

**ASIAN WOMEN COACHING COLLECTIVE**

Partnering with AWCC

## AWCC Origin Story

In 2020, there was a surge of anti-Asian hate crimes in the United States. Many of the incidents involved the elderly. A study by the Center for the Study of Hate and Extremism found that hate crimes against Asian Americans rose 339% nationally between 2020 and 2021. Stop AAPI Hate recorded more than 11,400 hate incidents during this period.

As Asian women coaches, we found ourselves in a unique position to support our clients and organizational leaders address these challenges with culturally relevant coaching. We also realized Asian coaches are under-represented in the coaching profession.

By forming AWCC, we hope to be a space where Asian coaches can find a sense of belonging and share best practices for culturally relevant coaching. AWCC also serves as a resource for those who are seeking coaches who share their Asian heritage and lived experiences.



**AWCC**

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COACHING  
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[www.awcoachingcollective.org](http://www.awcoachingcollective.org)





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## AWCC VISION

A world where everyone can discover, embrace, and integrate cultural identities and wisdom in fulfilling their life's purpose.

## OUR MISSION

We catalyze Asian women coaches to live with cultural authenticity and congruence by building a strong community where they can discover and be discovered.

## OPPORTUNITIES TO PARTNER WITH AWCC

COACHING

WORKSHOPS

SPEAKERS

## Why AWCC?

The AWCC is a rare network of Asian Women coaches who have shared values to develop the broader community of Asian women.

*"The Asian Women Coaching Collective has emerged as a key collaborator and training partner for SASE Pro in 2022. It became crystal clear that Asian women in particular were resonating with our content and found significant value in bonding with a community of peers..."*  
-- SASE Director,  
Paraag Maddiwar



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The coaches in the Asian Women Coaching Collective ([awcoachingcollective.org/directory](http://awcoachingcollective.org/directory)) are available to coach Asian women leaders. Whether you are aiming to understand how your Asian heritage and culture may influence your career or if you are hoping to sharpen your skills to be a stronger leader, the coaches in the AWCC bring a diverse set of experiences.

Benefits to individuals include:

- Boost confidence (through understanding cultural differences)
- Improve work performance
- Build more effective communication skills

Benefits to corporations include:

- People development
- Offering opportunities for development to traditionally excluded groups

## Why AWCC coaches

*“Working with a coach who understands my culture helped me establish rapport quickly. I didn't have to explain myself, which made me feel comfortable and seen. We were able to dive into my coaching topics more effectively and make good progress on my goals.”*  
– AWCC client

*Note: rates and coach assignment are dependent on engagement details and availability.*

*For more information, please submit a request to: [contact@awcoachingcollective.org](mailto:contact@awcoachingcollective.org)*



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COACHING

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SPEAKERS

Searching for a workshop for your organization?

Potential topics include:

- Breaking through internal barriers such as imposter syndrome, people pleasing and perfectionism
- Breaking through external barriers such as navigating politics, microaggressions, and relationships
- Guilt-free assertiveness and making skillful requests
- Developing your authentic leadership style
- Code switching and covering
- Executive presence and acting with power

*Note: rates and format (one day, half day, etc) are dependent on engagement details and availability.  
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Looking for a dynamic speaker or keynote for an upcoming conference or off-site?

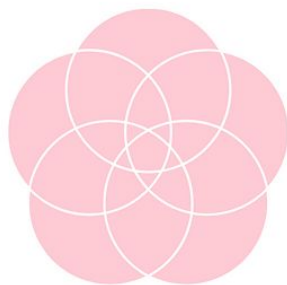
AWCC coaches have an incredible wealth of experience ranging from technology, banking, retail, consumer packaged goods, aerospace, academia and more. From authors to PhDs and graduates from the most esteemed educational institutions in the world, the coaches of the AWCC spark conversations and expand perspectives.

*MIT, SASE,  
CAPAW,  
Wendi quote (after the event next  
week)*

*Note: rates and coach assignment are dependent on engagement details and availability.  
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# Meet Our AWCC Coaches





## ASIAN WOMEN COACHING COLLECTIVE

Website: [www.awcoachingcollective.org](http://www.awcoachingcollective.org)

LinkedIn: <https://www.linkedin.com/company/awcoachingcollective/>

Email: Please submit a request to [contact@awcoachingcollective.org](mailto:contact@awcoachingcollective.org)

### Partnership Leads



**Denise Ang**

LinkedIn: [deniseang](https://www.linkedin.com/in/deniseang)



**Teresa Mar**

LinkedIn: [teresamar](https://www.linkedin.com/in/teresamar)



**Hope Yin**

LinkedIn: [yanlingyin](https://www.linkedin.com/in/yanlingyin)