

Wee Kim Wee CEO Talk at SMU on 20 Oct 2011

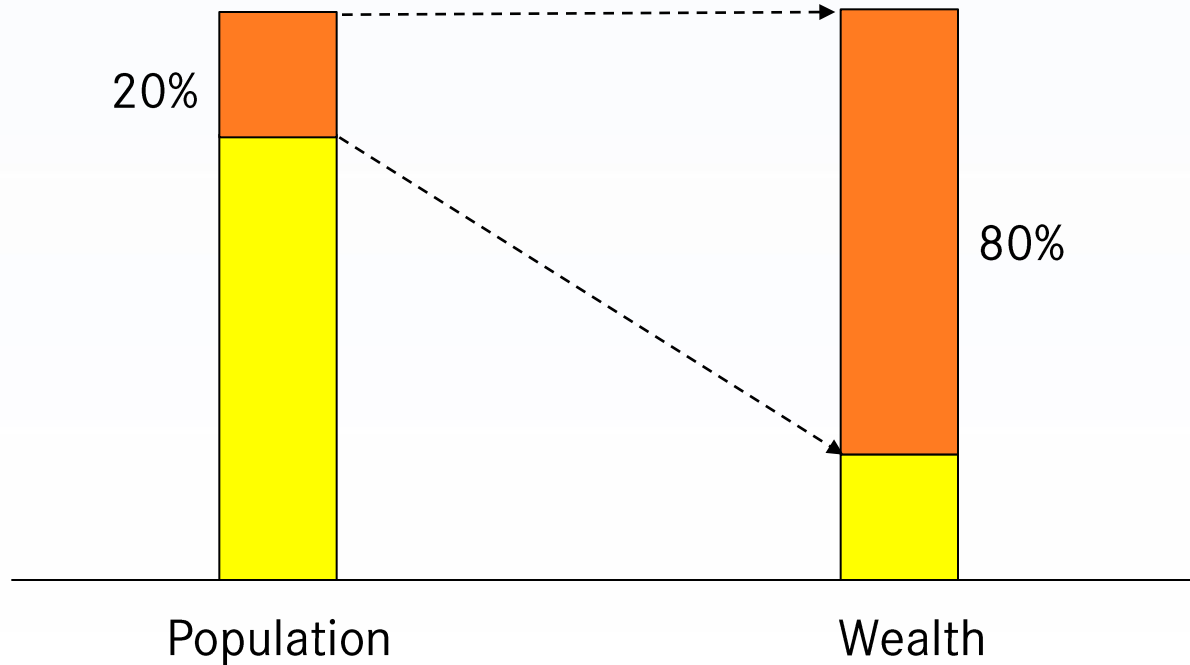
# Entrepreneurial Mindset for Success



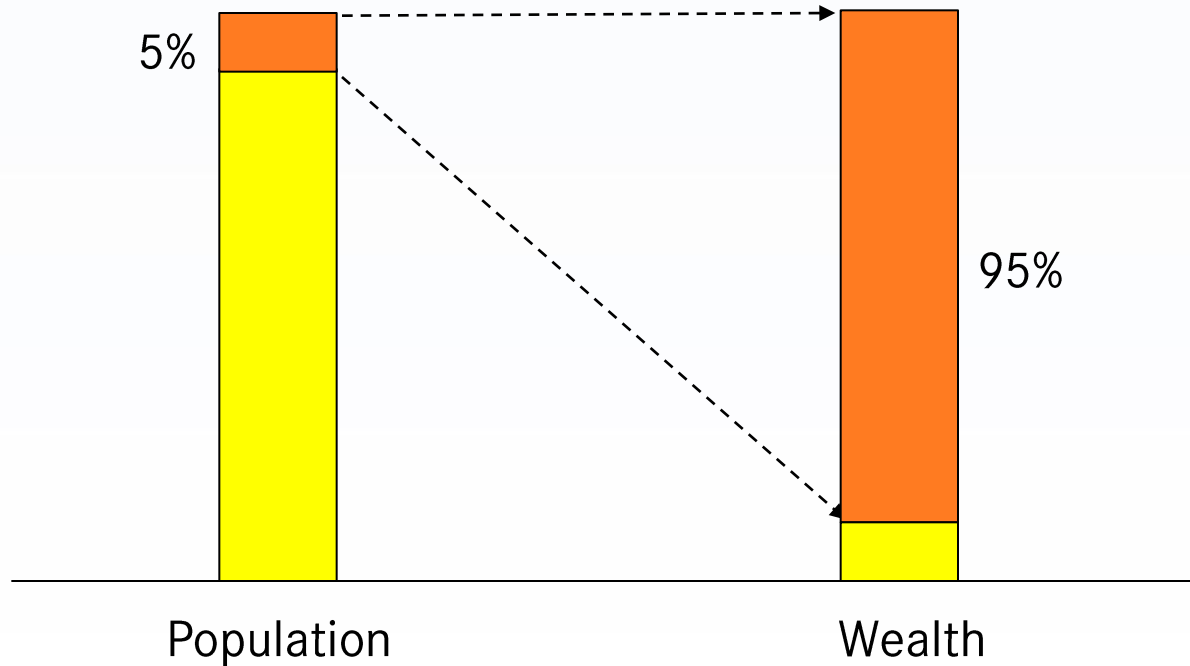
Dr. Dora Hoan  
(Founder & Group CEO,  
Best World International Ltd  
Best World Lifestyle Pte Ltd)



# Distribution of Wealth



# Distribution of Wealth



•Who belongs to the 20% category?



- Who belongs to the 5% category?



- What makes them so extraordinary?

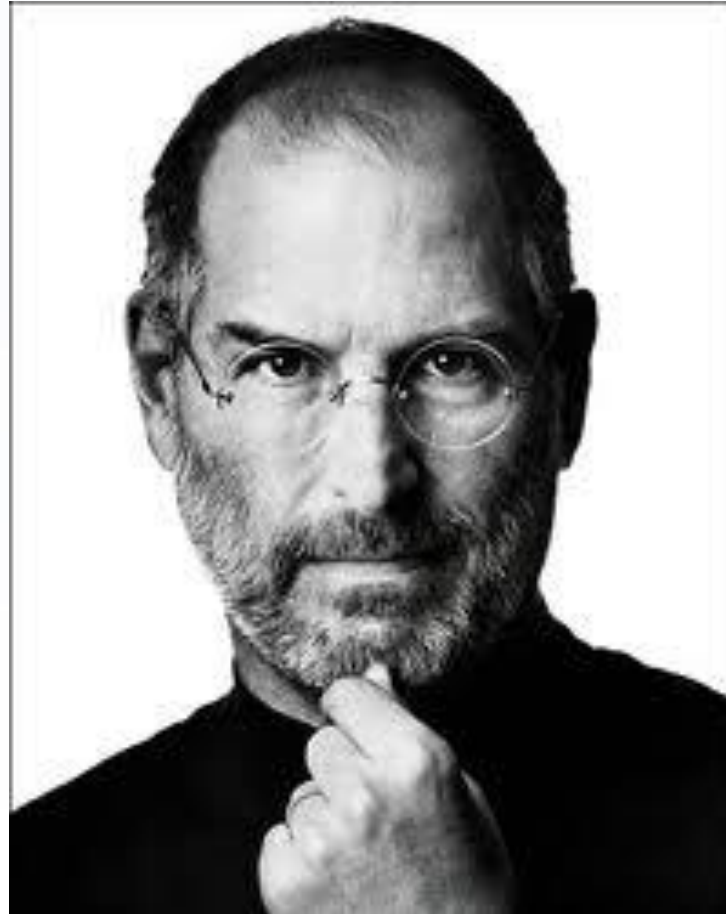
The answer is:

## Mindset & Attitude



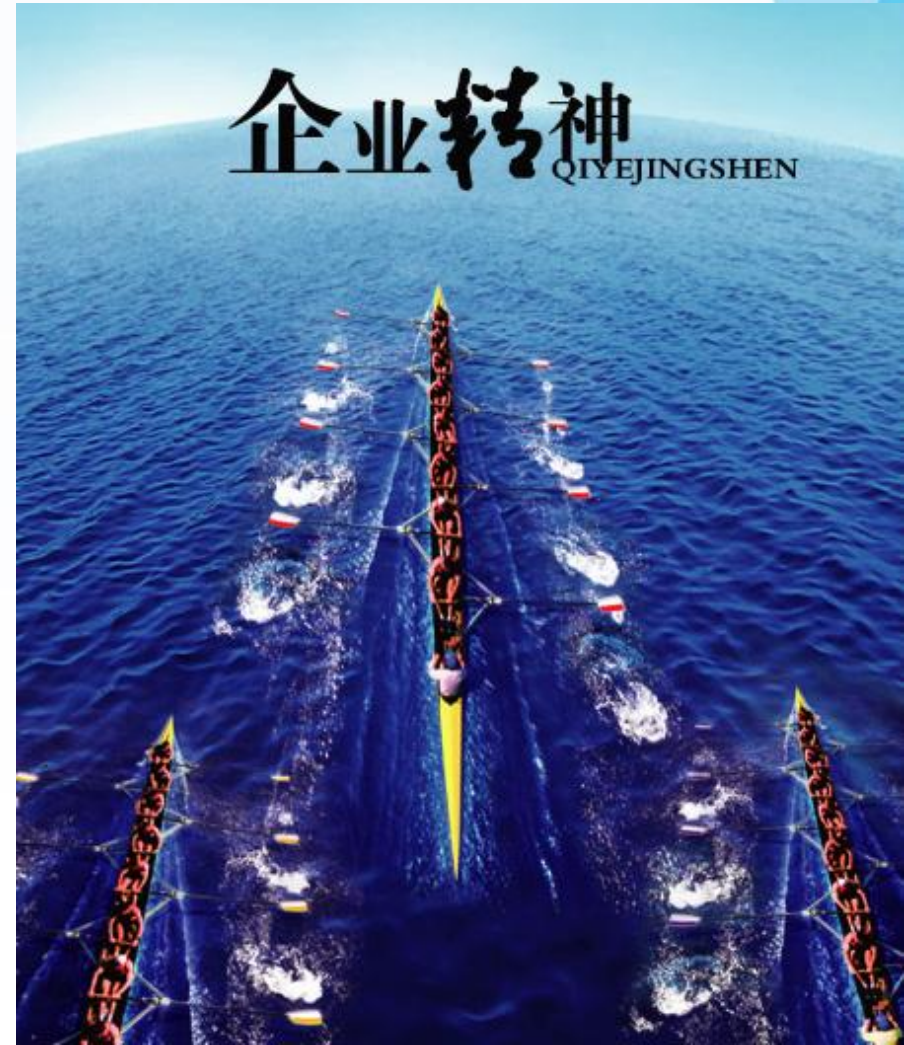
# A Great Entrepreneur...

## Steve Jobs



# Entrepreneurial Mindset

- Your belief and driving force.
- Your attitude and passion.
- Your fighting spirit.
- Your action to pursue the dream.



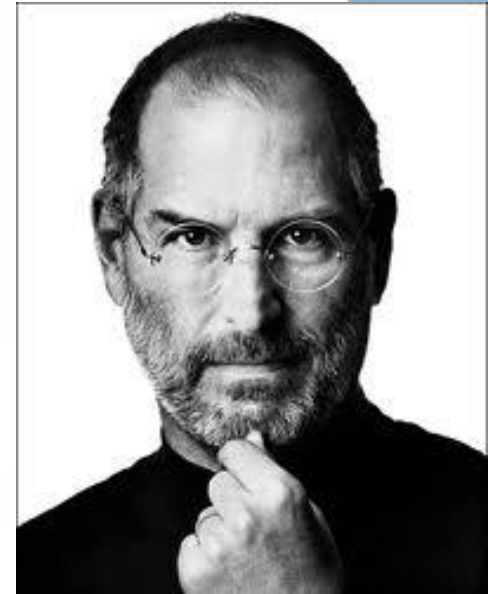


# Steve Jobs Quotes

“You know, we don’t grow most of the food we eat. We wear clothes other people make. We speak a language that other people developed. We use a mathematics that other people evolved... I mean, **we’re constantly taking things.** It’s a wonderful, ecstatic feeling to create something that puts it back in the pool of human experience and knowledge.”

We learn:

*Be a contributor for others.*



# Steve Jobs Quotes

“Live in a way that is ethically responsible. Try to make difference in this world and contribute to the **higher good**. You’ll find it gives more meaning to your life and it’s a great antidote to boredom. There is always so much to be done. And talk to others about what you are doing.”



We learn:

*Dream and mission to change the world.*

# Steve Jobs Quotes

“Did you know that you have big things to accomplish in life? **We were born with a gift to give in life, one which informs all of our desires, interests, passions and curiosities.**”

We learn:

*Make your life meaningful.*



# Dora's Dream

“I want to develop a company that stand on global brand that could be proud of Singaporeans.”

“I want to provide an entrepreneurial platform for inspired individuals to pursue their dream to achieve financial freedom and better life.”

“I want to build a great direct selling company could be the best example to create positive image of direct selling industry.”



# The attitude and passion for work



# Steve Jobs Quotes

“Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And **the only way to do great work is to love what you do.**”

We learn:  
*Passion.*



# Steve Jobs Quotes

“Do what you love. Seek out an occupation that gives you a sense of meaning, direction and satisfaction in life. Having a sense of purpose and striving towards goals gives life meaning, direction and satisfaction. It not only contributes to health and longevity, but also makes you feel better in difficult times.”



We learn:

*To have a meaning and mission for your work.*

# Steve Jobs Quotes

“Being the richest man in the cemetery doesn’t matter to me. **Going to bed at night saying we’ve done something wonderful...** that’s what matter to me.”



We learn:

*Make your everyday meaningful.*



The fighting spirit towards challenges and failure



# Steve Jobs Quotes

“If I had never dropped out, I would have never dropped in on this calligraphy class, and personal computer might not have the wonderful typography that they do...  
**You have to trust in something: your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life.**”

We learn:

*Find way out from crisis.*

# Steve Jobs Quotes

“Getting fired from Apple was the best thing that could have ever happened to me... It freed me to enter one of the most creative periods of my life. It was awful tasting medicine, but I guess the patient needed it.

**Sometimes life hits you in the head with a brick, but do not lose your faith.”**

We learn:

*Be tough and confidence could turn the tables.*



# Steve Jobs Quotes

“I’m convinced that about half of what separates the successful entrepreneurs from the non-successful one is **pure perseverance.**”



We learn:

*Be perseverer.*

Your action in pursuing your dream



*Om*

# Steve Jobs Quotes

“Simple can be harder than complex. You have to work hard **to get your thinking clean to make it simple**. But it is worth in the end because once you get there, you can move mountains.”

We learn:

*Simple is powerful.*



# Steve Jobs Quotes

“Innovation has no limit. The only limit is your imagination. It’s time for you to begin thinking out of **the box**. If you are involved in growing industry, think of ways to become more efficient; more customer friendly; and easier to do business with. If you are involved in a shrinking industry – get out of it quick and change before you become obsolete; out of work; or out of business. And remember that procrastination is not an option here. Start innovating now!”

We learn:

*Innovation never stop.*



# Steve Jobs Quotes

“There is no shortcut to excellence. You will have to make the commitment to make excellence your priority. Use your talents, abilities, and skills in the best way possible and get ahead of others by giving that little extra. Live by a higher standard and pay attention to the details that really do make the difference. **Excellence is not difficult – simply decide right now to give it your best shot – and you will be amazed with what life gives you back.**”

We learn:

*Pursue for excellence.*





# Entrepreneurial Mindset

- Leap to courage to pursue what you want in your life.
- Be passionate and responsible what you do everyday.
- Develop the faith and spirit to overcome all challenges.
- Continue to pursue for excellence.





Direct Selling  
Association of  
Singapore

"Like a lot of people, I used to think that direct selling is an inferior profession compared to a prestigious corporate career. But after I met with the management of BWL, I totally changed my mind."

Rita Ong

35  
years of  
promoting  
an ethical  
market place

DARE TO DREAM SERIES

## Leap of courage

Rita Ong's Journey from Employee to Entrepreneur

Rita Ong in her early 30s was an MBA degree holder and a senior manager in the corporate sector. She led the kind of life that any young professional could hope for. However deep within, Rita knew she wanted "something more out of life."

Rita had always dreamed of becoming an entrepreneur. However, she was fearful to put aside 15 years of corporate career and all that means – status, substantial income and a comfort zone that kept her believing she will not have as much luck outside of the corporate world.

### Rita discovers 'a secret'

In 2003, a friend introduced Rita to DRs Secret skin care products from BWL. The

product had enjoyed many positive testimonials and in encouragement, she tried it.

"The product was awesome... it works like magic and solved all my skin problems. When I experienced how good this product was, I began thinking whether it is a viable business opportunity."

However, Rita has to overcome a personal bias "Like a lot of people, I used to think that direct selling is an inferior profession compared to a prestigious corporate career. But after I met with the management of BWL, I totally changed my mind. They were the most remarkable professionals I have ever met!"

"I looked around to see members and staffs so

inspired and united around the values that hold them together. I saw a winning team. I witnessed countless people who have improved their lives and achieved their dreams through BWL. By then I was convinced: this is where I want to pursue my dreams.

### The power of leveraging

Within six months, Rita gave up her well-paying job to become a full-time member at BWL in January, 2004. Even as this point, many of her peers have chided her for letting her high education and vast corporate experience to waste. But Rita saw it differently "As a matter of fact, my educational background and corporate experience have put me in good stead for leadership in my BWL career."

Rita leveraged on the company to achieve instant success. BWL is the first and only direct selling company

listed in the Singapore Stock Exchange which, Rita attests, spells "stability and credibility". She also feels strongly bonded to BWL's warm, enriching culture. As a member, Rita gets support from BWL's professional management team and is backed by comprehensive trainings and marketing activities.

"With all these at my disposal, I can really focus on network development. Furthermore, BWL's International Sponsoring Scheme allows me develop a vast network in Indonesia while based in Singapore"

Rita has found in direct selling the shortest, most powerful route to financial freedom as well as self development. "I am grateful to have found the right company with the best platform for me to grow a viable, everlasting business".

Rita now enjoys a life of vibrant health, beauty, happiness and freedom. Most of all, she

enjoys being her own boss "I have learned the secret in prospering myself by growing others in BWL. As I help and support other people, I am

amazed how their success eventually becomes my own. Looking back my leap of courage 7 years ago has sparked my success.

[www.bwlgroup.com](http://www.bwlgroup.com)



# Steve Jobs Quotes

“Your time is limited, so do not waste it living someone else’s life... And most important, **have the courage to follow your heart and intuition.** They simply already know what you truly want to become. Everything else is secondary.”

We learn:

*Dare to pursue your dream.*



# Thank you!

