



District Leader

Biographical Information

Candidate's Name: **Isabelyn Esa**

Candidate's Office: **Division Director**

District Number: **80**

Toastmasters member since: **1 March 2019**

Education:

External | Diploma in Fashion Merchandising & Marketing (Nanyang Academy of Fine Arts), Real Estate Salesperson (CEA Singapore), NLP Practitioner & Coach, Timeline & Hypnotherapy (ABNLP)

Toastmasters | Persuasive Influence Level 4, Dynamic Leadership Level 2, Engaging Humour Level 1

Toastmasters offices held and terms of service:

Official Roles | District 80 D1 Area Director (Term 2024-2025), Jauhari Bilingual Club President (Term 2024-2025), Jauhari Bilingual Club Secretary (Term 2023-2024), Cairnhill CC Club Secretary (Term 2020-2021), Cairnhill CC SAA (Term 2019-2020)

Support Roles | D80 CGD Marcoms (Term 2024-2025), D80 CGD Social Media Specialist (Term 2023-2024), D80 Division D Public Relations Manager (Term 2024 - 2025), D80 Annual Conference PR Chair (2024), D80 100th Anniversary Event Deputy Chair (2024), Temporary stand in - D80 D4 Area Director (Term 2024-2025)

Toastmasters honors and recognition:

Area E1 Contest Evaluation 1st Runner Up (Term 2022-2023)

District 75 Conference 2024 Test Speaker for District Level Evaluation Contest

Relevant work experience and how it relates to Toastmasters and your role as a District leader:

With over 7 years as a private consultant and coach for high-powered individuals and couples in financial hubs globally, I have honed my skills in being an empathy leader, active listening and fostering growth under pressure. My career has taught me to nurture potential in others, helping them play to their strengths and achieve personal success. These qualities directly align with Toastmasters' mission to develop leaders and communicators. As a District leader/Division Director, I aim to leverage my ability to identify emerging talents, mentor them effectively and cultivate an environment where leaders can thrive and inspire others.

What experience do you have in strategic planning?

As an Alumni President in my secondary school, I spearheaded multi-year initiatives to enhance alumni engagement, fundraising, and mentorship programs, ensuring sustainable benefits for the school community. Through grassroots engagements with Choa Chu Kang GRC, I have led and been part of event planning that requires to tailor accordingly to residents demographic. During my time with the Rotaract Club of Singapore, I led two boards simultaneously in the same term, personal development and spearheading international outreach project which includes raising funds for the National Kidney Foundation virtually. This experience taught me to embrace uncertainty, pivot quickly and think creatively under pressure during lockdown/circuit breaker period where it is a period of uncertainty.

What experience do you have in the area of finance?

GCE 'O' Level Commerce (2010) | Work in Accounts Department (2010: SETSCO Services is one of Singapore's accredited largest test and inspection companies) | HR & Office Executive (2013) Tandberg Data: Performed duties spread through several departments: Administrative work, requisition of office supplies, receptionist duties, flight and hotel reservations; handling of purchase orders for the Logistics department, and ordering of promotional materials for the Marketing department. | During my time as a realtor with ERA Singapore (2018-2022), I specialised in luxury to ultra luxury private residential segment with direct developers where is typically 7 to 8 figure quantum & deals with HNW & UHNW clientele | Currently enroute to ACCA/FA certifications

What experience do you have in developing procedures?

In my main career, I curate frameworks that help clients achieve their personal goals. These require a balance of precision and flexibility, ensuring they are actionable in various contexts. In the realm of event planning, especially within non-profit and volunteer organisations such as grassroots, school alumni and Rotaract club, I have refined my ability to develop streamlined procedures that align with financial constraints (eg. budget/fundraising) and operational limitations (eg. volunteer manpower, logistics). I focus on optimising the entire event process, from initial planning to post-event evaluation. Thus, an ability to prioritise, delegate, create clear, actionable timelines ensuring that events run smoothly without exceeding financial limitations while delivering maximum impact.

What lessons did you learn from previous leadership positions?

One of the most valuable lessons I've learned is the importance of resilience and adaptability, particularly when navigating unexpected challenges or shifting priorities. Effective leadership is not about doing everything yourself but trusting your team and empowering them to take ownership of their roles especially in a volunteer/non-profit setting. Delegating tasks thoughtfully and providing clear direction ensures that everyone can contribute meaningfully without feeling micromanaged. I've also learned that strategic planning is crucial to set a solid foundation, but equally important is the ability to remain flexible and innovate when circumstances change. Developing procedures that are both structured and adaptable fosters an environment where the team feels supported and confident in executing their responsibilities.

Why do you want to serve as a District leader?

Toastmasters has been a transformative part of my life, helping me rebuild my self-worth during my lowest points in my life in early 2019. I wasn't just afraid of speaking, I was afraid of people with social anxiety. My first chapter meeting gave me the foundation I needed and soon, it reignited my sense of purpose and passion for personal growth, inspired by many senior leaders over the years. Through the mentorship and opportunities provided by fellow members and leaders, I rediscovered my capabilities and confidence. These experiences shaped by belief in servant leadership, leading by example, appreciating the effort of others and paying it forward to nurture future leaders. As a district officer, I am to empower and inspire members by fostering a supportive environment for growth. I want to help rising leaders realise their potential, just as others did for me.

In your opinion, what are the District mission's major objectives and how would you work to achieve them?

The District mission focuses on fostering new clubs and helping existing ones achieve excellence. As a Division Director, I see myself as a vital link between District leadership and the clubs I support. To fulfill this mission, my key objectives will include actively promoting club growth through targeted outreach and collaboration with Area Directors, focusing on member retention and empowering clubs with the resources and guidance they need to thrive. I will also emphasise educational mentorship and leadership development to ensure long-term sustainability. Additionally, striving to cultivate a strong division culture of synergy, collaboration, and continuous improvement, while proactively addressing challenges to help clubs overcome obstacles and achieve their goals.

Additional information about yourself:

Organised Club Officer Training/Panel Moderator and have served in all the roles within Speech Contests. | Current Club Coach for Ngee Ann Polytechnic Student Toastmasters Club