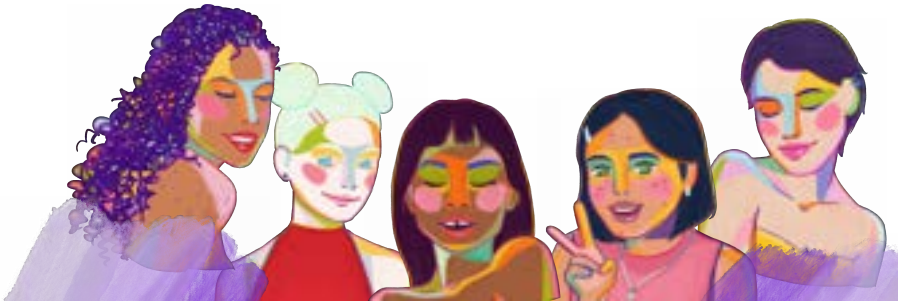


## DEI In Practice

YOU HAVE THE POWER TO EMBRACE AND ACT ON IT



In this session, we

- Describe DEI practices in everyday and business practices
- Discuss the Science of Perception
- Give examples of unconscious bias
- Demonstrate a mindset of diversity and inclusion
- Practice DEI in the image consulting business



By  
Ana Cheong  
PRINCIPAL CONSULTANT  
CO-FOUNDER

Ana Cheong is a distinguished leader in Talent Development and Organizational Diversity & Inclusion. She is also a branding and people management coach. As co-founder and principal consultant of AAA Solutions Sdn Bhd, her firm earned a spot in the "Top 10 Talent Management Companies in South East Asia" in 2023. Ana is a certified Chartered Secretary and HRDF Trainer, with additional certification in Organizational Change from the University of Canterbury. She's the first Certified Image Master in Malaysia and received the AICI Global DEI Award in 2023. Before her entrepreneurial success, Ana gained invaluable experience in the corporate world, notably at Fuji Xerox, enriching her expertise in diversity. She's a co-founder of the AAA Organization for Community's Well-being and the Venus Program, both aimed at empowering marginalized communities and women. Featured in Britishpedia 2020, Ana is not just a credible expert but a compassionate leader committed to making a lasting impact.



By  
Ainun Aida  
PRINCIPAL CONSULTANT  
CO-FOUNDER

Ainun Aida is a co-founder and principal consultant of AAA Solutions Sdn Bhd, a firm recognized among the "Top 10 Talent Management Companies in South East Asia" in 2023. With a Bachelor's Degree in Industrial Technology and certifications from the University of British Columbia and Harvard University, Ainun is currently completing her Masters in Cognitive Neuroscience. She is a Certified Life Coach and Neuro-Linguistic Master Practitioner. She is also a Success Coach for individual clients and a Mindset and Performance Coach for working executives. Before consulting, Ainun was a versatile entrepreneur with a diverse clientele. Alongside her business partner, Ana Cheong, she co-founded the AAA Organization for Community's Well-being and the Venus Program, initiatives aimed at empowering underprivileged communities and women. Named one of the "Successful People in Malaysia" in 2020, Ainun is not just a credible expert but a compassionate guide, committed to helping individuals and organizations achieve their fullest potential.

### Information

**When:** Saturday, March 2, 2024, and Sunday, March 3, 2024(JST)

**Where:** Online (Zoom)

**Fee** (tax included): Early bird rate (- 2/11) AICI member: ¥32000 Non-member: ¥42000, Regular rate (2/12-21) AICI member: ¥42000 Non-member: ¥ 52000, Student discount is available. For more details, please visit AICI Tokyo Chapter official web site.

**AICI CEU points:** 0.8CEUs ✖In order to earn AICI CEU points, you must attend a 2-day session and submit an evaluation sheet.

**Registration:** <https://forms.gle/8bqNzoZqki5NaKtJ7>

**Contact:** Hiromi Osada, AICI CIC Email: [education@aicitokyo.com](mailto:education@aicitokyo.com)

AICI Tokyo chapter: [www.aicitokyo.com](http://www.aicitokyo.com)