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Leadership
with
Cyreena Boston Ashby '98

Wednesday
JANUARY
17

6:30 - 8:00 PM PDST
Virtual Event

Cyreena, CEO at Girls Inc. PNW is known for her bold leadership for critical change.

Join Cyreena at this virtual Leadership Workshop and learn from her decades of robust experience.

WELCOME

An aerial photograph of St. Mary's Academy, a large brick building with a flat roof and multiple wings. The building is surrounded by trees with autumn foliage in shades of yellow and orange. In the foreground, a blue and white tram is visible on a street. The background shows a cityscape with various buildings and a hillside with more trees under a clear blue sky.

This evening:

**Share in the Spirit of our
beloved Alma Mater, St. Mary's
Academy!**

Introductions

Cyreena's Leadership Story

Leadership Discussion

Sharing

What is next!

INTRODUCTIONS

Name

Graduation Year

Current Day Role & Life

What Brought You Here Tonight?

What do you want to Learn?

We are likely in all stages of life and career



ABOUT ME

Born 1980 outside of Boston, Massachusetts -

Just like my last name! I was born in Emerson Hospital in Concord. We lived in a small village called Harvard, also named after John Harvard like the university which was 50 mins from my home. Harvard is the home of the Shakers, the second Quakers. Harvard was largely indigenous until the 18th century

I was born on June 13, Friday the 13th 1980. My Patron Saint is St. Anthony of Padua

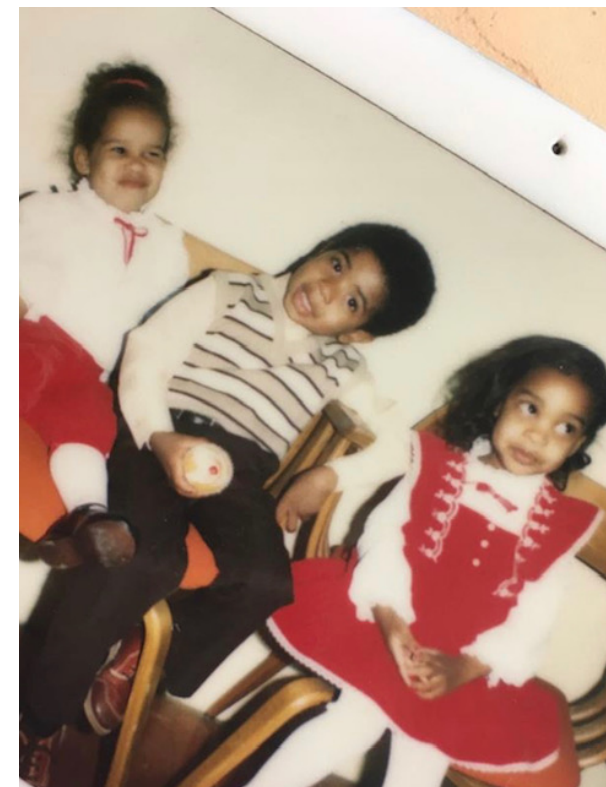
I am a Cradle Catholic! I attending Catholic Schools the majority of my primary education

Youngest of 4 – 3 older brothers Lou, Lowell, Lyle, and they were 11, 13, and 15 years old when I was born

Moved to Syracuse, NY at 1.5

Moved to Gresham, OR at nearly 8 in 1987

MY FAMILY



ABOUT ME

In Oregon, first went to Powell Valley Grade School in Gresham. Hated it 😞

Then St. Mary's of the Valley (Valley Catholic today) in Beaverton for the rest of grade and middle school. Didn't hate it as much at all ...

I entered St. Mary's Academy in 1994. I loved it

After that I attended Spelman College, in Atlanta, GA the No. 1 HBCU and majored in History. I LOVED IT – IT WAS PERFECT. IT WAS HEAVEN

When I lived in Atlanta, I was a community organizer (homelessness, human trafficking, and anti-death penalty work)

I also had a TV show on cable access called Talk to Me Atlanta. That was an adventure 😊

HOW IT STARTED...

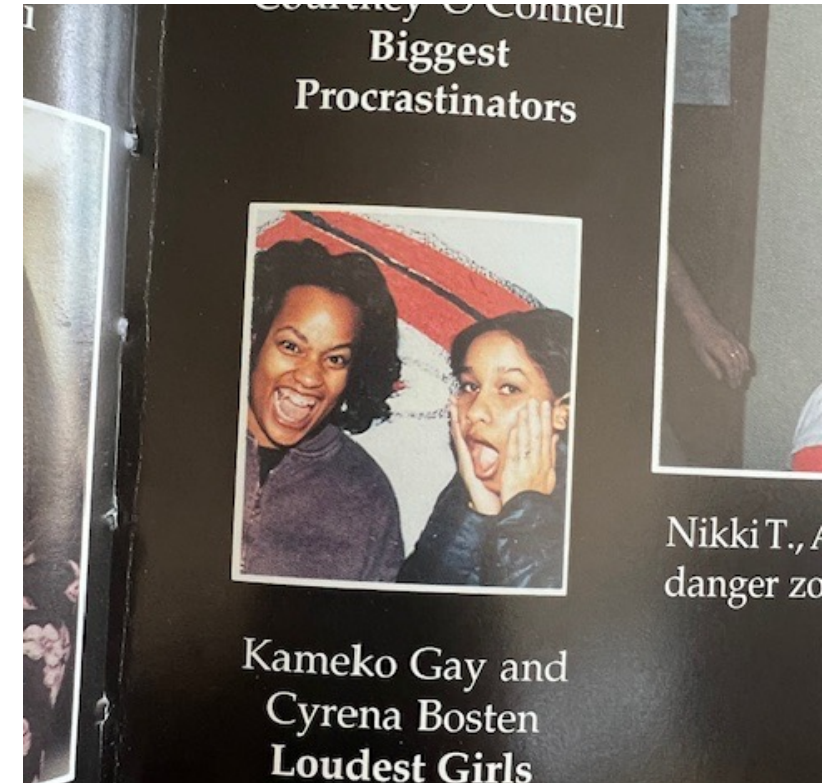
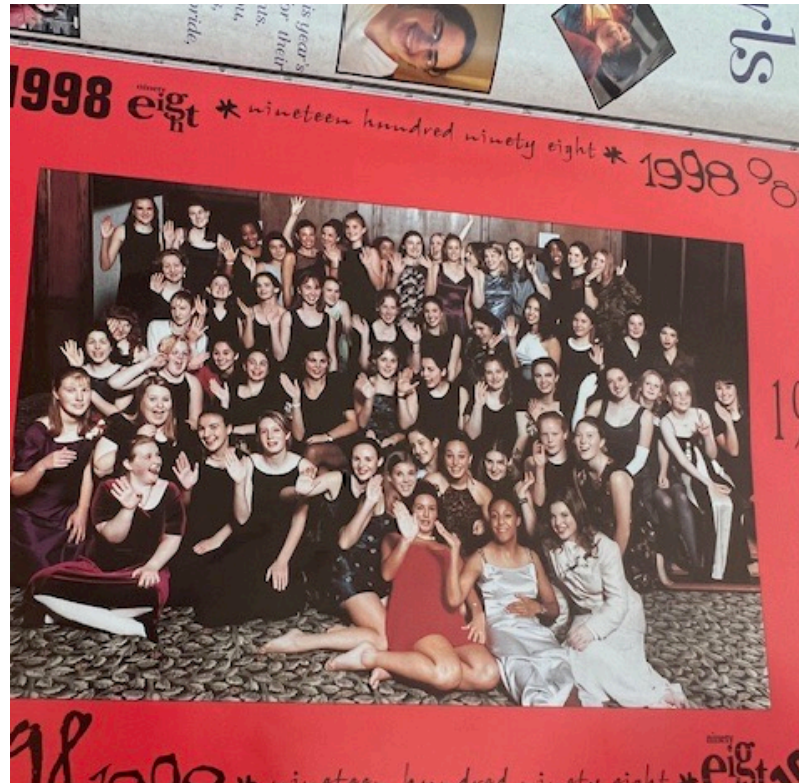


AND FROM WHERE...



St. Andrew Catholic Parish: Where ALL are welcomed and where I had my first job at age 12

SMA CYREENA



1994-1998
I love my Class. Best Class, EVER.
(wink!)

TODAY



MY LEADERSHIP JOURNEY

MY CAREER POINT OF VIEW

- Graduated from Spelman College, a Historically Black College for women
 - Trained at the Harvard Business School and the European Institute (INSEAD) through an invitation-only yearlong fellowship of the International Women's Forum
 - Served on over 23 boards of directors and government commissions (three of which my father did as well)
 - Chair of the NW Health Foundation of Portland
 - Board of Trustees at French International School of Oregon
 - First director of the Portland African American leadership Forum, Imagine Black
 - Former CEO of Oregon Public Health Institute
 - Seven-time track record of defining new professional positions
 - Today I lead Girls Inc. of the Pacific Northwest – Basically I am at SMA again!
- 😊

MY CAREER POINT OF VIEW

With more than 20 years of experience in the private and public sectors, she has an extensive track record leading transformative change initiatives, making a measurable and marked difference on the lives of youth, dismantling structural social inequities and educational disparities, and translating complex, impenetrable topics to drive forward progress.

In 2008, at 27 years old, Cyreena was the youngest candidate and only woman and person of color to run for the Oregon House of Representatives. A born activist, she's strategized for electoral campaigns and ballot measures and conducted government relations on racial, marital and sexual equity; affordable housing; public education; and workers' rights. During that time, Cyreena worked for the Democratic National Committee, the Barack Obama Campaign for Change, US Senator Jeff Merkley, and Oregon Governor John Kitzhaber.

In her first CEO role, Cyreena spearheaded a major corporate turnover, harnessing her propensity for bold leadership to transform a nonprofit organization from \$200,000 in debt to \$14 million in profits.

WHY AM I SHARING THIS WITH YOU?

My experiences were a roller coaster
(Whatever it is that can happen in life – mostly
been there, done that! Already. I don't need
anymore. 😊)

Also, I must share that my profile in leadership was
centered in some learnings I have not shared with
many...

WHAT I'VE LEARNED

- True leadership begins with service
- Public Service is perfect Executive Training (WHY?)
- It is a long and winding path – you must fail to learn. So - preplan your failures
- Take your own learning, and your own path seriously. The SMA WAY!
- There will also be a double standard for women. Compound that math with other identities on top of gender

How do we handle with this social reality?

WHAT I'VE LEARNED

- Girls need leadership training as early as second grade. I do not mean household chores or babysitting at all
- Education and fostering personal learning is key in brain development
- It is imperative so remove gender barriers for women. Health care, pay equity, child-care, affordable and safe housing prevent most women from achieving their dreams, and that of professional leadership
- Women leaders often have messy lives – we should talk about this more. Risk is real. Sign Up Culture is real
- Leadership is not a one size fits all, either...

WHAT I'VE LEARNED

- There are several kinds of Leaderships (Social, Personal Service, Professional)
- PROFESSIONAL LEADERSHIP IS A DISCIPLINE - NOT A BEHAVIOR
- Professional Leadership is a dedicated career path. It requires training, evaluation, coaching, and a commitment to it just like any other career occupancy
- There is a **SECRET** sweet spot – Being an expert is not being an Executive Leader -

And girls and women do not hear this or know this enough.

Because of our limited time this evening, what can I answer for you?

WHAT I'VE LEARNED

- NETWORK – talk to *everyone!*
- Personal growth is better than hard skill
- Resume development is an ongoing love (CHORE!)
- Have a personal and professional bio. Keep it handy
- Practice public speaking
- Start and keep your LinkedIn Up
- Imposter Syndrome, Limited Beliefs, and life setbacks are ever-present. Who cares
- **Trust your gut. And get a mentor or coach.**
- It is never ever, ever, ever, ever, ever, ever too late in life to do what you want to do. So do whatever it is - Or else.
- See yourself ahead

ABOUT YOU

If we can break out, or together answer and share with your fellow attendees this:

- What was a key time helping others was beneficial to you?
- How would you like to plan or grow your leadership?
- What tools and resources do you think you need to help you grow and lead, more. I am sure you already lead, but what do you need? 😊

SHARING



RESOURCES

15 resources that can help you develop your [leadership skills](#) from [Indeed](#).

1. Leadership guides

Reading is an excellent way to learn about leadership. There's an entire genre dedicated to gaining leadership skills and confidence, so there are plenty of reading guides from which you can choose. Books are a great resource for anyone seeking self-help, advice or creative inspiration, all of which can contribute to strengthening your leadership skills.

2. Leadership courses

Leadership classes are great resources for anyone looking to try a new career path or simply widen their skill set. Leadership courses may cover concepts like motivation, self-confidence, leadership methods or techniques and [communication skills](#). Taking a leadership course is also an excellent way to network with aspiring leaders who may want to collaborate with you on future projects.

3. A stable support system

Having a solid support system can help a leader develop their confidence. Your support system can include professors, neighbors, teachers, local business owners, friends or anyone who motivates you to succeed. You might seek their help when you need assistance or an outside opinion. The guidance of a mentor, advisor or coach can also support you on your leadership journey.

Related: [How To Find a Mentor in 5 Steps](#)

4. Leadership conferences

Conferences are an excellent way to stay updated on leadership news and information. Through conferences, you can learn from expert lecturers about the latest methods and techniques for successfully leading groups of people. Many organizations hold leadership conferences in the U.S. throughout the entire year, so consider doing research to find some conferences in your area that appeal to you.

5. Constructive criticism

Feedback is one of the most helpful and effective leadership resources because it allows you to learn from your past experiences. Whether it's from a teacher, mentor, coworker or friend, well-intentioned criticism can help focus your leadership efforts in the right direction. Learning how to take criticism is an important leadership resource because it offers insight into how you can give helpful feedback to others.

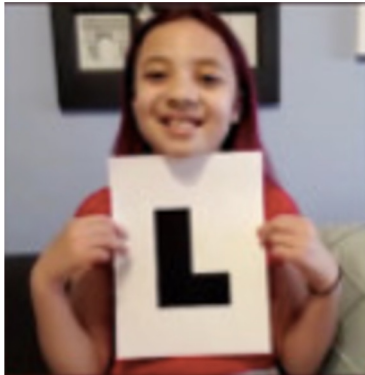
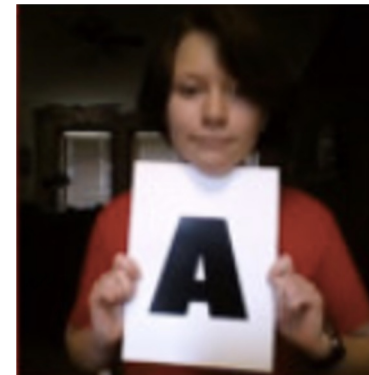
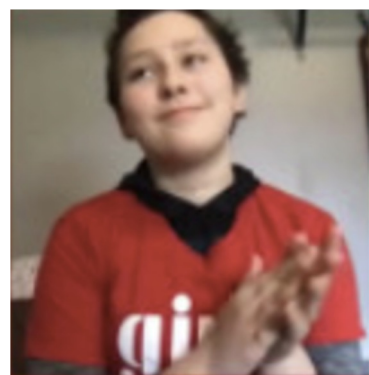
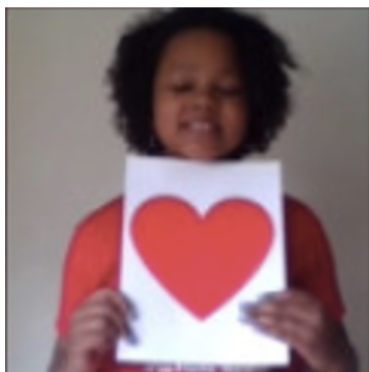
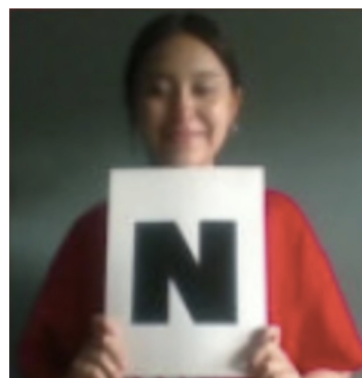
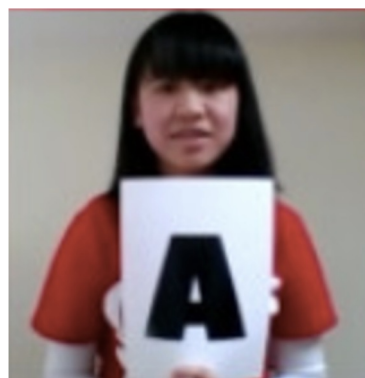
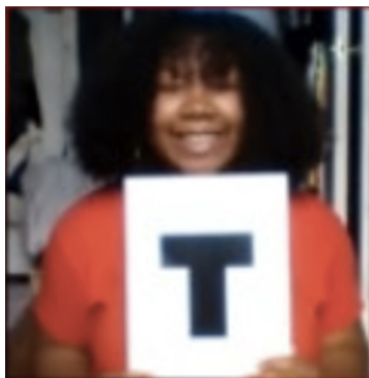
RESOURCES

Contd...

- 6. Online leadership courses**
- 7. Local leadership workshops**
- 8. Local leadership clubs**
- 9. Community service**
- 10. Podcasts and vlogs**
- 11. Critical thinking sessions**
- 12. Your instincts**
- 13. Diverse perspectives**
- 14. Online community**
- 15. Personal experience**



**NEXT?
HOW
CAN/I WE
HELP?**



***CONTACT
ME
ANYTIME!***