

what we heard

& Leaders 2017
Daughters

Leaders & Daughters

“Successful women continuously learn and grow.”

Seoul, South Korea

March 9, 2017



EgonZehnder



what we heard

On March 9, Ina Choi, the first female vice president at Samsung group, offered inspiring comments to an intimate gathering of 13 leaders and their daughters in Seoul, South Korea. The group met for dinner at the Dugahun Gallery Restaurant in Seoul's historic city center as part of Egon Zehnder's global Leaders & Daughters series of events. Choi told the young women that they must continuously grow to be successful. The inspirational evening gave participants a sense of common purpose in a society still dominated by men.

Finding what's important to you

"The most important thing is you and your life, not someone else's," Choi told the daughters brought together for dinner. "Koreans tend to care more of how others think of you, but it is you and your life. Make sure you are spending your time in thinking about the most important matters."

Choi began her career at Samsung Group in 1984 as a copywriter for Cheil Worldwide and worked her way through the corporate system to become the groups' first female executive and later its first female vice president. After leaving Samsung, she founded Choi Ina Books to "encourage people to think."

Young women who want to become successful at business must continue gaining skills and capabilities even after they've completed their formal education, Choi said. Business leaders grow by persuading, arguing, supporting, and cooperating at work, she said, as well as by being part of teams comprising colleagues of different backgrounds, characters, and points of view. Part of this includes embracing change, rather than fearing it, she said, using artificial

intelligence and digitization as an example.

While many executives are concerned with how to survive or follow these technological advances, true leaders will reflect on the consequences they trigger and ask themselves: What does this mean for me?

Choi also offered a personal observation on the added weight women often bear in the corporate world. "It is very lonely to be the first, but you need to endure that time," she said. "You need that 'first' to be successful, otherwise it wouldn't work. For example, you need the first female executive to be successful in that organization to have a second, a third female executive. Otherwise, people would easily believe that female executives won't work in that organization."

Finding a community

Along with Choi's inspirational remarks, participants in the event developed a sense of community through a video that celebrated common cause with women in corporations around the world and by networking with others at the dinner.

"Korea is so much a male-oriented society," Egon Zehnder consultant Amy Son observed, "but after seeing the video and the presentation, it was a comfort that we are not alone. At the same time, though, there's global homework that we have to solve together."

One leader said after the dinner, "It was inspiring to hear her (Choi's) previous experience being the first and only female top executive in Samsung. I have the same questions about work as she had when she was about my age. Now I've got some clues on how I should address those questions."

what we heard

Another young woman added, “It is very interesting to see many people just like my mom and me. We shared many similar feelings like how we felt growing up with working moms. It

was so funny that none of us got a chance to eat mom-cooked meals properly. We were also proud to hear how our moms conquered through tough roads to reach who they have become today.”

right

*Jae-Kyung Lee, Vice
President, SNI Business
(Korea) - Samsung
Securities / Do-Yoon
Park*



left

*In-A Choi,
Owner – Inabooks
(Guest Speaker)*

right

Opening – Eugene Kim



what we heard

below
Group Photo

right
Hee-Sun Seo, General
Manager (Korea) -
Biotage / *Chae-Won Seo*



above
Sook-Ah Choi, Senior
Vice President (Korea)
- Renault Samsung
Motors

above
Hee-Sun Seo, General
Manager (Korea) -
Biotage / *Chae-Won Seo*

right
Group Photo



what we heard

below

Kyung-In Paeng,
Managing Director
(Korea) - Group SEB
Korea / *Sae-Eun Kim*

right

Do-Yoon Park



above

Eun-Mi Lee, Vice
President, Menswear
Business - Samsung
C&T Corporation / *Min-*
Jeong Seo

above

Jae-Kyung Lee, Vice
President, SNI Business
(Korea) - Samsung
Securities

right

Joo-Hyung Lee,
President (Korea) -
CMG / *Ji-Hae Lee*



what we heard

below

Kyung-In Paeng,
Managing Director
(Korea) - Group SEB
Korea / **Sae-Eun Kim**

right

In-A Choi, Owner –
Inabooks / **Ji-Soo Won**
(colleague)



above

Joo-Hyung Lee,
President (Korea) –
CMG / **Ji-Hae Lee**

above

Eun-Mi Lee, Vice
President, Menswear
Business - Samsung
C&T Corporation / **Min-
Jeong Seo**

right

Jae-Kyung Lee, Vice
President, SNI Business
(Korea) - Samsung
Securities / **Do-Yoon
Park**



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Hosts



Group Photo

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About Leaders & Daughters

To mark International Women's Day, Egon Zehnder conceived Leaders & Daughters, a global series of events that bring the world's most admired leaders and their daughters together to uncover the motivations, challenges and opportunities that face the next generation of professional women.

In 2017, we went further. In celebration of International Women's Day, we hosted Leaders & Daughters events in more than 40 cities worldwide – bringing together the voices of more than 3,500 participants to share their stories of success as well as the obstacles that are preventing progress. We share one common goal: to collectively pave a better future for the next generation of women leaders.

In addition to the events, we have also launched a campaign, “To My Daughter,” in which leaders write letters to their daughters about their hopes and dreams for the future. To participate, please visit www.leadersanddaughters.com.

Visit Leaders & Daughters at
www.egonzehnder.com

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