

## KAREN SAYS

## HOW SOCIAL ARE YOU, ENTERPRISE?

HOW happy was I to discover one day that the organisation I found ideal for me – one that approximated what we know today as a social enterprise – was not alone in being grounded with a vision that has both a social and profit motive.

With the evolution of entities, the need to engage and empower employees has likewise evolved, although the direction of causation may be less clear. We share examples of viable and impactful social enterprises in Malaysia, and while sharing the UK perspective, Sandy Clarke also highlights successful social enterprises there.

We had the opportunity to speak with Ehon Chan, executive director of MaGIC Social Entrepreneurship on the recently launched Malaysian Social Enterprise Blueprint in developing social enterprises, and the current state of affairs of this sector in Malaysia.

Jon Gordon penned an excellent piece – a departure from the social enterprise theme somewhat – to ask “What if work was a vehicle to live and share a bigger purpose?” Indeed, we can and should incorporate social impact goals no matter how big or small, in our activities at work. Each individual, a social enterprise!

On a related note, the president of MERCY Malaysia firmly believes that everyone can play a role in making a difference in their own communities and beyond.

A practical proposition by Fabio Malagisi – for companies to use non-profit board service as a leadership development tool. Malagisi shares the benefits of this for both the non-profit as well as the board member (and ultimately the company he or she works for).

We also feature an innovative social enterprise called MyChangkul, and founder Yong Foo Chuen explains how it provides a solution to a clear social issue and creates a definitive positive social impact, based on a self-sustainable business model.

I wish you a fabulous weekend with family and friends, and that you can make every one of the many interactions you will have over next week, meaningful.

Onward, upward!

KAREN NEOH  
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## THE 'ME' IN MEANING

By **NINA TI**  
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A few weeks ago, while discussing how we could break the Internet, a colleague suggested that we look at a competitor's Facebook page. She said the postings were “sexy”.

This manner of describing an inanimate object as though it is alive is something that my club's tennis pro does too. A die-hard Babolat fan, he will cruelly tell you if your playing stick is “friendly”, “forgiving” or “disobedient”.

I am at a loss for words when this happens. I have a Wilson Blade104 – and all I see is grip, graphite and string.

Why do people make up words for things that do not have personalities?

I really feel that it is because these words, and really **all words** are just our attempt to understand and describe our experiences to others.

Because **meaning** is a human concept.

### » GETTING THE GIST

Our brains have 1,000 trillion synaptic connections, and they are all unique to a person's experience, being formed as we learn and grow.

By lending meaning to any object in our lives, be it a webpage or a tennis racquet, these synapses are firing in a pattern that is triggered by our present disposition, past experiences and conceptual understanding.

Our perception of the things we see and do is not passive but an active creation.

The notion does not apply to just things. It extends to how most people feel about their lives as well, and of course what they do every day in their jobs.

There are times when people feel that their workdays are blurred into one. They go through the motion without feeling any sort of energy or passion.

There are also days where they can go full-throttle without losing either velocity or rhythm. In short, everybody has ups and downs, speed and spills.

### » IT'S ALL IN YOUR HEAD

In his bestselling book, *Man's Search For Meaning*, Viktor Frankl writes about the importance of finding meaning in all forms of existence, even the most brutal ones, in order to go on living. The key takeaway here is that Frankl believes that “finding a meaning” is something that is entirely within our control.

We always hear about people who excel at what they do because they feel their jobs have meaning.

A person is truly happy and engaged at work when he/she feels that the job is intellectually stimulating, or physically and emotionally rewarding.

What you should realise by now, is that both your dreams and your reality are in your head. One can find meaning by deciding it exists. I hope you find yours.



The opinions expressed in this career guide are those of the writers or the people they quoted and not necessarily those of Leaderonomics.

**01** “Some people believe in telling stories. Some believe in doing things about which stories will be told in times to come.” – **Sharad Vivek Sagar**

**02** “What business entrepreneurs are to the economy, social entrepreneurs are to social change. They are the driven, creative individuals who question the status quo, exploit new opportunities, refuse to give up, and remake the world for the better.” – **David Bornstein**

**03** “A little bit of good can turn into a whole lot of good when fueled by the commitment of a social entrepreneur.” – **Jeffrey Skoll**

**04** “Never underestimate the value of an idea. Every positive idea has within its potential for success if it is managed properly.” – **Robert H. Schuller**

**05** “Start projects that motivate you to save the world and simultaneously make you money (and create mindshare) for your company. Social innovation makes magic happen.” – **Richie Norton**

