

Program Proposal

Ark Management Consulting

Jaekook Lee

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PROGRAM PROPOSAL *01*

*Congratulations on your decision to take ownership of
Your Professional & English development journey!*

Ark Management Consulting is a Top-ranked provider for
Management Consulting and Advanced Business English
coaching for Fortune 100 Company Executives, Directors,
and Managers in South Korea/APAC/Global.

The materials I will share will help you to have a good idea
about our company's services before our **Free**
Consultation Call.



PROGRAM PROPOSAL *01*

고객님께서 전문성 향상 그리고 영어 실력 발전의 여정을 선택하신 것에 대해 진심으로 축하드립니다!

Ark Management Consulting은 한국/APAC/글로벌 Fortune 100대 기업에서 일하며 성장하고 계신 임원, 이사 및 매니저들을 위한 경영 컨설팅 및 고급 비즈니스 영어 코칭을 제공합니다.

고객님의 저희 회사에 대한 이해를 돕기 위해 이 프레젠테이션 자료를 준비하였습니다. Zoom을 통한 무료상담 통화 전에 읽어보시기를 권장드립니다.





THE PROBLEM 02

Caring too much about what other people think of your English skills.

Did this ever happen to you?

You are in a conference call with 10 other people, and it's your turn to speak English, but you know there are 4 people around you, Koreans and foreigners, whom you know are much better than you with English.

So you get worried: *"What if that person makes fun of my English? My pronunciation and grammar? I don't want to embarrass myself."*

How do you feel when you go through this?

It's like you know what you want to say in your brain (in Korean), but you just CAN'T get it out of your mouth (in English), right? Like it is stuck in your throat?

You are not alone to feel this. What you are feeling is fear... The fear of making mistakes in English in front of others.

As a native Korean, I can empathize with you what this feels like.

Simply put, a central focus of my Business English program is:

"Attack this fear of making mistakes in English."

THE PROBLEM 02

눈치보는 한국사람들의 습관

혹시 이런 일을 경험해 보셨습니까?

고객님은 10명과 함께 컨퍼런스 콜에 참여중입니다. 그리고 이제 당신이 영어로 말할 차례입니다. 하지만 주변에 고객님보다 영어를 훨씬 잘하는 한국인과 외국인이 있다는 것을 당신은 알고 있습니다. 그래서 당신은 걱정이 되기 시작합니다.

“내 부족한 영어 실력이 만천하에 드러나게 되는 순간이구나. 망신당하고 싶지 않은데”

이런 상황을 겪어 보셨나요? 어떤 느낌이 드셨나요?

마치 무슨 말을 하고 싶은지 머리(한국어)로는 알면서도 입으로는 (영어를) 내뱉지 못하는 상황 마치 영어 단어들 이 목에 걸린 것처럼?”

다행스러운 것은 이런 경험을 하는 사람은 당신 혼자가 아니라는 사실입니다. 당신이 느끼시는 것은 두려움은... 영어 그 자체에 대한 두려움이라기보다는 다른 사람들 앞에서 실수하는 것에 대한 두려움입니다.

한국 사람으로써, 저는 이 느낌에 크게 공감할 수 있습니다.

제 비즈니스 영어 프로그램의 근본적인 초점은 "영어로 실수할 것이라는 고객님의 두려움을 저와 같이 공격하는 것"입니다.

“Attack this fear of making mistakes in English.”

CEO'S MESSAGE ⁰³



1. Why is English such a critical skill we must develop during this global 4th industrial revolution?

- **Let me explain:**

Do you know who the Number 1 Youtuber is currently and how many subscribers he has? His Youtube account name is Mr. Beast and he has 124 Million Subscribers.

Now let's compare this number to the population of South Koreans.

Currently, South Korea has about 55 Million people.

That means, President Yoon's impact is limited to these 55 Million people and they are all Koreans.

But Mr. Beast's impact is TWICE the number of that of President Yoon's impact and Mr. Beast's impact is beyond Koreans, for it is global.

That is the Power of English Mastery in the world we are all living in.



1. 4차 산업혁명 시대에 왜 영어 능력 개발만큼 중요한 것이 없는지 아십니까?

설명해 드리겠습니다.

혹시, 현재 전 세계 구독자 1위 유튜버가 누구인지 아시나요?

그의 유튜브 계정 이름은 Mr. Beast이고 구독자는 1억 2400만 명입니다.

그럼 잠깐 이 숫자를 대한민국 인구와 비교해 볼까요?

현재 대한민국의 인구는 약 5,200만 명입니다.

이는 윤석열 대통령님의 영향력은 단지 5,200만 대한민국 국민에게 한정 되어 있다는 뜻입니다.

반면, 구독자 수를 감안한다면 유튜버 Mr. Beast의 영향력은 윤석열 대통령님 영향력의 2배이상이고, 한국 뿐 아닌 전 세계 사람들에게 영향을 끼친다고 볼 수 있습니다.

이 것이 우리가 현재 살고 있는 세계에서 영어의 힘입니다.

CEO'S MESSAGE

2. Let me explain the importance of Mastering English skills in a different way.

Let's say you are a Youtuber, but you are only fluent in Korean.

How many truly maximum limits of subscribers can you have?

The answer is around 55 Million people (The population of Koreans).

But again, let's say you are a Youtuber, but you are fluent in both Korean and English.

How many truly maximum limits of subscribers can you have?

The answer is the population of the world, which is 7 billion.

80,000,000,000 vs 55,000,000 (154 times more)

I want you to remember this number for the rest of your life. This shows the power of English in today's world and how much more impact you can have in the world if you master the English language.

So...

Own your English journey and invest for Your Future, for Your Story to the world.

Dream of how much more of your life, career, job, money, and experience you can add to your life through having English as your weakness turned into your strength!

CEO'S MESSAGE

2. 현대사회에서 영어 스킬을 마스터하는 것의 중요성을 다른 방법으로 설명해 드리겠습니다.

당신이 유튜버인데 한국어만 유창하다고 가정해 봅시다.

그러면 당신의 유튜브 구독자가 될 가능성 있는 사람의 수는 최대 몇 명일까요?

정답은 약 5,200만 명(대한민국 인구)입니다.

이제는 당신이 유튜버인데 한국어와 영어 둘 다 능통하다고 가정해 봅시다.

그러면 이번에는 고객님의 유튜브 구독자가 될 가능성이 있는 사람의 수는 몇 명일까요?

영어가 세계 공통어기 때문에 정답은 세계 인구 80억입니다.

즉, **8,000,000,000 vs 52,000,000 (154배)**

저는 고객님의 이 차이를 평생 기억하셨으면 합니다.

즉, 고객님의 오늘날 세계에서 영어를 마스터했을 때의 힘과 영향력은 그렇지 않았을 때와 비교할 수 없습니다.

고객님이 주인의식을 가지고 스스로의 발전을 위해 투자할 때, 저는 고객님의 전세계를 무대로 활동할 수 있도록 지지하고 격려하고 도울 것입니다.

반드시 구체적으로 꿈꾸어 보세요.

영어가 당신의 약점이었지만 당신의 강점이 되면 얼마나 더 새로운 당신의 삶, 직업, 돈, 및 경험을 소유하고 창조해 낼 수 있을지 자세히 꿈꾸어보시고 계획하십시오!

BACKGROUND *04*



1

The Key to our program originates from my fused experience as a Management Consultant and Business English Coach throughout my career and life, engaging professionals of 41 Industries & 53 Companies & 73 Clients.



2

As a digital nomad, I worked (e.g. for United Nations with 38 countries) while living in 8 countries (including USA and Korea) while traveling to 108 countries.



3

This allowed me to create a vast global professional and personal network that allowed me to learn in real time how each country has been changing since COVID while each nation goes through 4th Industrial Revolution and the upcoming projected global recession.

BACKGROUND 04



1

저는
경영컨설턴트이자
비즈니스 영어
코치로써 41개의
산업영역, 53개의
회사, 그리고 73개의
고객사와 함께
하였으며, 이러한
경험과 노하우를
결집시켜 저희만의
차별화된 비즈니스
영어 프로그램을
탄생시켰습니다.



2

디지털
유목민으로써
UN에서 38개국과
합동작전을
수행하였고,
108개의 국가에서
이민, 여행, 장기
체류 경험을 통해
다양한 사람, 문화,
정치, 경제를
경험하였습니다.



3

저는 이런 방대한
글로벌 네트워크를
통해 각 국가가
어떻게 4차
산업혁명과
다가오는 글로벌
경기 침체를
대비하는지, 또한
Post COVID 시대에
각 나라들이 어떻게
변화할 것인지
실시간으로 정보를
얻고 있습니다.

WHO? 05

*Our Core value is to be an exclusive confidante to our clients so they can each become highest performing individuals in their career and in English. We have a **client renewal rate of 90%** and 75% of our clients have been with us for 6 years.*

Below is some information about the clients we have been serving:

<고객의업종 / Industries & Background>

-United Nations / UNHCR / AI & Machine Learning / Management Consulting / Law / Global Export / National Intelligence Service / Military / Computer Software / Data Science / Cloud Technology / IT Solutions / Consumer Electronics / Semiconductor / 3D Printing / Medical Science & Technology / BioVenture / Pharmaceuticals / ASEAN Finance / Asset Management / Accounting / Banking / National Pension / Aluminum & Glass Manufacturing / Metal Platform & Parts Supplier / Specialized Material Manufacturing / Architecture / Interior Design / Construction / Coworking Space / Digital Marketing / E-Commerce / Telecommunications / SNS / Fashion & Cosmetics / Tourism / Social Work / Life Insurance / Ministry.

<고객회사들 / Clients' Companies>

United Nations / UNHCR / Apple / Johnson & Johnson / Maersk Logistics / Deloitte / IBM / Corning Glass / Ernst and Young / Louis Vuitton / AIG / Echo Marketing / Thyssen Krupp / Youngone Outdoor - North Face / Wework / Merck / Samsung Electronics / LG Electronics / Naver / Coupang / Hanwha / Prudential Finance / NICE P & I / The Korean Ministry of Gender Equality and Family / Panalpina / Markforged 3D Printing / LINE / Analogue Devices / Bracco Imaging / Honeywell / eBay / Becton Dickinson / Chantecaille / Metanet / SK Telecom / Kainos Medicine / Nedec / Cyberlogitec / The National Intelligence Service / Republic of Korea Army (Ministry of Defense and Combined Forces Command) / Medical Hospital / Andar / Nopion / Church / National Pension Services / Standard Chartered Bank / NH Bank / Sebang Group / JH Associates / Melanis / Inter I.D. / DM Bio / BioOrchestra.



우리의 핵심 가치는 고객이 자신의 경력과 영어에서 최고의 성과를 내는 개인이 될 수 있도록 고객에게 독점적인 동반자가 되는 것입니다.

우리의 고객 재구매율은 90%이고 75%는 저희와 지난 6년을 함께하셨습니다.

다음은 저희 *Ark Management Consulting*에서 경영 컨설팅과 영어 코칭해드린 사장, 이사, 부장, 과장직 등 주요 직책을 맡고 계시는 고객들의 업종과 회사 정보입니다.

<고객의 업종 / Industries & Background>

United Nations / UNHCR / AI & Machine Learning / 매니지먼트 컨설팅 / 법 / 세계 무역 / NIS 국가정보원 / 군사 (국방부, 한미연합사령부) / 삼성, LG 전자 / Computer Software / Data Science / Cloud Technology / IT Solutions / Consumer Electronics / 반도체 / LCD 디스플레이 / 3D 프린팅 / 생명공학기술 / 바이오벤처 / 신약 개발 / 금융 & 자금 관리 / ASEAN 금융 / 자산 관리 / 회계 / 은행 / 국민연금공단 / NICE 신용평가 / 에너지 기술 / 철강 제조 / 유리 제조 / 메탈 플랫폼 & 금속 부품 / 신소재 제조 / Architecture / Interior Design / 건설 / Coworking Space / 디지털 마케팅 / 전자상거래 / SK Telecom / SNS / 패션 / 화장품 / 여행 / 사회 복지 / 보험 / 목사

<고객 회사들 / Clients' Companies>

United Nations / UNHCR / Apple / Johnson & Johnson / Maersk Logistics / Deloitte / IBM / Corning Glass / Ernst and Young / Louis Vuitton / AIG / Echo Marketing / Thyssen Krupp / Youngone Outdoor - North Face / Wework / Merck / Samsung Electronics / LG Electronics / Naver / Coupang / Hanwha / Prudential Finance / NICE P & I / The Korean Ministry of Gender Equality and Family / Panalpina / Markforged 3D Printing / LINE / Analogue Devices / Bracco Imaging / Honeywell / eBay / Becton Dickinson / Chantecaille / Metanet / SK Telecom / Kainos Medicine / Nedec / Cyberlogitec / The National Intelligence Service / Republic of Korea Army (Ministry of Defense and Combined Forces Command) / Medical Hospital / Andar / Nopion / Church / National Pension Services / Standard Chartered Bank / NH Bank / Sebang Group / JH Associates / Melanis / Inter I.D. / DM Bio / BioOrchestra.



In the next page are 3 out of more than 40 client testimonials we received from our clients.

We will send you the remaining testimonials in the attached file.

다음은 고객으로부터 받은 40개의 후기 중 3개입니다.

나머지 후기는 첨부파일로 보내 드리겠습니다.



Jae Ryon Kim

CEO & Founder

Onesaesang

(Korea's Top Lawyer in legal issues of Sexual Violence & Assault).

[Video Testimonial \(Click\)](#)

As my Management Consultant, Jaekook is..

(1 Dissatisfied / 2 Lacking skill / 3 Satisfactory / 4 Highly skilled / 5 Expert)

- **Demonstrable Depth of Experience. A good consultant's depth of experience should be evident from the first conversation they have with a prospective client: 5**
- **Client-first Mindset: 5**
- **Analytical and creative Problem Solver: 5**
- **Reliable in Word and action: 5**
- **Professional: 5**
- **Excellent Listener: 5**
- **Lifelong Learner: 5**
- **Natural Influencer: 5**
- **Intuitive Communicator: 5**
- **Detail-oriented: 5**
- **Emotional Intelligence: 5**



Jae Ryon Kim

CEO & Founder

Onesaesang

(Korea's Top Lawyer in legal
issues of Sexual Violence &
Assault).

[Video Testimonial \(Click\)](#)

“As my Business English Coach, Jaekook is..

이재국 선생님을 강력 추천합니다.

저는 이재국 선생님께서로부터 1년 이상 영어수업을 들은 학생입니다. 업무가 바빠서 숙제를 제대로 하지 못하는 날이 훨씬 많았음에도 불구하고 이재국 선생님의 코칭으로 인해 영어 실력이 향상되었습니다.

이재국 선생님 수업의 장점 중 하나는 매우 성실하다는 것입니다. 수업시간이 선생님의 사정으로 변경된 적은 한 번도 없고, 그는 수업시간에 늦은 적도 한 번도 없습니다.

이재국 선생님은 첨단 기술, 과학, 심리, 인권 등 다양한 분야에 대한 공부를 꾸준히 하여 수업시간 어떤 주제에 대해 이야기를 하더라도 깊이 있는 내용의 영어수업을 해주셨습니다.

그의 수업을 듣는 것은 단순히 영어를 배우는 것이 아니라 새로운 문화, 기술, 전세계적인 트렌드에 대해 배우는 기회이기도 합니다.

자신있게 이재국 선생님을 추천합니다.

이재국 선생님의 과제를 성실히 따르면 기대했던 것 이상의 실력향상을 이룩하실 수 있을 것입니다.

감사합니다.

Thank you for your passionate teaching for me, Jaekook.
I will not forget your kindness to me.”



Minyoung Chung

CEO

Bracco Imaging

(Italian Multinational Leader in
Healthcare X Ray Technology).

[Video Testimonial \(Click\)](#)

As my Management Consultant, Jaekook is..

(1 Dissatisfied / 2 Lacking skill / 3 Satisfactory / 4 Highly skilled / 5 Expert)

- **Demonstrable Depth of Experience. A good consultant's depth of experience should be evident from the first conversation they have with a prospective client: 5**
- **Client-first Mindset: 5**
- **Analytical and creative Problem Solver: 5**
- **Reliable in Word and action: 5**
- **Professional: 5**
- **Excellent Listener: 5**
- **Lifelong Learner: 4**
- **Natural Influencer: 4**
- **Intuitive Communicator: 4**
- **Detail-oriented: 3**
- **Emotional Intelligence: 4**



Minyoung Chung

CEO

Bracco Imaging

(Italian Multinational Leader in
Healthcare X Ray Technology).

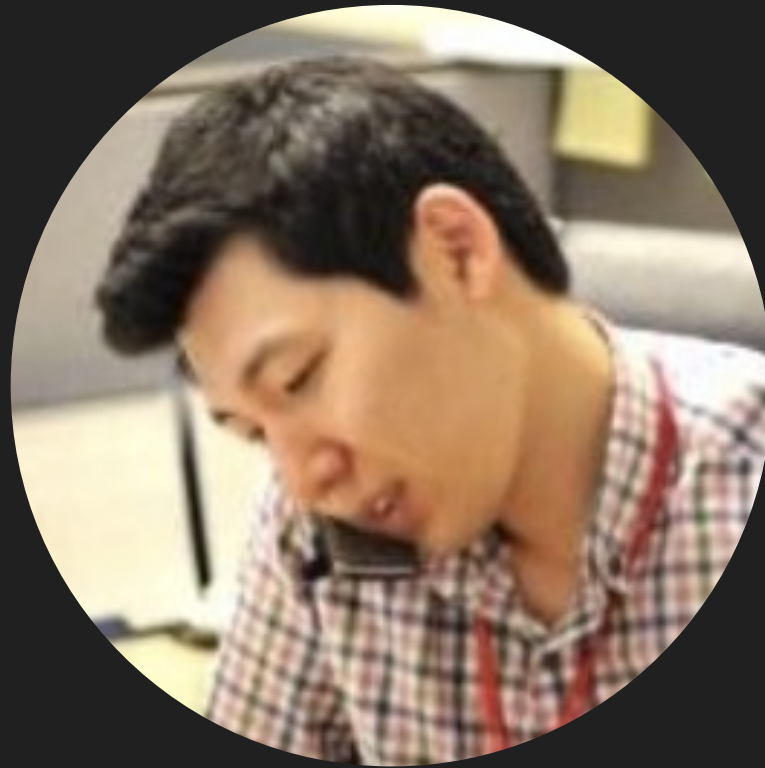
[Video Testimonial \(Click\)](#)

As my Business English Coach, Jaekook is..

“차원이 다른 영어학습법에 감사드립니다. 직업, 부서, 가장 필요한 영역, 흥미있는 주제, 시사토픽 등 다양한 주제를 다양한 학습tool로 습득할 수있는 방법을 제시하고 있습니다. 꼭 방문하여 기회를 갖기 바랍니다.

How to encourage and stimulate learners to be able to study by themselves is a critical factor to learn a language efficiently. During the improvement of English skill, if you can get additional useful knowledge and information related to your work or interest, it might be an ideal learning program. I am sure Ark Management Consulting has excellent methods and tools with highly qualified coach Jaekook because I am firmly satisfied by their program for the last year.

In terms of the management for learners, Ark Management Consulting has flexibility depending on individual requirement and urgency. To do so, they are fully engaged to better understand strong and weak points of learners, which is the principal of customized learning program provided by the company. I wish you to master English here, Ark Management Consulting.”



Roy Lee

Senior Manager in Business

Intelligence

SK Telecom

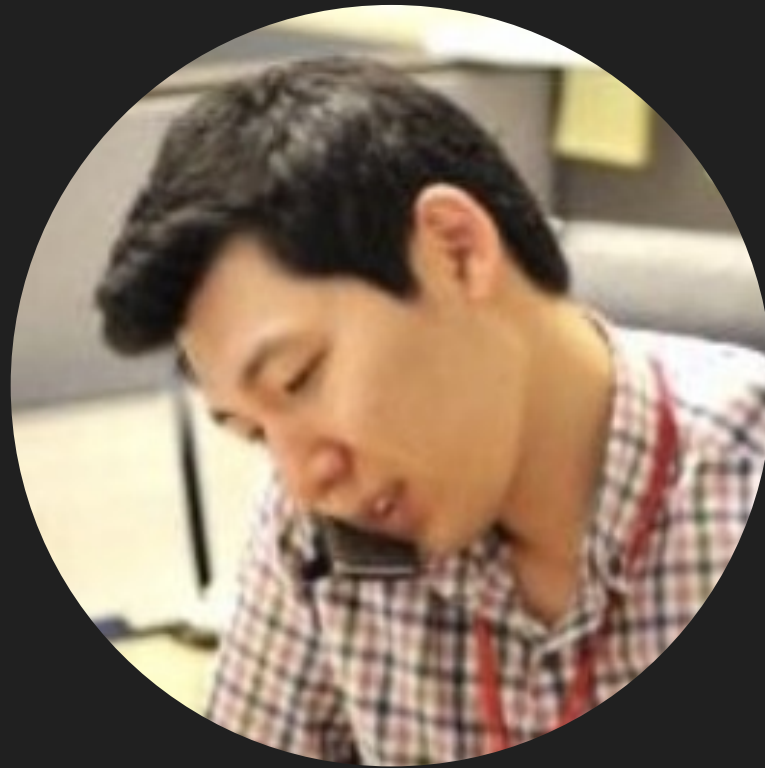
(Korean Conglomerate and
Korea's Largest Wireless
Carrier).

[Video Testimonial \(Click\)](#)

As my Management Consultant, Jaekook is..

(1 Dissatisfied / 2 Lacking skill / 3 Satisfactory / 4 Highly skilled / 5 Expert)

- **Demonstrable Depth of Experience. A good consultant's depth of experience should be evident from the first conversation they have with a prospective client:** 4/5 - You have a wide range of knowledge from you diverse clients. You have been hired as a English coach and you own your business now. It would be helpful if you have more opportunities to work at bigger global companies.
- **Client-first Mindset:** 4 or 5 - I know your client-first mindset is really unique and have a huge impact on building better private relationship with your clients. But sometimes, especially when with the Korean clients, I think there are rooms to improve yourself. Due to the cultural differences, some korean clients might misunderstand you. For example, sometimes you have a lecture in your car moving, or hotel with poor connection quality. For me, it's really ok since we already set sincere relationships. But some koreans might misinterpret and misunderstand you.
- **Analytical and creative Problem Solver:** 5 - As a critical thinker, you are really excellent. Your logic is always reasonable and you can deliver it to people very clearly.
- **Reliable in Word and action:** 5 - You are very reliable. You always try to show your sincerity and can build trust.
- **Professional:** 4 - You are good as a professional. You are always trying to provide better results for your clients. You have free spirit and it inspire people. But for the same reasons in the response in questions 2, I believe you have a room to improve in some senses.
- **Excellent Listener:** 5 - You are really excellent listener. No Better.
- **Lifelong Learner:** 4 - You always study by yourself watching youtube channel in finance and other topics. If I have to comment, you can expand your interests to different topic as well. (Technical things might be good choice?)
- **Natural Influencer:** 5 - I believe that You are born-motivator. Your way to live is motivation itself.
- **Intuitive Communicator:** 4 - You are good listener and good motivator.
- **Detail-oriented:** 4 - It depends on what degrees on details the clients want. I think you are enough.
- **Emotional Intelligence:** 5 - I think you have very hight emotional intelligence. When we meet, you always pray. Regardless of the religion, it touch my heart.



Roy Lee

**Senior Manager in Business
Intelligence**

SK Telecom

(Korean Conglomerate and
Korea's Largest Wireless
Carrier).

[Video Testimonial \(Click\)](#)

As my Business English Coach, Jaekook is..

“During the last few years, I've experienced various English skill-up programs. Some of them were somewhat helpful, but most programs were of little use. This is because the tutors of these programs would predominantly focus on pre-defined schedules and contents; there was hardly any room for spontaneity. All the former tutors seemed to be only interested in following a curriculum from an English learning textbook. This made it very difficult for the tutor and I to perfectly engage in each others' conversations and be completely present at the moment together.

On the other hand, my coach, Jaekook, at Ark Management Consulting has constantly motivated me to talk about my true stories, my values, and my life. He digs deep with me within me. He encourages deeper understanding of myself and empowers me to constantly confess it in English with close attention to word choices, flow, and storytelling.

I am sure that this program will not only improve my English skills but also enhance my communication skills in diverse aspects. It is no doubt that this program is the best English skill-up program I've ever experienced.”

SOLUTIONS ⁰⁶

Please remember that our program is a **Fusion between Management Consulting and Business English Coaching**. But if you prefer Business English Coaching as the only focus of your program, that is completely fine.

Whichever program you choose, we will empower your career to help you become high performing change leaders in your work.

Every part of Your program will be designed and **Customized Completely** based on **You and Your Company's KPIs**, goals/targets, needs, and projected reality in the **next 12 months**.

The KPI (Key Performance Index) of Your program will depend on whether you are:

Manager or any other Professional Positions

or

CEO/Executive/Director



SOLUTIONS 06

우리 프로그램은 경영 컨설팅과 비즈니스 영어 코칭의 융합된 서비스입니다. 하지만 고객님의 원하시면 둘 중 하나를 선택하는 것도 가능합니다.

고객님이 어떤 프로그램을 선택하시든 귀하의 경력에 직접적인 가치를 부여하여 높은 성과를 내는 리더가 될 수 있도록 도와드리겠습니다.

고객님께 제공될 프로그램은 고객님과 회사의 KPI, 목표/타겟, 니즈 및 향후 12개월 동안의 계획을 바탕으로 완전하게 맞춤형으로 설계됩니다.

귀하의 프로그램 KPI는 고객님 직책에 따라 달라집니다.

매니저 또는 기타 전문 직위

or

대표이사/임원/이사



The KPI of our program

- For **Managers or other Professional** Positions:

1. **Fast Track Career Development** (promotion/negotiation) discussion and set realistic KPIs as an accountability partner to achieve it.
2. Giving **High Quality English presentations** and prepare for **Q & A through consistent Role Plays.**
3. Coach in depth **Business Emailing skills** dependent upon the recipient of your emails, sensitivity of content, paying attention to specific nuisances you want included.
4. Improve your **High Level Business English Discussion Abilities** with topics such as Management / Technology / Industry 4.0 / Sales & Marketing / Entrepreneurship / Strategy / etc.
5. **Various Interview Skills** (with sensitive B2B/B2C clients, Investment Relations, Job Interviews, etc).
6. Advance **Casual and Personal Conversation Skills** (with foreigners) while learning **how to respect foreign cultures.**
7. Others (Client's Choice) - **CV/Resume updates, job transfer, preparation for working abroad, applying for foreign masters and doctoral educations.**

- For **CEOs/Executives/Directors:**

8. Advise Executives/directors' massive deal **Negotiations and Sales** in B2B/B2C especially with overseas firms.
9. **Developing and maintaining Overseas Client Relationships (including Investment Relations)** while understanding the foreign clients' localized cultures.
10. Design **HR and Organizational Strategies** to optimize department/team chemistry and teamwork.
11. **Expand Client's Korean business to ASEAN or Global Level** for optimal foreign business growth.
12. Drastically improve Executives/Directors' **Public English Speaking Skills in front of 500 ~ 1000 people** in forums (e.g. Ted Talk) and conference calls.
13. Consult on how to **Act Decisively during Industrial 4.0 (4차산업혁명)** and projected upcoming global recession as an Opportunity launch pad, not a barrier, for business maintenance and success.
14. Translate all Korean content of **Company Website to English** precisely and concisely seizing the readers' attention.
15. **+ all 1) ~ 7) KPIs previously mentioned also available in the program.**

The KPI of our program

• 매니저 또는 기타 전문직에 대한 프로그램 KPI는 다음과 같습니다.

- 1) 신속한 경력 개발(승진/협상) 논의 및 이를 달성하기 위한 책임있는 파트너로서 현실적인 KPI를 설정합니다.
- 2) 수준 높은 영어 발표 및 꾸준한 롤 플레이 통한 Q&A 준비
- 3) 이메일 수신자, 콘텐츠 민감도, 뉘앙스에 따른 비즈니스 이메일 작성 기술을 심층적으로 지도합니다.
- 4) 경영 / 기술 / 4차 산업혁명 / 영업 및 마케팅 / 기업가 정신 / 전략 등의 주제로 높은 수준의 비즈니스 영어 토론 능력을 함양시킵니다.
- 5) 다양한 면접 기술(민감한 B2B/B2C 고객, 투자 관계, 면접 등).
- 6) 외국 문화를 존중하는 방법을 배우면서 외국인들과의 캐주얼/프로페셔널 대화 기술 향상
- 7) 기타(고객의 선택) - 이력서/링크드인 최신화, 이직, 해외취업준비, 해외석사 및 박사과정 지원 등

• CEO/임원/이사 프로그램의 KPI는 다음과 같습니다.

- 8) 해외 기업들과의 B2B/B2C 분야에서 임원/이사 대규모 거래 협상 및 판매 자문
- 9) 해외 고객들의 현지 문화를 이해하면서 해외 고객 관계(투자 관계 포함) 개발 및 유지
- 10) 부서/팀들간의 협력과 팀워크 최적화를 위해 HR 및 조직 전략 설계
- 11) 최적의 해외 비즈니스 성장을 위해 고객의 한국 비즈니스를 ASEAN 또는 Global 수준으로 확장할 수 있도록 자문
- 12) 500~1000명의 대중 앞에서 포럼(예: Ted Talk) 발표 및 콘퍼런스 콜에서 임원/이사의 영어 스피킹 능력을 급격히 향상
- 13) COVID 및 4차 산업혁명과 다가오는 글로벌 경기 침체를 비즈니스 유지와 성공을 위한 장벽이 아닌 기회의 발판으로 대처하는 방법에 대한 자문
- 14) 회사 홈페이지의 모든 한국어 콘텐츠를 독자의 주의를 끌 수 있도록 정확하고 간결하게 영어로 번역
- 15) + 1) ~ 7) 위에서 언급한 모든 KPI도 프로그램에 포함 가능

HOW? 07

It all starts with you setting your specific **12 month dream professional and/or English skills.**

I will share some samples from my client:

08.31.2023

<9.5.2024.>

- **Overall:**

- Focus on positive-energy-giving instead of burden-feel English habits.

- **Listening:**

- Be able to understand Movies/TV shows/Youtube without Korean subtitles.
- Be able to understand some famous Pop songs.

- **Speaking:**

- Be able to spontaneously speak in English (as fluent as possible) during meetings.
- More compact and precise expressions without pauses and error.

- **Reading:**

- Increase my reading English speed while keeping the comprehension level high.
- > Read a book in 2 ~ 3 months.

- **Writing:**

- Writing in compact and precise way.
- Increased vocabulary knowledge and utility.
- > English diary.

- **Speaking:**

- When doing public speaking or presentation in English in front of 50 ~ 100 people, not only you are able to speak exactly what you want to say in English, but you are also able to inspire your audience in English.
- Right now, 20% of Korean thoughts into English. 1 year from now, 60% of your Korean thoughts into English.

- **Reading & Writing:**

- 1 year from now, when reading English emails & documents, you can understand it twice as fast while writing in English 1.5 times faster.

HOW? 07

고객님의 맞춤형 프로그램은 고객님께서 정확히 12개월 후에 달성하길 꿈꾸는 전문 스킬과 영어 능력을 저희와 함께 설정하는 것으로 시작됩니다. 고객들의 샘플을 공유하겠습니다

8.31.2024.

- **Overall**

- 영어를 할 때 부담이나 스트레스를 느끼는 것이 아니라 긍정적으로 즐길 수 있는 습관 형성

- **Listening**

- 한국어 자막 없이 영화/TV 프로그램/유튜브를 이해할 수 있습니다.
- 유명한 미국 팝송을 이해할 수 있습니다.

- **Speaking**

- 회의 중에 자발적으로 유창한 영어 구사 능력
- 영어할 때 불필요한 공백 순간과 에러 없이 간결하고 정확한 영어 표현

- **Reading**

- 높은 수준의 이해력을 유지하면서 영어 독해 속도 향상
- -> 2~3개월에 책 한 권 읽기

- **Writing**

- 간결하고 정확하게 글쓰는 실력
- 어휘 지식 및 활용도 향상
- -> 영어일기 작성

09.05.2023

- **Speaking**

- 1) 50~100명 앞에서 영어로 발표 할 때, 하고 싶은 말을 영어로 정확하게 할 수 있을 뿐만 아니라 청중에게 영감을 줄 수 있는 영어 실력 달성
- 2) 현재는 한국 생각의 20%를 영어로 회화 가능하지만, 1년 후에는 한국 생각의 60%를 영어로 회화 가능

- **Reading & Writing**

- 1년 후, 영어 이메일과 문서를 읽을 때 2배 더 빠르게 이해하고 영어로 현재보다 1.5배 더 빠르게 작문 가능

WHY? *08*

Ask yourself..

After you work very hard to improve your Professional and English skills with me... and you actually achieve your exact dream skills...

what new opportunities and success can you create in your job/career/life?

- **Promotion with 30% higher pay;**
- **25% More Leadership roles & opportunities;**
- **Job Transfer or immigrate and work in other countries (USA / Canada / Europe / Dubai).**

Ark Management Consulting never forgets your End-game goals.

Every session, assignments, reflections, and discussions will be focused on creating your dream into reality.

It is not an **if** question. It is a **when** question.

The clients that come to us truly prepared to do what it takes to make the most progress end up making everything they want happen.

It is about how determined **you are to get what you tell me you want in your career and life.**

WHY? 08

스스로 물어보세요.

당신의 **Why**는 무엇입니까? 왜 지금 프로페셔널/영어 실력을 발전하셔야 합니까? 왜 꼭 필요하십니까?

그리고 무엇보다, 본인의 12개월 후 꿈을 모두 정확히 달성하시면, 본인의 직업/경력/인생에서 어떤 새로운 기회와 성공이 고객님한테 생길까요?

-1) 30% 더 높은 급여와 승진

-2) 25% 더 많은 리더십 역할 및 기회

-3) 다른 국가(미국/캐나다/유럽/두바이)로의 이직 또는 이민

Ark Management Consulting은 귀하의 최종 목표를 결코 잊지 않습니다.

모든 세션, 과제, 및 토론은 귀하의 꿈들을 현실로 꾸준히 전환하는데 중점을 둡니다.

하지만 **if (만약에 하면 어떻게 될까?)** 라는 마음가짐으로 저희 프로그램은 절대로 하실 수 없습니다.

대신 **When (언제 내 미래를 위해 바로 투자할까?)**의 마음으로 주인의식과 단호한 결심이 있어야지만 저희 프로그램으로부터 **최대한 성과를 얻을 수 있습니다.**

저희를 찾아오시는 고객들 중 본인들이 말씀하신 달성해야만 하는 꿈들을 위해 달리실 투지와 집중 그리고 배우실 마음가짐이 있으신 분들만이 지난 5년동안

우리 프로그램을 통해 원하시는 성공을 이뤄 내셨습니다.

이 것은 귀하가 원하는 것을 얻기 위해 얼마나 결심했는지에 따라 결정되는 것입니다.

WHAT? ⁰⁹

Methodology

• Monthly KPIs

Based on the 12 month dream Professional / English KPIs shown before, we set your **Monthly KPIs**. Below are some examples.

~ August 6th

0) Study English 60 minutes per day;

1) **Professional Improvisational English** / Monthly **teleconference** call / Presentation / report / email (**Professional Emails written by Famous Figures**);

2) Improve listening skills 10% - **Youtube** / Netflix / Audible - **The Art of War**;

3) Improved **Vocabulary** / **English idioms** - 10 words a day;

4) 1 **HBR** per week.

~ June 26th

0) Study English 3 hours a week;

1) 2 **email draftings** per week / 1 **CEO email** per week;

2) 5 **Vocabulary** per session;

3) 1 Netflix per weekend / 1 **Youtube** per session;

4) **Casual conversation**.

Then, based on **Your Monthly KPIs**, the materials used for your learning are set.

Such examples are..

1) Business English Email drafting Skills;

2) Harvard Business Review Articles;

3) CEO Emails - Elon Musk, Steve Jobs, President Barack Obama, etc.;

4) Vocabulary & Ultimate Business Phrases;

5) Job Apply;

6) Storytelling Practice;

7) Movies;

8) Customized Youtube Playlist;

9) Transcript;

10) Monthly Progress Report.

WHAT? ⁰⁹

- 월간 KPI

앞서 언급한 **12개월** 후의 프로페셔널/영어 **KPI**를 바탕으로 월간 **KPI**를 설정해 드립니다. 다음은 몇 가지 예시입니다.

~ August 6th

0) 하루 **60분** 영어공부

1) 프로페셔널 즉흥적인 영어 / 월간 화상회의 / 발표 / 레포트 / 이메일 (유명인물 전문 이메일 예시 공부)

2) **Listening skills 10%** 향상 - **Youtube / Netflix / Audible** - 손자병법

3) 향상된 어휘 / 영어 관용구 공부 - 하루 **10**단어

4) 주당 하버드 비즈니스 리뷰 기사 **1**개 공부

~ June 26th

0) 일주일에 **3**시간 영어 공부

1) 주 **2**회 이메일 초안 작성 / 주 **1**회 **CEO** 이메일

2) 세션당 **5**개의 어휘 공부

3) 주말당 넷플릭스 영화 **1**개 / 세션당 유튜브 **1**개

4) 캐주얼 대화 연습

WHAT? ⁰⁹

그 다음 월간 **KPI**를 기반으로 학습에 사용할 자료들이 바로 설정됩니다.

이에 대한 예시로는..

- 1) 비즈니스 영어 이메일 작성 스킬
- 2) 하버드 비즈니스 리뷰 기사들
- 3) **CEO** 이메일 - **Elon Musk, Steve Jobs, Barack Obama** 등
- 4) 어휘 및 원어민 레벨 비즈니스 문구
- 5) 입사 지원
- 6) 스토리텔링 연습
- 7) 영화
- 8) 고객의 열정, 관심, 선택에 따른 주제들에 맞춤형된 **Youtube List**
- 9) 기록
- 10) 월간 진행 보고서4) 캐주얼 대화 연습

Detailed Learning Materials:

1) Business English Email drafting Skills

(진한 색깔이 제가 고객님의 콘텐츠를 원어민 수준으로 업그레이드 해드린 것입니다.)

8월 29일 네이버에서 ARB 선출시 기념 라이브 커머스 와 브랜드 데이를 진행했습니다.

On August 29th in NAVER, we proceeded with Live commerce with Brand day for the ARB pre launch celebration.

아래 행사 결과 공유 드리며, 도움을 주신 모든 분들께 감사의 인사를 전합니다.
We shared the event result as below, and thanks to everyone for support team.
We are sharing the event results as below, and express our gratitude for everyone for your warm support.

ARB 네이버 신상위크 & 라이브방송 결과.
The result of ARB Naver new launch week & Live stream.
The results of ARB Naver new launch week & Live stream.

매출 성과.
The sales results.

8월 29일 (월) 하루 매출 기준 (sell-thru 기준, 소비자 최종 결제가).
August 29th based on the only one day sales (based on sell-thru and customers' final payment).
Based on single day sales on August 29th (through sell-thru and customers' final payments).

하루 총 매출 000원.
The sales results is a total of 0000 KRW for the only one day.
The sales results is a total of 0000 KRW for this single day.

라이브 상품 매출 0000원 (하루 매출의 88% 차지).
The product for LIVE is a total of 0000 KRW which is 88% portion of this single day.
The sales resulting from Live products is a total of 0000 KRW which is 88% of this single day's sales.

XXXXX 1+1 준비된 수량의 100% 판매되며 매출의 큰 포션을 차지 했다.
XXXXX 1+1 sold 100% of prepared quantities, it was a big portion of total sale.
XXXXX 1+1 sold 100% of its prepared quantities, making up a significant portion of the total sales.

신제품 또한 하루 000개 판매되며 성공적인 런칭을 함.
Also, ARB sold 000 units for one day. It showed successfully launching.
Also, ARB sold 000 units in just one day, making it a very successful launch.

ARB 판매 분석.
The sales analyst for ARB.
The sales analysis for ARB.

메인 웨이드로 선정했던 3.45 / 3.5 / 4 컬러가 메인으로 판매되며 전체 판매의 76% 차지.
Main shade are 3.45 / 3.5 / 4 which is 76% of the total sales.
Main shades chosen are 3.45 / 3.5 / 4 which together makes up 76% of the total sales.

2) Harvard Business Review Articles / 하버드 비즈니스 리뷰 기사들 공부:

Harvard Business Review

How Netflix Expanded to 190 Countries in 8 Years

GLOBAL STRATEGY

How Netflix Expanded to 190 Countries in 8 Years

by Louis Brennan

OCTOBER 12, 2018



FERNANDO TRABANCO FOTOGRAFÍA/GETTY IMAGES

Netflix's global growth is a big factor in the company's success. It operates in over 190 countries, and close to 73 million of its some 130 million subscribers are outside the U.S. In the second quarter of 2018, its international streaming revenues exceeded domestic streaming revenues for the first time. This is a remarkable achievement for a company that was only in the U.S. before 2010, and in only 50 countries by 2015.

Other U.S. internet companies have scaled internationally, of course (Facebook and Google are two obvious examples). But Netflix's globalization strategy, and many of the challenges it's had to overcome, are unique. Netflix must secure content deals region by region, and sometimes country by country. It also must face a diverse set of national regulatory restrictions, such as those that limit what content can be made available in local markets. International subscribers, many of whom are not fluent in English, often prefer local-language programming. And many potential subscribers, accustomed to free content, remain hesitant to pay for streaming services at all.

Furthermore, strong competition in streaming already exists in many countries. In France and India, for example, homegrown leaders offer local-language video content, thus depriving Netflix of first-mover advantage. In some countries, like Germany and India, rivals such as Amazon Prime were already established. Yet the majority of Prime subscribers are in the U.S., and Netflix has managed to make inroads into even those markets where Prime arrived first. Now Netflix, with its global reach, has more subscribers worldwide than all other pure streaming services combined.

Netflix's success can be attributed to two strategic moves – a three-stage expansion process into new markets and the ways it worked with those markets – which other companies looking to expand globally can use too.

Netflix did not try to enter all markets at once. Rather, it carefully selected its initial adjacent markets in terms of geography and psychic distance, or perceived differences between markets. For example, its earliest international expansion, in 2010, was to Canada, which is geographically close to and shares many similarities with the United States. Netflix was thus able to develop its internationalization capabilities in locations where the challenges of "foreignness" were less acute. In doing so, the company learned how to expand and enhance its core capabilities beyond its home market.

In that sense, the first phase of its globalization process was consistent with the traditional model of expansion. But from the experience and learning it gained in that process, Netflix developed the capabilities to expand into a diverse set of markets within a few years – the second phase of the process.

3) CEO Emails - Elon Musk, Steve Jobs, President Barack Obama, etc.

CEO 이메일 - Elon Musk, Steve Jobs, Barack Obama 등

Hello there,

There is a pertinent story about a man who was working on an oil platform in the North Sea. He woke up one night from a loud explosion, which suddenly set his entire oil platform on fire. In mere moments, he was surrounded by flames. Through the smoke and heat, he barely made his way out of the chaos to the platform's edge. When he looked down over the edge, all he could see were the dark, cold, foreboding Atlantic waters.

As the fire approached him, the man had mere seconds to react. He could stand on the platform, and inevitably be consumed by the burning flames. Or, he could plunge 30 meters in to the freezing waters. The man was standing upon a "burning platform," and he needed to make a choice.

He decided to jump. It was unexpected. In ordinary circumstances, the man would never consider plunging into icy waters. But these were not ordinary times - his platform was on fire. The man survived the fall and the waters. After he was rescued, he noted that a "burning platform" caused a radical change in his behaviour.

We too, are standing on a "burning platform," and we must decide how we are going to change our behaviour.

Over the past few months, I've shared with you what I've heard from our shareholders, operators, developers, suppliers and from you. Today, I'm going to share what I've learned and what I have come to believe.

I have learned that we are standing on a burning platform.

And, we have more than one explosion - we have multiple points of scorching heat that are fuelling a blazing fire around us.

For example, there is intense heat coming from our competitors, more rapidly than we ever expected. Apple disrupted the market by redefining the smartphone and attracting developers to a closed, but very powerful ecosystem.

In 2008, Apple's market share in the \$300+ price range was 25 percent; by 2010 it escalated to 61 percent. They are enjoying a tremendous growth trajectory with a 78 percent earnings growth year over year in Q4 2010. Apple demonstrated that if designed well, consumers would buy a high-priced phone with a great experience and developers would build applications. They changed the game, and today, Apple owns the high-end range.

And then, there is Android. In about two years, Android created a platform that attracts application developers, service providers and hardware manufacturers. Android came in at the high-end, they are now winning the mid-range, and quickly they are going downstream to

phones under €100. Google has become a gravitational force, drawing much of the industry's innovation to its core.

Let's not forget about the low-end price range. In 2008, MediaTek supplied complete reference designs for phone chipsets, which enabled manufacturers in the Shenzhen region of China to produce phones at an unbelievable pace. By some accounts, this ecosystem now produces more than one third of the phones sold globally - taking share from us in emerging markets.

While competitors poured flames on our market share, what happened at Nokia? We fell behind, we missed big trends, and we lost time. At that time, we thought we were making the right decisions; but, with the benefit of hindsight, we now find ourselves years behind.

The first iPhone shipped in 2007, and we still don't have a product that is close to their experience. Android came on the scene just over 2 years ago, and this week they took our leadership position in smartphone volumes. Unbelievable.

We have some brilliant sources of innovation inside Nokia, but we are not bringing it to market fast enough. We thought MeeGo would be a platform for winning high-end smartphones. However, at this rate, by the end of 2011, we might have only one MeeGo product in the market.

At the midrange, we have Symbian. It has proven to be non-competitive in leading markets like North America. Additionally, Symbian is proving to be an increasingly difficult environment in which to develop to meet the continuously expanding consumer requirements, leading to slowness in product development and also creating a disadvantage when we seek to take advantage of new hardware platforms. As a result, if we continue like before, we will get further and further behind, while our competitors advance further and further ahead.

At the lower-end price range, Chinese OEMs are cranking out a device much faster than, as one Nokia employee said only partially in jest, "the time that it takes us to polish a PowerPoint presentation." They are fast, they are cheap, and they are challenging us.

And the truly perplexing aspect is that we're not even fighting with the right weapons. We are still too often trying to approach each price range on a device-to-device basis.

The battle of devices has now become a war of ecosystems, where ecosystems include not only the hardware and software of the device, but developers, applications, ecommerce, advertising, search, social applications, location-based services, unified communications and many other things. Our competitors aren't taking our market share with devices; they are taking our market share with an entire ecosystem. This means we're going to have to decide how we either build, catalyse or join an ecosystem.

This is one of the decisions we need to make. In the meantime, we've lost market share, we've lost mind share and we've lost time.

4) Vocabulary & Common Idioms:

어휘 및 원어민 레벨 비즈니스 문구

- grant - One of **the** ways to implement CSR (Corporate Social Responsibility) is to provide grants to support **the** local community.
- clear picture - After reviewing all details, I got a clear picture ~~on~~**of** that project.
- checks and balances - In democracy, **a** check and balances system between power groups is essential.
- criteria - The Health and **Safety** at work is the most important criteria for our employees and company.
- disengaged - disconnected
- counter - We need to prepare counter proposal for **the** next meeting with our supplier.
- employee retention - To ~~keep~~**maintain** a higher employee retention rate is our top priority.]
- prompt - Prompt action is required when we face urgent and unexpected matters.
- invulnerable - I would like to build an organization invulnerable to any effects from outside.
- dig into - Internal auditing team is digging into some subjects that is sorted as "significant" ones.
- alleviate - Hiking is one of the best outdoor activities to control weight and alleviate stress.
- anxiety - The anxiety could be the main root cause of all **disease**.
- raise — **A p**Pay raise is the most happy news to employees.
- mitigate - Government should ~~do~~**utilize** every available measures to mitigate **the unemployment** rate.
- uncomfortable truth - Courageous people ~~is~~**are** able to confront uncomfortable truth to find~~discover~~ **the out**-comfortable truth.
- deny - Until recently, North Korea have been ~~deny~~**ing** the continuing request from **the** international community to dismantle its nuclear weapons.
- meritocracy
- Meritocracy is a system where wealth and social status are assigned through competition.

The most common English idioms

These English idioms are extremely common in everyday conversation in the United States. You will hear them in movies and TV shows and can use them to make your English sound more like that of a native speaker.

Idiom	Meaning	Usage
A blessing in disguise	a good thing that seemed bad at first	as part of a sentence
A dime a dozen	Something common	as part of a sentence
Beat around the bush	Avoid saying what you mean, usually because it is uncomfortable	as part of a sentence
Better late than never	Better to arrive late than not to come at all	by itself
Bite the bullet	To get something over with because it is inevitable	as part of a sentence
Break a leg	Good luck	by itself
Call it a day	Stop working on something	as part of a sentence

5) Job Apply - CV / Linkedin - 입사 지원이력서 / 링크드인:

Minsik Jung

Haesong-ro 143, Incheon-Si, South Korea, 22000 | pilot012@nate.com
(82)-10-8004-1692 | Gender: M | Citizenship: Republic of Korea

Professional Summary

13+ years of experience as a pharmaceutical technical and validation engineering specialist for global and Korean companies involving 100+ products' manufacturing, process development, and validation, leading cost savings of \$70,000 per year as the project lead. 10+ years of cross functional leadership experience with technology transfer and auditing experience by MFDS and FDA.

Key assets are 1) knowledge and experience in both global and local Korean companies in pharmaceutical industry; 2) skills of providing facilitation & technical expertise in complex site investigations to deduce and solve root causes of problems that could affect the quality of the products; and 3) ability to understand, connect, and motivate culturally different core team members for effective collaboration to finish projects on time.

Seeking the position of a manufacturing, process development, and validation specialist of a global or local company focused on 1) manufacturing of fusion products or 2) manufacturing process of small molecule products (solid products) or large molecule (bio product or vaccine) products.

Professional Experience

- 03/2017 - Present
Janssen, Pharmaceutical company of Johnson and Johnson Group
Process Engineer of the Technical Operations
- As Site TO Representative in validation Subject Matter Expert (SME), set and monitor Annual Life Cycle Validation Master Plan, such as Continued Process Verification (CPV).
 - Set the Annual Life Cycle Validation Standard Operational Procedures, such as process design, process performance qualification, and continued process verification.
 - As Point of Contact and Validation Owner for the Korean site, direct collaboration with the global validation team to set and implement validation strategies.
 - As Point of Contact for internal and external auditing by FDA and Ministry of Food and Drug Safety (MFDS), explain site validation master plans, validation policies, validation protocols, and reports along with making sure of the compliance requirements with EU regulations and EHS (Environment, Health, and Safety) requirements.
 - Update process and technology input details to Standard of Operations (SOPs), Master Batch Records, and change controls.
 - Check the impact assessment of product quality and critical process parameters. Document and resolve any discrepancies observed during the validation process.
 - Manage and qualify equipment used in the validation process: granulation, compression, blending, and coating.
 - Aforementioned equipments used: High share mixer, Bin blending, Fluid bed granulator, IBC washer, compression, Coater, Blister packaging, Bottle packaging, Autoclave, Stability chamber, Steam in place line, Vial filler, Lobber stopper, Vial washer, etc.
 - Weekly train 40 manufacturing operators for Granulation, Compression, Coating process process and products.

Technology Transfer Project Lead

- Lead product manufacturing of Tylenol and Pariet (Proton Pump Inhibitors) tablets and manage technology transfer of compliance related documentations, knowledge, and technical quality parts to other sites.
- With Engineering & Maintenance teams, oversee equipment changes and project introductions to the site according to project timeline by 1) Defining the project Scope, Objectives, and Success Criteria; 2) Developing presentations to share all pertinent project information; 3) Establishing roles and responsibility for all core team members, project sponsors, and stakeholders; 4) Aligning and motivating core team members for

Sangoh Hyun

47, Yeouidaebang-ro 44-gil, Dongjak-gu, Seoul, South Korea, 06942 | sangoh.hyun@gmail.com
(82)-10-3932-0713 | Gender: M | Citizenship: Republic of Korea

Professional Summary

16+ years of management and operational experience in the fields of interior design, construction, and real estate for 60+ government, commercial, residential, and private projects (PLM, SCM, CRM, POS, and ERP tasks) with 100+ client companies in 3 Middle Eastern countries, 3 African countries, 1 North American country, and 7 Asian countries.

Key assets are 1) knowledge and experience in both International and Korean architectural design standards, negotiation and legal, indigenous construction practices, and localization strategies; 2) ability to understand, connect, and motivate culturally different stakeholders for effective collaboration to finish projects on time; 3) building rapport with clients through cost-effective yet innovative design solutions and focus on strong fundamentals and fully accountable AS.

Seeking a position as an interior design and construction specialist focused on post COVID office design factors ("Green and lean," "Place you want to work in," agile co-working space, remote working, VR conferences, AR interior design, and collaborative open spaces).

Professional Experience

- 06/2021 - Present
INTER I.D., Korean Leading Interior Design & Construction Firm in Overseas work
Managing Director
- Direct all operations and businesses of 15 specialists: 3 for management, 3 for design, 6 for construction dept; and 3 for South Africa branch.
 - Manages all facets of project management (budget, schedule, procurement, quality, and risk) for the contracted projects from planning, design, construction, and occupancy to closeout.
 - Lead all sales & client relations activities: 1) receive orders from developers, major construction companies, and private clients; 2) participate in local and international bid; 3) due diligence on organizations and individuals to find new business opportunities; 4) attend conferences, networking events, and industry events; and 5) interface with clients, asset management companies, property/building managers, project stakeholders, and others.
- 02/2020 - 05/2021
JH Associates Korea's Major Interior Design and Construction Firm for local and foreign clients
Marketing and Sales Director
- 1.5 Million USD (1.7 Billion Korean Won) in KPI for the year 2021 with the following clients: Nexans Korea, CVC Korea, Copenhagen Offshore Partners office expansion project, and TCS (Trilateral Cooperation Secretariat of Korea, Japan, and China).
 - Implement marketing activities for winning orders from private clients, developers, construction companies, and real estate firms.
 - Oversee designing, fit-out work, and costs related to interior design and development, renovation of the company, and other related activities.
- Project Manager for Office Interior Design & Construction**
- 2.7 Million USD (3.1 Billion Korean Won) in KPI for the year 2020 with the following projects: L&C BIO, Royal Canin, Mathworks, New Skin Korea, GenG, and Chorokbaem media.
 - Review and provide feedback concerning the terms of the bidding documents and construction agreements, such as method of statement, bill of quantities, specification, drawing, and contract agreement.
 - Prepare and review cost estimates and have meetings with contractors about project details, budget, and client objectives.
 - Conduct periodic site visits to monitor the progress of construction according to

5) Job Apply - CV / Linkedin - 입사 지원직업 인터뷰:

- Professionalism
 - What drives you in your professional life?
 - Can you tell me about a time when you went above and beyond in your job?
 - If your manager asked you to complete a task you thought impossible at first, how would you go about it?
 - Tell me about a time you had to fill in for someone. Were you successful? How did the experience make you feel?
 - Tell me about a time you missed (or almost missed) a deadline. How did you react when you realized you were falling behind? What did that experience teach you?
 - Tell me about a time your manager wasn't satisfied with the results of your work. How did you discuss the issues and what did you do differently the next time?
 - Is it acceptable to lie in business?
 - Is it OK to spend time at work on non-work stuff, like Facebook or YouTube?
 - Teamwork
 - Do you prefer working in a team or on your own? Why?
 - Talk about a time when you had to work closely with someone whose personality was very different from yours.
 - Give me an example of a time you faced a conflict while working on a team. How did you handle that?
 - Describe a time when you struggled to build a relationship with someone important. How did you eventually overcome that?
 - We all make mistakes we wish we could take back. Tell me about a time you wish you'd handled a situation differently with a colleague.
 - Tell me about a time you needed to get information from someone who wasn't very responsive. What did you do?
 - Client facing skills
 - Describe a time when it was especially important to make a good impression on a client. How did you go about doing so?
 - Give me an example of a time when you did not meet a client's expectation. What happened, and how did you attempt to rectify the situation?
 - Tell me about a time when you made sure a customer was pleased with your service.
 - Describe a time when you had to interact with a difficult client. What was the situation, and how did you handle it?
 - When you're working with a large number of customers, it's tricky to deliver excellent service to them all. How do you go about prioritizing your customers' needs?
 - Ability to adapt
 - Tell me about a time you were under a lot of pressure. What was going on, and how did you get through it?
 - Describe a time when your team or company was undergoing some change. How did that impact you, and how did you adapt?
 - Tell me about the first job you've ever had. What did you do to learn the ropes?
 - Give me an example of a time when you had to think on your feet in order to delicately extricate yourself from a difficult or awkward situation.
 - Tell me about a time you failed. How did you deal with the situation?
 - Time management skills
 - Tell me about a time you had to be very strategic in order to meet all your top priorities.
 - Describe a long-term project that you managed. How did you keep everything moving along in a timely manner?
 - Sometimes it's just not possible to get everything on your to-do list done. Tell me about a time your responsibilities got a little overwhelming. What did you do?
 - Tell me about a time you set a goal for yourself. How did you go about ensuring that you would meet your objective?
 - Give me an example of a time you managed numerous responsibilities. How did you handle that?
 - Communication skills

- Give me an example of a time when you were able to successfully persuade someone to see things your way at work.
- Describe a time when you were the resident technical expert. What did you do to make sure everyone was able to understand you?
- Tell me about a time when you had to rely on written communication to get your ideas across to your team.
- Give me an example of a time when you had to explain something fairly complex to a frustrated client. How did you handle this delicate situation?
- Tell me about a successful presentation you gave and why you think it was a hit.
- Motivation and values
 - Tell me about your proudest professional accomplishment.
 - Describe a time when you saw some problem and took the initiative to correct it rather than waiting for someone else to do it.
 - Tell me about a time when you worked under close supervision or extremely loose supervision. How did you handle that?
 - Give me an example of a time you were able to be creative with your work. What was exciting or difficult about it?
 - Tell me about a time you were dissatisfied in your work. What could have been done to make it better?
- Character based questions
 - What makes you unique?
 - What are you passionate about?
 - What do you most dislike about yourself? If you could change one thing about your personality at the snap of your fingers what would it be and why?
 - Who do you admire and why?
 - What types of activities or hobbies do you enjoy outside of work?
 - Tell me something about you that isn't on your CV

5) Job Apply - Applying to Graduate Schools - 입사 지원 / 대학원 지원:

Choonghyun Lee

Personal Statement of Purpose

"Not bad, Choonghyun, not bad." our CEO said.

It was 4 years ago. Since working as the IT department architect and project manager, I was hand selected to work as a direct report for the CEO, while representing key divisions of the company as key mediator. The close-knit team worked to create tangible and lasting changes for our company's future. A bit intimidated is how I started this position, but looking back, it was the single position that solidified my analysis and understanding of just how extensive data stretches within a corporate company and beyond.

Through the lens of data centered and driven objectives and workflows, my main role was to be the mediator between the CEO and the executives of 3 core business units and 3 subsidiaries by investigating, strategizing, and reporting each business' current issues and ideal solutions: The wireless business unit, the largest cash cow of our company, had to pay tens of billions of dollars in compensation due to a 3-hour service failure in the Seoul metropolitan area. Such projects included assisting 1) the CEO of "11th Street," which is the second largest online commerce business in South Korea, design its service of recommending proper products for their customers such as dresses for women in their 20's and digital items for young tech savvy. 2) The CEO of "Home & Service," which maintains the Internet network, solve business inefficiency caused by irregular maintenance of work by introducing automated work scheduling. 3) the CEO of "F & U Co., Ltd.," a company specializing in collection of unpaid receivables from clients, find the answer to reduce the time given to customers who are not likely to pay, and which unpaid customers are more likely to pay the unpaid bills. As such, for several months, I spent most of my energy working head-to-head with various departments to discover effective solutions to aforementioned issues. Going head in, I thought that there would be a different optimized answer for each business. However, I discovered how that was such a narrow and limited view to understand the business properties.

It was data.

The solutions for these various industrial sites were actually eventually elicited or shaped from data. In order to effectively predict and prevent service failures, to recommend products that satisfy customers, to provide advanced work schedules, and to reduce unpaid receivables, in the end, appropriate data and algorithms should be collected, processed, and applied in the context. Despite different KPIs each division aimed for, it all revolved around data by channeling data by filtering data by understanding data. This position gave me the opportunity to observe and track interdepartmental data from the bird's eye and detailed view. It gave me a solid footing to take on my next position that focused on direct management of data.

June 2018, I became in charge of controlling the traffic lights of the company data via the Data Warehousing system. I started to understand what it really means to truly manipulate data and structure or restructure an entire business data analytics with lines of code. Also, taking this position allowed the experiential learning and skill building to carry out a wide range of quantitative works. For example, when I faced a performance deterioration after database system migration, I collected data for query execution history and analyzed them to prioritize each single row and column. Doing so enabled me to minimize the daily data processing time by finding and removing unnecessary data which, as a result, increased the performance speed by over 30 percent. On another occasion, when my team had to make a decision to change the main database system for OLAP(Online Analytic Processing), through a series of experiments I designed, I was able to gather clear and enough quantitative evidence to decide which database was best. As a result, we saved 10% of our annual cost for the system along with 40 percent increase in performance. Furthermore, when I had to change our data structure to improve query performance, I also collected all of our report execution data and identified several distinctive table structures and query types. With my enhanced structure that considers query types, performance went up 300 percent. Through show of these steady performances and results, the company entrusted me to take on the bigger role as of January last year, as the lead architect responsible for the business intelligence area.

Now, looking back, the most difficult or the common roadblocks I faced in the data science field, it made me constantly think about what missing knowledge, if I learned, would fill in the missing pieces to help me come up with complex data solutions faster and simpler?

What I lacked was a deeper understanding of statistics and machine learning to enhance my task. I spent most of the last 3 years creating data pipelines and building data visualization for my customers. Although I gained a lot of knowledge, skills, and certification relevant to data science from my experience, I do feel I still tapped only the surface and there is far more than meets the eye. The more answers I gained about data, the more questions arose. Since data is a fast-evolving field, I often found myself and my customers relying on outdated data types or its applications. Also, in the process, I learned that the current limitation of much data usage is to draw deductions from the data only about its past and present state. But future prediction is the next big thing which is why I started to study machine learning with Python by myself. I can't imagine how much data will further revolutionize corporate and the world at large if it can be applied to predict the future. But like tennis or ping pong, I have learned data is much more effective and quicker to learn from bouncing off ideas back and forth with other students.

Throughout my career of 17+ years, I've worked as a programmer, a mobile solution architect, a project manager, a technical researcher, and a data engineer with one single focus: strive to achieve a good working balance between theoretical knowledge and practical experiences. And during much of this time, I self-taught myself about new knowledge on data and attained competitive certificates such as a professional engineer, MicroStrategy Master Analyst, and AWS related certificates. On the other hand, I am currently studying statistics and linear algebra through Coursera to make up for my weak points. But I only know what I know. And the more I know, the more I don't know.

So, I am here applying to University of Berkeley, Master of Information and Data Science especially for the following three reasons.

Firstly, from my research on the homepage, I was taken by the diverse and compelling profiles and backgrounds of many international students at University of Berkeley MIDS. I want to immerse myself in them: ask questions; hear their type of questions; see how they strategize; hear disagreements with my ideas, and learn from them and with them about differences in culture specific collaboration methods in data science. Frequent exposures to differences-collaborated-into-convergence can become huge when tackling problems in the data field, where things shift, reprioritize, and develop very rapidly. I am especially drawn to how most of the final projects in many courses at UCB-MIDS can be done with other classmates. I really want COVID to subside

enough so that I can potentially experience Immersion Day that I hope can gift me ideas that revolutionize my own.

Secondly, the flexible methods of participating in the courses were very appealing. For example, I researched that at UCB-MIDS, students can skip some of their programming courses and instead take more statistics courses. Live sessions attract me a lot as well. Due to time differences of each student, many other schools create their curriculum with only pre-recording sessions. But unlike other them, UC Berkeley differentiates itself by giving more interactive and dynamic live sessions. As for the knowledge I hope to gain specifically within the courses are extensive. "Statistics for Data Science;" "Statistical Methods;" "Applied Machine Learning;" "Machine Learning at Scale;" "Experiments and Causal Inference;" and "Deep Learning in the Cloud and at the Edge" will help me better understand more sophisticated concepts and skills which can give the answers to confronted problems such as failure prevention and correct recommendation. "Research Design and Application for Data and Analysis;" "Fundamentals of Data Engineering;" and "Data Visualization" will enhance my capacity relative to my current works in business intelligence. Lastly, "Behind the Data: Humans and Values" will give me a deeper understanding of the true definition and values of data.

Finally, the faculties. Data science requires various perspectives, truly various. Also, it is a very practical subject; to support it, many industries are maximizing their ability to seek more utility out of unused data. I want to ask questions about how the esteemed Gerald Benoit and Esteban Arias Navarro experiment disruptive ideas in regards to machine learning and AI. Being able to study under professor Morgan Ames or professor Coye Cheshire, who considers the impact of data on humans in a broad spectrum, including a social point of view, beyond the technical aspect, can broaden my perspectives on data: How can data change the nature in which we form relationships with others?; how will data psychologically redefine the service industry?; and how will data revolutionize economic and social values of society?

Data has changed me.

Here I am sitting at my desk in Seoul, Korea working from home, working on data, I tend to find myself daydreaming about data. Like in the movie *Moneyball*, which shows how baseball can be optimized through data analytics, I created a fantasy Korean baseball team using my own data analytics system. It enhances my belief that the possibilities of where data can be applied is endless. Even my DNA is based on the

5) Job Apply - Reference Letter / 입사 지원 - 추천서:

<Reference Letter for Jaehoon Kim>

To whom it may concern,

Dear Sir/Madam,

I hope you are staying safe amidst this chaotic time.
It is my pleasure to share with you of my 14 years of working experience with JBull.

Evers since I first met him, which back then I was not much of an experienced professional, JBull was a compassionate mentor who guided me through patience and sympathy. He was understanding of daunting tasks I faced then, so he always encouraged me and coached me step by step on how to effectively adapt my unique talent to the demands of the work task.

From knowing him over a decade, he has watched me grow as a professional while in return, I too was able to watch him advance further into his career which I modeled my development after his example. Four specifically are the roles he undertook which showed improvement in hard and soft skills necessary for application architect.

First, when he was a developer, he showed great focus in his work. Laser focused on his functions, I was impressed by his ability to take care of his personal responsibilities while being able to open up his time if I had any questions.

Second, when he took on the role of a system administrator, he constantly searched within himself and through proper team communication, to develop the ideal operating systems that met various technological elements of the newest IT trends. Despite no one had asked him to, he always prepared himself to be an approachable bridge between both the developers and the clients. Through years of running IAM(Identity and Access Management) of Hanjin Shipping Co. and groupware systems, he has a solid background in internal workflow and external security with the IT side of corporate businesses.

Third, he was the embodiment of the *Agile* methodology applied in his leadership for the team's common goal. When he was in charge of leading the projects with NYK and ONE as the chief software architect, he spent a lot of time contemplating ensuring that the client's system operated in the optimal environment, and completed the successful project delivery within the project deadline. Ideate and experiment, ideate and experiment, ideate and experiment; he was quick on his feet with his ideas. But he also focused on foresight of clients' inevitable needs. Before asking the ONE clients for their various IT technological requirements, he thoroughly researched IT trends himself first. Before projects started, he led our team to attend educational curriculums and seminars to theoretically prepare our team and carry out the practical side through experimenting the knowledge among team members. He often said, "If our clients need to learn about IT concepts and jargon, we must be twice as prepared in our understanding to properly coach them." Due to this, we were very often prepared when our clients came with sudden demands because we foresaw them. Clients or team members, he was committed to unity and coordination and provided sequential skill-ups and vision to ensure that no one was left out.

Taken together, throughout the many years I had worked with him, I learned to trust him so much through the examples he has shown as a driven *Agile* methodology leader. But how he was so accessible in times of my need, his teammate, and the needs of our clients through his constant effort to communicate compassionately made it all the more enjoyable and easy for me to work with him.

JBull, as a leader, is one of the best managers and architects I've had the privilege to work with. As a professional, he is like gravity. He knows his locus of control and creates a strong positive momentum within his surroundings, thereby leaving his mark to his

colleagues and clients using his long end-to-end experience as a technical specialist engineer.

Thank you for reading.

Sunhee Hwang
IBM, Head of Automation Department
Client Technical Professional

6) Storytelling Practice - Storytelling Practice Using Art / 스토리텔링 연습 - 예술을 이용한 스토리텔링 연습:



7) Movies:



- Topics
 - Based on true stories / Humanity
 - Drama
 - Law movies / detective movies
 - Fantasy
 - Animation
 - Documentaries
 - Romance
 - Comedy
 - Action
 - Sci Fi
 - Horror / Thriller

7) 영화:



• 장르

- 실화를 바탕으로 한 영화들
- 드라마
- 법률/탐정 영화
- 판타지
- 애니메이션
- 다큐멘터리
- 로맨스
- 코미디
- 액션
- 공상 과학
- 공포/스릴러

8) Customized Youtube Playlist (according to the client's passion, interests, and chosen topics):

- **Topics**

Click on this url below if you want to see a sample of Customized Youtube Playlist:

https://youtube.com/playlist?list=PLsaiai3IZXKYIHKcsAR2TYWP_rUH6rQv7

Motivational Leadership, Healthcare, Global, Republic of Korea, Warfare, Politics, Finance / Economy, Business (Business Knowledge, Professional Worklife, Job Interview, Public Speaking, Marketing, Sales, Negotiation, and Client Care), Technology (Elon Musk, Smartphone, Drone, Cars, 3D Printing, Blockchain, AI / Robots, IT, Data, Computer, and Video Games, Metaverse), Humanity, 4th industrial revolution (Apple, Youtube, Microsoft, Soft Bank, Alibaba, Ping An, Google, Amazon, Disney, TSMC, Tik Toc, Twitch, Samsung, Uber, Air Bnb, Coupang), Education & Impactful Skills, Storytelling, Fashion & Cosmetics, Comedy.

8) 고객의 열정, 관심, 선택에 따른 주제들에 맞춤형된 **Youtube List**

- 주제들

이 링크 한번 눌러보세요!

https://youtube.com/playlist?list=PLsaiai3IZXKYIHKcsAR2TYWP_rUH6rQv7

리더십, 의료, 글로벌, 대한민국, 전쟁, 정치, 금융/경제, 비즈니스(비즈니스 지식, 전문 직장 생활, 면접, 대중 연설, 마케팅, 영업, 협상 및 고객 관리), 기술(Elon Musk, 스마트폰, 드론, 자동차, 3D 프린팅, 블록체인, AI/로봇, IT, 데이터, 컴퓨터, 비디오 게임, 메타버스), 인류, 4차 산업혁명(애플, 유튜브, 마이크로소프트, 소프트뱅크, 알리바바, 핑안, 구글, 아마존), 디즈니, TSMC, 틱톡, 트위치, 삼성, 우버, 에어비앤비, 쿠팡), 교육 및 임팩트 스킬, 스토리텔링, 패션 및 화장품, 코미디

9) Transcript:

-Real time feedback - Whenever you are speaking, I am correcting.

-Coach Comment:

- **“Sentence to be more concise / impactful”.**
- **“Recommend new expressions and idioms”.**

-So just yesterday, one of my customer got so angry because he couldn't order anymore. So among the patient already that product got very famous

- **So just yesterday, one of my customers got so angry because he couldn't order anymore. So among the patients the products already got famous.**

-We just wait for the bulk of stocks.

- **We just wait for the bulk of stocks.**

-During the lunchtime we visit there. In the Gimpo.

- **During the lunchtime we visit there, in Gimpo.**

-The first time we were at cafe having pasta and pizza and we enjoyed. After that we went to wine outlet. They call it a wine outlet but they just sell it with bottles.

- **The first time we were at a cafe having pasta and pizza and we all enjoyed it. After that we went to a wine outlet. They call it a wine outlet but they just sell it in bottles.**

-They are just holding their face with their hands.

-Mole

- **After that in the late night, i tried to go wash my car.**

-And second favourite is left one red velvet. This one was good.

- **And the second favourite is the left one, the Red Velvet. This one was good.**

-Recently i just heard that if our Corona vaccine is spread faster than we expect, maybe next year february then almost every Korean got vaccine right? Then next year february maybe learn aviation again. I'm not sure i'll have to get more flight time. But if i don't need it any more, i could focus on preparing for entrance exam.

- **Recently i just heard that if our Corona vaccine spreads faster than we expect, maybe by next year February, then almost every Korean would have gotten the vaccine, right?**
- **Then in next year february, maybe I can learn aviation again. I'm not sure i'll have to get more flight time. But if i don't need it any more, i could focus on preparing for the entrance exam.**

-Even though preparing for exam is stressful that is happy for me. If not i'll just be here working same history with my friends.

- **Even though preparing for the exam is stressful, it still will make me happy. If not, i'll just be here working and have the same history with my friends.**

9) 기록:

-실시간 피드백: 고객님의 말씀하실 때, 저는 실시간으로 콘텐츠를 수정합니다.

- 코멘트:

“문장들이 더 간결하고 임팩트 있게 변형 돼야 한다.”

“새로운 표현과 관용구 추천”

-So just yesterday, one of my customer got so angry because he couldn't order anymore. So among the patient already that product got very famous

• **So just yesterday, one of my customers got so angry because he couldn't order anymore. So among the patients the products already got famous.**

-We just wait for the bulk of stocks.

• **We just wait for the bulk of stocks.**

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• **The first time we were at a cafe having pasta and pizza and we all enjoyed it. After that we went to a wine outlet. They call it a wine outlet but they just sell it in bottles.**

-They are just holding their face with their hands.

-Mole

• **After that in the late night, i tried to go wash my car.**

-And second favourite is left one red velvet. This one was good.

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• **Then in next year february, maybe I can learn aviation again. I'm not sure i'll have to get more flight time. But if i don't need it any more, i could focus on preparing for the entrance exam.**

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• **Even though preparing for the exam is stressful, it still will make me happy. If not, i'll just be here working and have the same history with my friends.**

10) Monthly Progress Report / 월간 진행 보고서:

[Joseph] Progress Report

Speaking, Vocabulary, Unnecessary content & Awkward Sentences, Pronunciation, Grammar & Syntax, and Participation & Attitude

"As you felt, my energy level was downed recently. I didn't study hard English during a few weeks. Recent, so many confusing work coming to me. But all of them are my work to Solve. I have to overcome."

Dear Sir,

Perhaps we should go back to doing prayer together before the start of our Thursday sessions. I believe there is much depth and complexity in the meaning behind your words above. I cannot imagine what you are going through, but I truly humbly hope, you surrender it all to Christ more, and find guidance in His "I am."

I actually thought of sending you this progress report while you are in USA. But in hopes to reset things and encourage you for your trip, I decided to fill out the report before your flight.

- 6.15.2022.
 - o Overall
 - 1) Want to be able to talk to foreigners comfortably
 - 5) Greatly improve my English presentation skills - Q & A especially
 - 6) Need to improve my vocabulary and English writing skills
 - o Speaking
 - 4) Practice IR sales pitch in English - Introduce my company/technology/product in English
 - 3) Greatly improve Teleconference call skills
 - 7) English prayers & Give Testimony in English
 - o Listening
 - 2) Be able to understand 90% of all I listen to during teleconference calls

The above as you know are your [12 month dream English skill level] you shared with me with ownership. I am aware of your energy level and how much assignments you completed/or did not complete prior to each session and I know there are room for improvement from you.

But remember what I said, "You must let go of perfectionism" in order to truly improve your English skills? That also means, please don't be overly harsh on yourself.

I have clients who are CEOs, General Managers of Korea branch of global companies, that have been working with me for the past 3 ~ 4 years. As you know, as CEOs, there are so many things you have to handle and prioritize. But as these CEOs trusted in their teamwork with me and stayed faithful and kept planting seeds of their hard work for

English development, they have succeeded in reaching various goals they set, thanks to their improved English skills. I do believe the same will happen to you as well, dear Joseph. Stay patient, keep digging within your potential, stay positive, and believe in our teamwork, sir.

When I see you somewhat "frustrated" at your current progress for English, I see myself in you, when my English was also at a beginner/intermediate level. But do you know something? Compared to when we first started together, the amount of English you speak in each session, definitely! increased. You may not realize it, but I take a lot of notes down from our sessions more than you think.

I can see you close your eyes sometimes, trying to think of the proper English word for your Korean thoughts. Joseph, language development takes time. It is a long process. Me, even now, I still study and learn things I can improve more.

This frustration period you are going through.... will pass. You just have to soldier on. Do you know how we worked on your company Nopion's mission statement, vision statement, and Slogan, months ago?

Because you worked on them months ago, now you can share those three things during your business trip 1 week from now.

And all the efforts you put into assignments and sessions so far, those 씨앗들 will become 열매들 for you months/years later.

Over the past months, we looked at CEO emails, worked on your storytelling about your wife, practiced your casual conversation about growing a garden / doing carpentry work for your garden / video games & metaverse / your CCM music video you created with your church members / photos of your new company location / and the list goes on.

Remember when we discussed how the number 1 Youtuber in the world has 110,000,000 followers? And this number is twice the number of entire South Koreans, 55,000,000? **Never forget that with native English skill, your listeners/your audience can become the entire world.**

As you go on this business trip this Sunday, to do CDA with 3M & Potential client meeting with Molex, etc., please dream BIG. And perhaps make a promise to yourself => "When I come back to an event like this in 2022 or 2023, I will "wow" my audience with my company innovations using my very comfortable and natural English skills."

Please remember this mindset => **영어 잘해서 자신감이 아니라, 못해도 당당함.**

Do you remember 미나리 main actress, Yuh-Jung Youn, when she gave the speech accepting the Oscar? **Remember that if you are comfortable as you speak English, your audience will be comfortable, too.**

Another important reminder for your trip is please **use the "Otter" application**. Record everything including your presentation pitch, so I can listen to them after you come back to Korea so I can give you specific feedback on how to improve.

Furthermore, as you know, most Koreans struggle with **Q & A section** with their presentations. And they go through 멘붕 during Q & A when native speakers would ask them in English. If this happens, just try to remember to **speak S + V + O** form (Subject such as "Nopion," Verb such as "Innovated," and Object such as "SACA.") Just remember to speak simply in this format, and you will be fine with Q & A.

And most importantly, **그냥 벨으세요.**

Areas of improvement & Goal(s) for next month -

The following has been our monthly KPIs. Upon your return from USA, we will reset them.

- o) 4 hours a week
- 1) **Prepare for pitch** (회사소개 & 한국 삼성/LG 와 진행한 결과 소개 & 협업의 방향 논의) and **Q & A / Role play**
- 2) **Emailing**

Now, for going forward, I want to remind you again, "Surrender your perfectionism. You can ONLY get better through mistakes and by making MANY mistakes."

Also, please try to speak as-many-words-as-possible during our sessions. (I know you have been trying to do this).

And as always, as your trusted teammate, your trusted English coach, and brother in Christ, please do not hesitate to let me know anytime..

"Is there Anything you want me to improve as your coach/program?"

God bless you, Joseph, your family, and this business trip.

RESET...¹⁰



- **Self reflection** => Then we self reflect the client's monthly performance together.
- What did you do well so far?
- What did you not do well so far?
- What do you think you need to work on going forward?
- What can I do to directly and exactly help you in that?

- **Reset Monthly KPIs** => Then we update the client's Monthly KPIs.
- December 25th
- 0.03 hours a week;
- [Work related](#) - Presentation / Email drafting / [CEO emails](#) / Conference call practice;
- [Vocabulary](#) - 05 words per session / [Questions](#);
- 01 Netflix during weekend / 02 [Youtube](#) per session;
- 01 [HBR](#) biweekly.

RESET...¹⁰



- 프로그램 수강 한 달이 마치면, 고객과 월간 **KPIs** 달성 여부에 관하여 같이 토론과 성찰합니다.
- **1) 이번 달 잘하신 것은?**
- **2) 이번 달 잘 하지 못하신 것은?**
- **3) 앞으로 어떤 노력이 (더) 필요하다고 생각하십니까?**
- **4) 위 새로운 목표를 위해 제(코치)가 직접적이고 정확하게 고객님을 앞으로 어떻게 더 도와드리길 바라십니까?**
- 그 후, 월간 **KPI** 재설정합니다.
- ~ **July 25th**
- **0) 3 hours a week**
- **1) Work related - Presentation / Email drafting / CEO emails / Conference call practice**
- **2) Vocabulary - 5 words per session / Questions**
- **3) 1 Netflix during weekend / 2 Youtube per session**
- **4) 1 HBR biweekly**

SCHEDULING & INVOICE ¹¹

1 ~ 3 Weekly Zoom video call sessions with 1 hour per session.

- Price: 30 ~ 65 USD/hour.
- After the consultation call, price will be decided based on:
- What exact professional and/or English skills the client specifically wants to learn and improve;
- How quickly the client needs to improve these skills.
- Industry Price for Management Consulting & Business English Coaching Services in Korea - \$30 ~ 150/hr.



SCHEDULING & INVOICE ¹¹

- 1주일에 1 ~ 3번 1시간씩 Zoom 화상 수업
- 상담전화 후 견적서에 따라 가격 결정 (6개월 / 12개월 프로그램 가능)
 - 1) 클라이언트가 구체적으로 배우고 향상하기를 원하는 정확한 프로패셔널 또는 영어 능력
 - 2) 클라이언트가 이 스킬들을 얼마나 빨리 향상시켜야 하시는지 여부
가격 (Free Consultation 화상 전화 후 맞춤형 커리큘럼과 프로그램 길이에 따라 결정) - 30000원 ~ 65000원 / 1시간
- (현재 경영 컨설팅 & 비즈니스 영어 코칭 서비스 시세 가격 시간당 30000원 ~ 150,000원)



WHAT'S NEXT? ¹²

Booking our Free Consultation Call

To assess your English needs/goals and for you to get a good understanding of how customized your program will be, all clients start after having a free consultation call.

You can click on this link below to book a 30+ minute Free Trial Call with us: <https://go.oncehub.com/JaekookLee>

As I say to all clients, you know your situation and priorities best.

If you are potentially interested in ways I can help you best, just let me know. It's your valued decision.

I look forward to hearing from you.

Don't hesitate to let me know if you have any questions.

I am also attaching:

[1. Client Testimonials](#)

[2. Personal Letter from CEO](#)

WHAT'S NEXT? ¹²

< 무료 상담 전화 예약 >

Ark Management Consulting의 모든 고객분들은 고객이 되시기 전에 저와 무료 **Zoom** 상담을 진행합니다.

이 무료 상담을 통해 고객님의께서는 현재 **Career & Job detail &** 구체적인 니즈/목표를 공유하시게 되고, 저는 그러한 정보를 바탕으로 저희 프로그램이 고객님의게 어떻게 도움이 될 것이며, 어떤 방식으로 맞춤형 설계가 가능한지 보여드리게 됩니다.

아래 링크를 클릭하여 **30분** 이상의 무료 상담 통화를 예약할 수 있습니다.

<https://go.oncehub.com/JaekookLee>

제가 모든 고객님의게 말하듯이, 귀하의 상황과 우선순위는 귀하께서 제일 잘 알고 계십니다. 고객님의 경력과 인생에 도와드릴 수 있는 방법들을 저와 같이 찾아나가고 싶으시면 연락주세요. 당신의 소중한 결정입니다. 귀하의 의견을 기다리겠습니다. 궁금한 점이 있으시면 언제든지 알려주세요.

다음 파일들을 첨부로 보내드리겠습니다. (클릭 하시면 됩니다.)

[1. Ark Management Consulting 고객 후기](#)

[2. Personal Letter from CEO](#)



CONTACT US ¹³

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