyst provides Asian Americans an unique opportunity to accelerate their professional careers. Applications are available on the Asian American Alliance's website: www.aaalliance.org.

"cAtAlyst was founded on the premise that many Asian Americans, whether first or second generation immigrants, often enter Corporate America with strong technical skills and training," according to cAtAlyst founder Vince Wong, Vice President of the Asian American Alliance Board of Directors.

"We know that the critical success factors in Corporate America include certain skills, often referred to as 'soft skills' that, for a variety of reasons, Asian Americans may not necessarily possess," said Glen Kwok, President of the Asian American Alliance.

Most of these skills are not taught in school, are difficult to gain through mere reading, and are, in some instances, somewhat culturally specific. Without these "soft skills," professional advancement and opportunities may be limited, leading to frustration and lowered productivity for the employee.

Kwok concluded, "That is why Asian American Alliance decided to create cAtAlyst for the community."

With the generous support of Lilly. Roche Diagnostics. Bingham McHale, BioCrossroads, and Greater Indianapolis Chamber of Commerce, cAtAlyst advances Asian American Alliance's mission to "Inspire Asian Americans to Lead and Serve."

According to Alonzo Weems, Lilly's Director of Global Workforce Diversity, "For employers, the "skill gap" can mean failure to realize an employee's full potential and increased employee attrition rates. In any industry, but especially in the life sciences and technology industries, where competition for talent is especially fierce, it is critical to attract and retain the best talent, irrespective of their cultural background."

cAtAlyst serves as a powerful platform to raise the participants' awareness about their corporate environment, themselves, and begins to equip the participants with the skills necessary to enjoy professional success and satisfaction. Participants in the past two programs have offered wonderful reviews on the program's personal impact.

Founded in 1999, Asian American Alliance, Inc. is an Indianapolis based 501 (c)(3) nonprofit organization whose mission is "To Inspire Asian Americans to Lead and Serve." www.aaalliance.org. In addition to cAtAlyst, the Asian American Alliance annually sponsors the Race for All Races, a run/walk event celebrating Central Indiana's diversity and raises scholarship funds for deserving Indianapolis Public School students.

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