A few of us Leaderonomics were at the Brand You Conference last week and several of the corporate women we spoke to were pleasantly surprised to see how the Leaderonomics team was comprised mostly of young people.

I guess it never really occurred to them that with the extensive corporate, media and community work our organisation does, ‘young guns’ like us could bring something of such value and impact to the table.

Then again, it does take time and effort for us to reach a certain level of maturity, and as long as we avail ourselves to take on a challenge, we can always learn from each other.

International Youth Day (IYD), observed every August 12, has been an annual celebration designated by the United Nations since 2000. The purpose is to draw attention to youth issues globally. This year’s IYD theme is Youth Civic Engagement, and this week’s pullout is centred specially around youth.

According to educator and author Thomas Ehrlich, civic engagement involves working to make a difference in the civic life of one’s community and developing the combination of knowledge, skills, values and motivation to make that difference. It means promoting the quality of life in a community, through both political and non-political processes.

Yes, we may label today’s youth as the ‘selfie’ (and self-indulging) generation. However, there are many out there who realise that they are the next generation to carry the baton of leadership in social, political and non-political processes.

As young as they are, we must start cultivating good values in them early before it is too late. Just like the saying goes, ‘mengatur buluh bairah dari rebungnya’. So, let’s work together to prepare the youth for this precarious generation of game changers!

Meanwhile, check out our Re-Act competition on Page 7. Exciting prizes await you!

Hope you enjoy what we have put together for your pleasurable weekend read.

Take care!

LAY HSUAN
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QUOTES

01
“Let us make our future now, and let us make our dreams tomorrow’s reality.”
– Malala Yousafzai

02
“Every challenge is an opportunity and I tell those who bash me to do better community projects and I will be their follower.”
– Syed Azmi Alhabsi

03
“I’m reaching out to you because we need your help. We want to end gender inequality – and, to do that, we need everyone involved.”
– Emma Watson

04
“Move fast and break things. Unless you are breaking stuff, you are not moving fast enough.”
– Mark Zuckerberg

内部竞争

45% of the world’s internet users are below the age of 25, and 30% of the world’s youth have been active online at least five years.

More recently, youth mobilisation has seen a resurgence particularly through social media channels, innovative informal groupings, and heightened engagement in volunteering.

Within the next decade, the world population is projected to increase by over 400 million, posing additional pressures on the labour markets in developing countries, where about 85% of youth live.

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