

The Journey



What Change Am I trying to Make?



What Change Am I trying to Make?

1. Think about Failure
2. Think about Change
3. Think Big



10 Lessons





The Beginning

How we Started?





We wanted to
Spark the Economy,
One Business at a Time

“We started accepting jobs
that had nothing to do with
the list of items we offered
on our menu!”

1. Practice Getting Screwed!



Our First Magazine

“We wouldn’t have
started so many
publications if we had
been too worried about
the ROI”



2. Embrace Failures



Our First Failure

The logo is contained within a rounded square with a thin red border and a subtle drop shadow. The text is orange and centered.

VISION
2035
App

VISION
2035
App

“This became our fuel
to proof to the judges
that they have made
a mistake!”

3. “Be Like Water!”



“What you wrote on the
business plan seldom pens
out to be what you actually
do!”

We Knew Nothing about ID!



Our 2nd Failure

14 BRUNEL HOME FEATURE | A HIDDEN SANCTUARY



Twin Pandora North lamps highlight a Ruxotto dining table. Original artwork from Alan Martin on the wall.

“Our
inexperience in
publishing got
the better of
us...”

“The best way of owning up to your mistake is not to repeat it. Don’t be lose sleep over your mistakes. I promise, 5 years later no one will remember it, not even you!”

“Be ready to walk away from your comfort zone. Draw confidence from your past achievements.

Have Faith.

Know that there will always be better things in-store for you.”



3. Make Your
Own Rules!

“The greatest gift of being your own boss is the ability to listen to your guts and make decision and be held accountable to no one but yourself!”

4.
Ask
Yourself...

How to
Kick Your
Own Ass?



“If you don’t, someone
else will come along and
ask the question for you!”

INSPIRE

Brand Home, Lifestyle, Investment

Living

Launch Event @
Energy Kitchen



1) Inspire Living Magazine. 2) Allen Tan, Contributor Sebastian Yeoh, Juliana Dharmawan and Dennis Chong. 3) Yvonne Kuan, Denise Hoon, Steven Goh & Anyad Abdullah. 4) Readers, Advertisers & Supporters. 5) Keenan Jamin and Nicky Wong. 6) Contributor Mel Lane, Shaun Hoon and Lane Siao Ju.

7) Inspire Living Production Team. 8) Russell Matthews and Pj Hg Noorazany. 9) Stuart Kemp, happy to get his hands on a copy. 10) Guests from BMA at the launch. 11) Contributor Sebastian Yeoh & Mr Lee of Aowon. 12) Guests from Baiduri Bank & BSM.

Break!



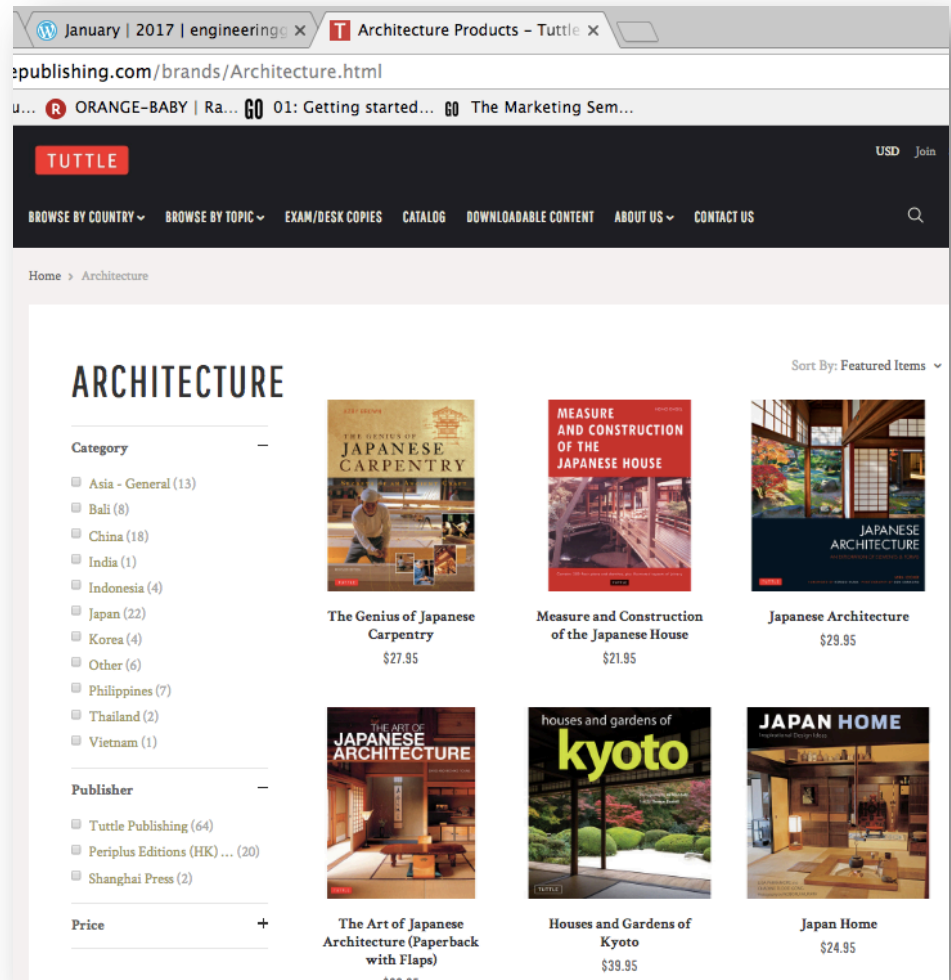
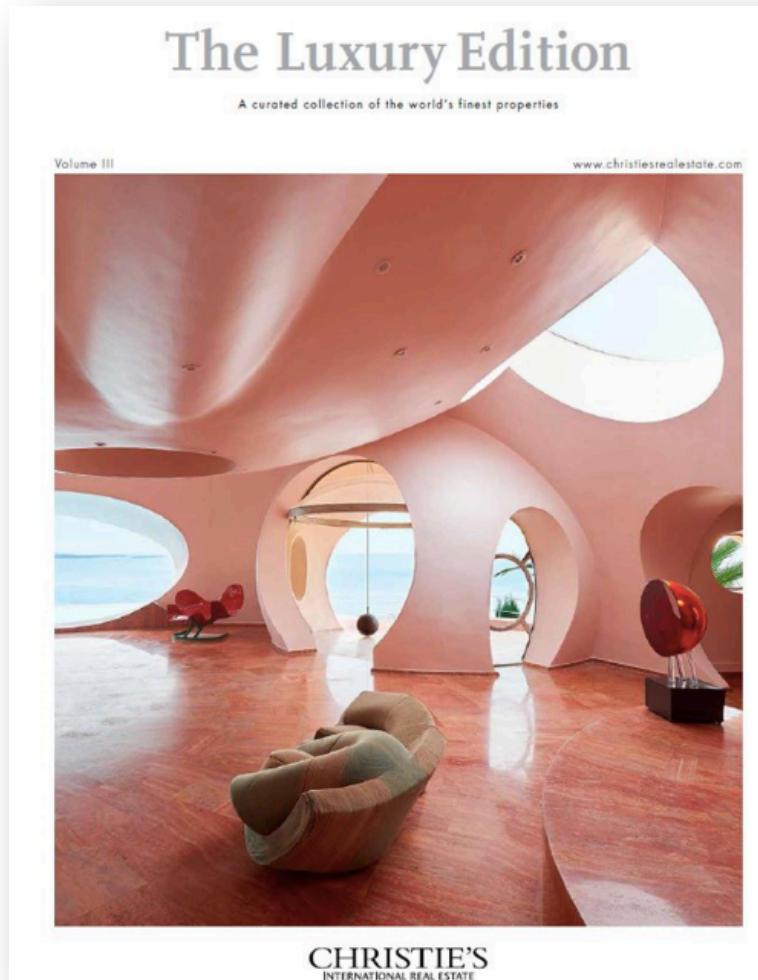
5. Travel!



“The best business ideas often come from travels. Some of the greatest business people I’ve interviewed were successful not because they are any smarter than you. But because they have a wider exposure by observing how others do it outside of their country

*If you think traveling is expensive,
try staying put”*

What if...?



“Embrace wishful thinking. But don’t stop there, act on it. Because you’d have zero chance of making it happen if you don’t try. Sometimes you may just get lucky - look at us!”

5. Find Your Own Blue Ocean



6. Steal The Ideas!



“You do not need to be the hero or the person with the best idea. Listen to the people around you. Wisdom lies in the ability to filter out the best advice and apply them into good use. BHC magazine was someone else’s idea, and so was Inspire magazine.”

THE LAUNCH OF INSPIRE

by AEWON

and AEWON Gallery

21ST JANUARY 2014



AEWON Gallery @ Airport Mall



Mr. Kevin Lau, Marketing Manager, AEWON



Group picture with Inspire Contributors & Featured Guests



Unveiling of Inspire Cover by Guest of Honour, Pj Hajj Saleh Ab-Rahman (P) and Shaun Heon, Editor (S).



Inspire's Production Team.



Special Guest YAM Pengiran H. Abdul Wadood Bokrah



Ribbon Cutting Ceremony with Mr. Lau Chai Seng, GM of AEWON and Special Guests.



Prince of Soul, Mr. Fikriul Razi



Date Admin receiving RM20,000
Donation on behalf of Pusat Ihsan from
H. Hajj Abdul Rahman, Director and partner of AEWON.

7. Find Meaning



Our Defining Moments



8. Think

Big



What if...?



Never be satisfied with the status quo.

*“Always challenge yourself to become better,
always try to outdo your previous record. Be
your own best competitor. Do it with zest, do
it with gusto.”*

9. Be Self-Aware





What if Your
Biggest Enemy
is NOT even on
your radar?

Remember...

“If you don’t

KICK YOUR OWN ASS,

someone else will come

along and ask the

question for you!”

facebook



The Guy
Who Puts
Us Out of
Business

10.

When shall you
walk away?

Future

People

Profit



What if your biggest enemy is...

Your Self?



What would I have done differently?



**FIRE
THE CEO!**

What's Next?



GREAT COMPANIES START
BECAUSE THE FOUNDERS
WANT TO CHANGE THE WORLD...

NOT MAKE A FAST BUCK!

GUY KAWASAKI



What did I learn about Success & Failures?

“Have the humility to attribute your success to LUCK, because the same word is true, when the business swings in the opposite direction.”

Home Work

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2 Questions

- What Strikes You about today's lesson?
- What Change Are You Going to Make?



FRIDAY
6th Oct



MONDAY
9th Oct

Student of Life



*Finding Happiness, Meaning
& Purpose for Your Life & Career*

FRIDAY
13th Oct