

## Jane Park

CEO and Founder, Tokki; Entrepreneur

**Entrepreneurial Your Life:** A two-time entrepreneur, Jane Park believes that, “You are the CEO of your life.” As one of a select handful of venture backed CEOs, Park shares the lessons of achieving outsized growth that are useful to all of us as individuals and leaders of teams. In this presentation, you will learn actionable entrepreneurial practices to fuel your next level of growth, including learning from rapid “A/B” testing, knowing when you are “minimally viable product,” banishing shame, and establishing your own Board of Advisors.

**Finding Your Voice:** As a four-year old immigrant child finding herself dropped off at kindergarten without knowing any English, Jane Park didn’t have a voice. “I was wearing another girl’s pants from the lost and found when my mom picked me up because I wet my own because I didn’t know how to ask to go to the bathroom,” she recalls. Since then, Park struggled against the stereotypes of the quiet Asian model minority while attending Ivy League schools, working at BCG, Starbucks then starting two companies. Through it all, she has learned that finding and speaking in your one, true voice in all areas of your life is the key to unleashing your personal power. In this presentation, Park shares actionable steps for leaning into your own true voice and activating your personal power at work and beyond.

**Moral Courage, “Reluctant Activism,” and Allyship (Presentation with [Lisa Sun](#)).** A generational shift is happening amongst the AAPI community. In this talk, entrepreneurs Jane Park and Lisa Sun address the challenges facing the AAPI community from systemic bias and the model minority myth to rising anti-AAPI sentiment during the Covid-19 pandemic. Together, they blend their experiences in corporate America and as startup founders to celebrate what it means to be AAPI today and what that means for the future.

Jane Park, the first Korean American woman to take a company public on the NYSE, provides unique insights into how individuals and organizations can embrace concrete allyship actions that move beyond the performative and turn supporters into true champions for change. Through Lisa Sun’s personal story, she explores what it means to be second-generation Taiwanese American, wedged between her immigrant parents’ quest for high-achieving assimilation and her younger brother’s millennial protests for change, ultimately embracing what she calls “reluctant activism” as a call to action for the AAPI community.

**Growing Resilience:** From her experience as a two-time entrepreneur, Jane Park has learned that “failure doesn’t turn into lessons all by itself, it’s takes hard work!” In this presentation, Park will share actionable steps to seek out failure, turn them into lessons, and grow your resilience so you can take on the bigger risks that lead to transformational growth. “If you haven’t failed recently, you’ve either stopped growing or you’re a murderous dictator,” observes Park, “and either way you should try something new.”

**Circles of Grief: Actionable Allyship in a Crazy World.** How do we support our BIPOC colleagues when they are struggling through wave after wave of racist violence? Jane Park argues that that the “Silk-Goldman Ring Theory,” offered first as a framework for conversations about cancer, is a powerful theory guiding actionable allyship. Drawing concentric rings with the person experiencing the trauma at the center, with communities closest to the person closer in the rings, the simple rule is: Comfort IN, Dump OUT. Park draws parallels between metastatic cancer and metastatic racism, providing real-world advice for how to build bridges of empathy.

**Changing behavior: Seeing good to bring out the good.** As a parent of two young children and first time venture-backed entrepreneur, Jane Park stumbled across Yale Child Psychologist Alan Kadzi’s Parent Management System and began using it at work to miraculous results. “When you see the good, you bring out the good,” Park says, “but even more importantly, it changed the way I saw the world. When you look for the good, you see more good.” In this presentation, Park will provide actionable advice to become a stronger leader by focusing on eradicating harmful behaviors by rewarding behaviors that are inconsistent with the negative ones. It’s a simple but transformative practice that will change the way you lead and love.

**Your Energy Is Your Most Valuable Currency:** “As a CEO, my most vital job is to fill up the energy reserves of my team, my customers and my Board,” says Jane Park, two-time entrepreneur and a successful venture-backed CEO. Learn how everything for Park changed when she started valuing her role as an energy giver and began prioritizing her work and home life to enable her to achieve this role to its full potential.