

SPEECH

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ភាពជាអ្នកដឹកនាំនៃស្ត្រី  
**WOMEN IN LEADERSHIP**  
JOURNEY OF BECOMING

ADB

**5 THINGS I LEARNT**

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Ignite

Hello, everyone! I am Keo Kounila and the topic that I will be talking about is “Five Lessons I Have Learnt.” To begin with, I would like to introduce myself. Currently, I am a managing partner at Mekhala Radiant Communications.

Before I co-founded this business with my partners, I was a journalist. I studied Media and Communication for 4 years. I became a journalist at the age of 17 or 18 while I was

still studying. Based on my 15 years of experience, I have five lessons I want to share with you today.

Lesson one is doing SWOT analysis to discover your strengths, weaknesses, and opportunities. We need to frequently do SWOT analyses to check our progress towards our personal and professional goals – where we are now and where we want to go next. This is the first lesson.

Lesson two, understand your priorities. When you are working and studying concurrently, you always want to maintain a balance between your work life and personal life. Sometimes, we cannot achieve both. Sometimes, the weight is more on your work life, while sometimes, it is more on your personal life. But, when this happens, I want you to know your priorities. Then, focus on the priority that is the most vital for you at that time.

Lesson three: in today's society we are faced with a heavy workload, especially the youth. We always desire the best for both our study and life goals. But along the way we will be stressed, anxious, our mental health will be squeezed. Therefore, we need to find solutions to increase our productivity. This can be done by having a friend as a mentor to help us find solutions to our problems. In addition, there are also many methods we can use to relieve stress. Personally, since I have to work every day, I run, exercise and box to relieve stress.

Lesson four, motivate yourself. We need to motivate ourselves, especially women in entrepreneurship or leadership. Society is not perfect. There will be people who blame you or criticize you, but we need to stand firm and believe in ourselves. Like I mentioned previously, having a good friend as a mentor and motivator is one of the solutions to deal with people's critique and unkind remarks.

Lesson five, show up with integrity. Integrity is the essence of our lives, whether you are a man or woman leader. In other words, integrity is the same as honesty. If something is bad, you dare to say it is. And, if it is good, you also dare to say it is.

These are the five lessons I wanted to share with all of you today. Thank you for listening!