



# Japanese Women's Empowerment

## Speaking Tour with Jessica Kizorek

Sapporo, Osaka, Nagoya, Fukuoka, and Naha

Hosted by the US State Department

September 5-13, 2014

### Existing Plan

As part of Caroline Kennedy's support of Shizo Abe's "Womenomics" initiatives, Jessica Kizorek has been contracted by the U.S. Department of State to give a 5-city speaking tour in Japan to empower Japanese women to enter the workforce, climb corporate ranks, and start new businesses. During the first week of September 2014, Jessica will address working women, government officials, media outlets, and corporate executives who have a strategic vested interest in seeing Japanese female professionals thrive.

### Speech Description

Jessica will tell energizing stories about bold businesswomen from around the world who are "living the dream" and finding innovative ways to make good money in a new, socially-connected, digital economy. The events are motivational and draw from deep scientific, medical research about how to set and achieve career goals. After creating a shared positive mindset in the audience, she moves into strategic planning and tactical tips for leveraging technology without becoming a slave to it. While recognizing the social, emotional and economic problems facing professional Japanese women, Jessica focuses on the growing opportunity to create collaborative relationships with other businesswomen seeking to help each other advance. A memorable, interactive portion of the speeches will connect women to one another in the audience. By the time Jessica opens the floor for Q&A, the audience will be brimming with energy and eager to implement what they learned.

### Collaborative Opportunities

Above and beyond the existing plan, additional speaking and coaching engagements that might increase the amount of women reached are of interest. It might be appropriate to form public-private partnerships with companies operating in Japan who would like to contribute resources to maximizing the tour's large-scale potential. To deepen impact, it would be wise to create a culturally relevant digital follow-up interface for women to access after they participate in the live events.

**SIDE NOTE:** Two Parrot Productions is actively seeking a Japanese non-profit recipient for the Two Parrot video-production matching grant in which time and resources are donated to produce a fundraising mini-documentary for an inspiring INGO. Dialogues have been opened with foundations, philanthropists, and TV networks about the role they might play in producing emotionally compelling multi-media content for both the internet and international broadcast television.

**For the past 15 years** Jessica Kizorek has worked to develop a presence for herself, both domestically and abroad, as an entrepreneur and international activist specializing in women's financial empowerment. Working primarily with large non-profits through her company, Two Parrot Productions (co-founded 10 years ago with her father Bill Kizorek), she has created over 30 short films and video-centric fundraising campaigns. Having traveled to over 60 countries, she has covered many humanitarian causes as a journalist and documentarian. She has lectured at prestigious universities like Princeton, authored 8 books, and been a featured small business expert on media outlets including CNN and Fox.

[www.JessicaKizorek.com](http://www.JessicaKizorek.com) [www.TwoParrot.com](http://www.TwoParrot.com)

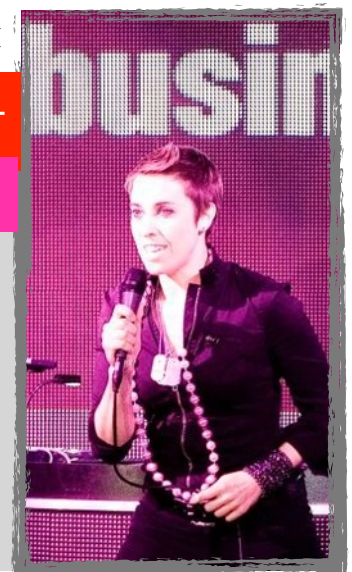
### MAIN LESSONS:

- Identify where you want to go.
- Strategically take steps in that direction.
- Know your value. Speak up. Brand yourself.
- Get others to brag about you.
- Find a mentor. Be a mentor.
- Help fellow colleagues succeed.
- Leverage social media professionally.
- Connect to the global virtual workplace.
- Build a career that nourishes you.
- Have fun doing what you love.

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Meet

Jessica Kizorek



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