SUSTAINABILITY: RINGING IN A NEW ERA

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There are more than 12 great leadership articles in this week’s pullout. However, we have some 50 new articles each month, plus a library of 4,000 great videos, podcasts and articles at www.leaderonomics.com.

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If you would like your organisation to be featured in this pullout, contact us at editor@leaderonomics.com.
Understanding Survival and Sustainability

Across the board, sustainability is a balancing act. Mankind has long used natural resources to survive, and ultimately, thrive. When natural resources appear to be in abundance, there’s little urgency to limit its usage or even think of its long-term consequences – until we start running out of them.

This then becomes a renewed struggle for survival, forcing us to find newer ways to sustain ourselves, while understanding the crucial role that nature plays in both our daily lives, as well as our businesses.

Large amounts of natural resources went into feeding the thirst for global industrialisation and mass consumption, fuelling the production of waste that manifested in worrying pollution rates that not only affected people, but also threatened the ecosystem of flora and fauna.

As countries began to pay more attention to sustainability issues, the Environmental Impact Assessment (EIA) was introduced in the 1960s. This is one example of a major project requirement that has forced profit makers to adhere to higher standards in their proposed projects.

Since the 1970s, Malaysian businesses have accustomed itself to take nature into consideration as they work out the best way to take their product or service forward. While we still see companies being called out and penalised for flouting these regulations, a new consciousness seems to have grown as a result of decades of advocacy.

Organisations are using less paper, by going digital and encouraging the practice of recycling; the Selangor state government announced a total ban on the use of polystyrene packages, and more Malaysian construction and building companies are embracing green building practices such as adopt- ing day-lighting, natural ventilation and renewable energy, with a 14 per cent increase recorded between 2014 and 2015.

These are just a few examples of the transformation that we see today. At each juncture, society and businesses have chosen to show consideration for what may no longer be available to generations to come: natural resources.

As we are faced with alarming rates of depletion in natural resources that are necessary for people to survive and for businesses to operate, the world has begun to look seriously at stronger methods of sustainability.

In this issue, we take a look at how people and corporations have taken the high road to create a culture that conserves and appreciates the value of resources made available to them.

On Page 6 this week, be inspired by stories of five leaders from Singapore, India as well as Malaysia who have used sustainability to promote new ideals for businesses, and champion sustainability leadership.

Jack Chua writes about the success stories of leaders who are committed to sustainable development by proposing the ‘circular economy’, in which things that are considered ‘waste’ are reused and fed back into the production loop to avoid the need to scrape off more natural resources.

Leaderonomer Awatif Gharber shares her experience meeting with the ‘legendary Green Man’, Matthias Gelber – voted the Greenest Person on Earth in 2008 – who has been relentlessly creating awareness on environmental sustainability.

Gelber shares how climate issues have become apparent between the generations, with his nieces and neph- ews no longer enjoying the kind ofsea- sons that he experienced growing up in Burbach-Lippe, a small village. Flip over to Page 9 for this story.

Ever wondered what the job of a tiger conservationist is like? Darshana Sivanantham spoke to three officers from WWF-Malaysia, who shared their experiences and insights into what it takes to keep the Malayan tigers safe from poachers, and extinction.

These and more insightful stories are in store for you this week. Look out for more articles on thought leadership and ideas on www.leaderonomics.com.

Lydia Gomez
Editor

“Hardships often prepare ordinary people for an extraordinary destiny.”
– Christopher Markus

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**ARE YOU REALISTIC OR IDEALISTIC?**

**USING YOUR HEAD AND HEART TO SUCCEED AS AN ENTREPRENEUR**

By ROSHAN THIRAN

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A few weeks ago, we organised one of the biggest SME CEO conferences in the country that gathered almost 350 chief executive officers (CEOs).

I met so many great leaders and great businesses. Many of these CEOs had similar ways of achieving their goals.

If you were to describe your approach to working towards set goals, would you say you were realistic in how you go about achieving your ambitions, or do you come at them from the perspective of the visionary or idealist?

Recently, I received a message from a young professional who has been considering taking “a leap of faith” and starting her own business for some time now.

Having spent a little too long thinking through the necessary considerations, the reason for her procrastination dawned on her after reading an article on lessons from American businessman and motivational speaker Chris Gardner.

In her message, she writes: “Being in a good job, I feel I need to be realistic about the requirements of starting out on my own. At the same time, I picture in my mind all the possibilities that can come from taking a leap of faith. I’ve been torn between my realism and idealism, not knowing which one to follow.

But your article made me realise that I don’t have to choose. I can be realistic and idealistic at the same time.”

The young woman also reminded me about my formula for success:

**Vision (to have it in your mind where you want to be) + Healthy realism (move forward from where you are - not from where you hope to be) + 3Ps (Planning - Passion - Perseverance).**

Whenever I speak to young people who ask me about career progression or starting out on their own, the one piece of advice I usually give is, “Always be aware of where you are at. This helps to keep you grounded; but don’t forget to dream about the possibilities. This is what gives you the motivation to keep going and bring them to life.”

Whether it’s something physical, emotional, spiritual, or a combination, we may need to be realistic in our goals for meaningful change to happen. The first step is getting started!” — Dana Arcuri

In any walk of life, particularly in professional development, there’s the temptation to look at one approach as being superior to another. Is it better to be realistic, cautious and measured? Or should we be idealistic, take risks, and throw caution to the wind?

Actually, both of these approaches – when used in a timely manner – work together to provide everything an entrepreneur needs to succeed in today’s world.

Taking the example of the procrastinating entrepreneur-in-waiting, it’s sensible that she is aware of her situation and circumstances. It would be reckless if she were to simply give up a good job and try to create a new venture without having much of an idea of what needs to be done and how.

On the other hand, allowing her realistic side too much free rein is holding her back from breathing life into her ideas. If we wait for the right moment, we will forever be waiting; if we need everything to be just right, we will never start. Instead, we suffer from analysis paralysis and never begin our journey. The most difficult step is to start.

“Hold fast to dreams, for if dreams die, life is a broken-winged bird that cannot fly” — Langston Hughes

This is where having the courage to dream comes into play. Chris Gardner always had a healthy sense of realism: he always knew exactly where he was at, and he knew the kind of effort that was needed to take him out of his hardship and struggle.

But Gardner also had a dream, a vision of who he wanted to be and where he wanted to go. It was this dream that helped him to stay motivated. When we don’t dream and fail to imagine possibilities, we won’t get very far. Our vision is the magnetic force that pulls us on the path towards success. Our realism is what helps us navigate through the obstacles along the way.

It’s about striking a balance between the two. If we fixated on realism, the chances are that we’ll come up with a million reasons why the obstacles shouldn’t be challenged in the first place. On the other hand, if we spend too much time dreaming, then we’re likely to miss the obstacles that will trip us up.

The way to succeed is by being excited about our dreams and grounded enough to do what it takes to transform those dreams into reality.

**MY MODEL OF LEADERSHIP**

In fact, I believe leadership is also just that: Vision + Reality + 3Ps (Planning – Passion – Perseverance). For the past few years, I have disagreed with many leadership gurus that tout a formula for effective leadership.

Many claim a specific seven-step process to be a great leader but I believe every person’s leadership plans and process will differ, simply because each of us have a different vision and different starting points (the current point of reality).

**THE ESSENCE OF LEADERSHIP**

As a CEO, part of your challenge is to be able to scale and continually grow your business. Many CEOs struggle to reinvent themselves at different phases of their leadership journey and this translates to an inability to grow their own businesses and organisations. CEOs face these significant challenges with little support or people to talk to about their struggles and pains.

In 2016, Leaderonomics, together with the Malaysia Digital Economy Corporation (MDEC), pioneered the Leadership Dojo programme specifically designed for CEOs to learn from CEOs, senior CEO mentors and from global leaders who have succeeded in their respective journeys.

If you are looking to scale your business to the next level or grow your individual competencies, this programme is perfect for you. Register your interest today at bitly/LDojointerest or scan the following QR Code to express their interest. The first 10 CEOs to express their interest will be invited to an exclusive networking dinner with Leaderonomics CEO Roshan Thiran on 13 June 2017.
DO YOU HAVE A FEAST OR FAMINE MINDSET AT WORK?

By MICHELLE GIBBINGS
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In a highly competitive work environment, people often act as though there aren’t enough resources, rewards or recognition to go around.

THE FAMINE MINDSET

Operating with a famine mindset, people jealously guard their access to the three Rs because they see them as crucial drivers for career success.

The more resources you have the easier it is to get things done. The more rewards you have you have the greater the return on investment for your work. The more recognition you have the easier it is to rise through the ranks.

People with this mindset worry that if someone else gets the same amount or more than them, it will diminish them in some way.

This has huge implications on how they work, as they approach conversations and negotiations with the intent of getting as much as they can. They are also less willing to collaborate and think about other people’s needs, as the focus is “all about me”.

As the American novelist and poet Wendell Berry said: If you start a conversation with the assumption that you are right or that you must win, obviously, it is difficult to talk.

THE FEAST MINDSET

In contrast, a person with a feast mindset sees a work environment that is filled with plenty of opportunity and enough resources, rewards and recognition to go around.

They look to expand relationships and to collaborate with the intent of securing joint outcomes.

Consequently, they aren’t just looking for what they want. They consider what other people need when they enter conversations and negotiations.

In doing this, they reframe the discussion from “I must win at all costs”, to “How do we both walk away feeling satisfied”.

By doing this they take the long-term view of relationships, and recognise that different people have different needs.

They also accept that someone else getting what they need doesn’t mean they need to get less or to lose out.

They adopt a different view of what a successful outcome looks like.

SHIFT YOUR VIEW OF SUCCESS

Next time you are about to enter a difficult discussion or negotiation, ask yourself:

- What are the other person’s needs?
- What are my needs?
- How do we best balance and accommodate both needs?
- What does a fair outcome look like?
- What would I want if I was in the other person’s place?

Answering these questions will give you a good starting point for a conversation that seeks a collaborative and jointly successful outcome.

SEEK TO HELP OTHERS

When you have a feast mindset you also think about how you can best collaborate with those around you and seek to provide value in every interaction you have.

And by value, I mean that the person walks away from their interaction with you in a better place than they were before the interaction.

This may be because of the tone of the conversation, your interest in their needs, the information you shared or your willingness to help them. So why would you want to do this?

There’s a number of reasons. It builds your leadership brand. You’ll be known as someone who is collaborative and able to work with others to get things done.

Also, being genuinely interested in the needs of your colleagues builds deep and lasting relationships. Most importantly, if you can help someone achieve a core goal that they couldn’t achieve without you, your support won’t be forgotten.

LEVERAGE THE LAW OF RECIPROCITY

The reason for this is the law of reciprocity. Research shows we are hard wired to help people who help us. Robert Cialdini in his seminal book, Influence: The Psychology of Persuasion explains how this works:

From his years of research in the field, he finds that when we are helped by someone, or given value in some way, we feel obligated to return the favour. This obligation or feeling not only inspires us to give back in equal measure, but it may also result in us giving back more than we received.

Cialdini recounts the story of an experiment performed by Professor Regan of Cornell University. In the experiment, there were two different conditions. Participants who were offered a drink of Coke and those who weren’t.

The participants thought they were there to rate some art work, but in fact the test was looking at whether the offer of the free Coke would increase their chance of doing something in return for the person who offered them the Coke.

In this scenario, it was buying some raffle tickets. The experiment found that those who were offered Coke bought twice as many raffle tickets as those who weren’t.

It’s important to use this knowledge wisely and with a long-term focus. It’s about securing goals that have sustainable outcomes that are good for all. Not just good for you.

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In their line of work, data is the backbone. Wildlife rangers and anti-poaching officers put their lives on the line every day to protect our tigers. For some years, the tiger conservation team loves that he can call Belum-Temengor Forest Complex (a tiger priority site in Malaysia) his workplace. However, working in the wild is far from just enjoying beautiful scenery and sprawling landscapes. The illegal wildlife trade and poaching are the biggest and most critical threats to the survival of many species in the wild, including the Malayan tiger. Tigers are poached for various reasons, but love and a sense of responsibility we feel for wildlife and the environment.

The Malayan Tiger is one of the world’s critically endangered species. Pic: WWF-Malaysia, Shaffir Mohamad

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The Malayan tiger is an apex predator and an umbrella species with just 250 to 340 wild tigers estimated to remain in Peninsular Malaysia. The Malayan tiger is currently listed in the Critically Endangered category and it is protected under the Wildlife Conservation Act.

**SUPPORTING THE ANTI-POACHING TEAM**

While the team doesn’t have the technology to track poachers, they do report and act as the eyes and ears for the authorities. How does one work days on end with a tiger? Simply, just patrolling and removing snares?

“We have to be in the forest all day long to keep the forest as safe as possible. Part of our job is to look for poachers, both foreign and local. We also deactivate and remove snares in the forest, to ensure animals do not get caught in them,” shares Forg.

He then explains that the more an animal struggles to release itself when trapped in a snare set by poachers, the tighter the grip becomes. If not rescued, most of them die from their wounds and dehydrated.

Between January 2016 and March 2017, 60 active wire snares were deactivated and removed from the forest complex by the team. While the team doesn’t have the authority to stop perpetrators, they do report and as the eyes and ears for the authorities. 

“Tigers are poached for various reasons, but love and a sense of responsibility we feel for wildlife and the environment. Tigers are poached for various reasons, but love and a sense of responsibility we feel for wildlife and the environment.

The illegal wildlife trade and poaching are the biggest and most critical threats to the survival of many species in the wild, including the Malayan tiger. Tigers are poached for various reasons, but love and a sense of responsibility we feel for wildlife and the environment.

The Malayan Tiger is one of the world’s critically endangered species. Pic: WWF-Malaysia, Shaffir Mohamad

**LOW ON PATIENCE BUT HIGH ON COMMITMENT**

“Tigers especially, camera-trapping has led to many breakthroughs in our conservation work. Being able to indirectly observe them through camera traps allows us to improve our monitoring activities.”

For example, we can track how many times a tiger has returned to the same site just by differentiating the individual tigers through their stripes. Tiger stripes are unique – much like our fingerprints. No two tigers are alike,” shares Forg. When set up camera-traps, wildlife monitoring teams must trek in the wild to remote locations in search of trails likely to be used by tigers. These trails are the locations where camera-traps will be set. After setting up these cameras, they typically return to each location every two to three months to retrieve the data, until the study is complete. Images are then analysed and used to facilitate the development of management recommendations and revision of tiger conservation strategies.

“We can learn a lot from the images we collect. In fact, there have been several times in the past few years where we’ve detected female tigers with their cubs. This is very encouraging for us, as it tells us that the tigers are breeding and there is still hope for the next generation,” Forg adds.

While camera-traps may have revolutionised the world of conservation, new and emerging technologies such as the use of drones now show potential to raise the bar for data collection and subsequent analysis.

For Forg, the greatest satisfaction and motivation comes from seeing data being translated into real, meaningful changes like implementation of policies and others. “Knowing that our data and recommendations are creating better opportunities for the survival of our tigers makes everything worth it,” he says. *Orang Asli – the Conservation Allies*

The responsibility of tiger conservation doesn’t fall squarely on the shoulders of conservationists alone. In fact, it’s success is dependent on collaboration with all stakeholders. A key conservation ally is the Orang Asli community which lives in and around the Belum-Temengor Forest Complex. There are close to 6,500 indigenous people living in the complex. Umi A’Zuhrah Abdul Rahman started working with indigenous communities almost 11 years ago when she joined WWF-Malaysia. She now leads the tiger conservation team’s community engagement efforts.

“You definitely need to be a people’s person for this job. It’s all about building trusting relationships and understanding the communities we work with. Every village I visit is different, and it’s up to me to connect with them on a personal level,” shares Umi.

Working closely with the community brings many wins for tiger conservation. For one, indigenous people know the forest better than anyone else, so tracking and patrolling becomes easier for field teams that employ them. It is also easier for them to monitor who goes in and out of the forest, and report any suspicious activities.

However, it is not always a breeze. Most Orang Asli villages are within the forest complex itself, which means Umi needs to be always prepared to work under harsh conditions and for flexible time. Working on weekends is not uncommon, where she speaks and engages with different communities. This is definitely a job that requires a lot of patience and perseverance, as getting through to people and connecting with them is the start of long-term collaborations. I think a driving factor for me is the passion I have for tiger conservation. If I didn’t think it was important, it would change the way I see things,” she reflects.

**Passion**

Without passion nothing moves forward in the field of conservation. Working for an NGO means countless hours with minimal resources and non-profit oriented work and without love for their duty, these conservationists can never sustain themselves for so long.

**Compassion**

It takes a good heart and mind to feel empathy. It takes a special heart and mind to feel the pain of other living beings. For these conservationists, they are terribly saddened when they see an animal dead, especially under their watch so they go the extra mile to ensure that their watch is well guarded.

**Hungry To Make A Difference**

It is a difficult job. It’s not glamorous. You don’t get to be fashionable and you do not have the comfort of an air-conditioned office space to work in. Yet, these individuals spend days, weeks and at times months in jungles, sleeping on hard ground, eating local food, battling mosquitoes and insects - and possibly a few other dangerous or venomous critters - that come with the job. All because, they know they have the power to make a difference. For example, Forg and his team have pulled out 60 active wire snares and possibly saved the lives of 60 tigers in the process. That’s heroic to us.

**Together, Anything is Possible**

Saving the Malayan tiger is not everyone’s cup of tea. It involves a lot of perseverance, passion and a profound love for animals and the environment. Conservation is a collective and collaborative effort, involving NGOs, government, communities and the private sector. For instance, WWF-Malaysia partners with Maybank Foundation who supports the tiger conservation programme, and is working together with the Department of Wildlife and National Parks to Perhilian to enhance protection and monitoring of the tiger population and its prey.

For real change to take place, it needs to form cross-sectoral partnerships, as our lifestyle choices determine what happens to these animals’ habitats.

WWF-Malaysia also has tips on what Malaysians can do to save the tigers. Read Darshana’s full article on www.leaderonomics.com or scan this QR Code.
5 ASIAN LEADERS WHO ARE GOING ‘GREEN’

ENTRAPPING THREATS THAT CAN SAVE THE PLANET

BEWARE OF OPPORTUNITIES

The world of his organisation has now led to great economic improvements, as clean energy has become more attractive to potential clients and businesses. Quality of life has also improved with the drop in pollution.

The story doesn’t end there. Cypark has bigger plans for the future. Cypark will be the first to develop on-street buildings that will integrate real and virtual environments. The buildings will have walls containing both virtual and physical information. In the future, the buildings will also serve as smart office spaces with a variety of energy and data management systems. The buildings will also be designed to accommodate different types of businesses, from small start-ups to large corporations.

The US organisation aims to be the world’s first to have a completely green office building with a zero-carbon footprint. The building will be able to generate its own electricity, and the waste generated will be recycled and used as a source of energy.

Whether you are a business leader or an individual who is starting a new business venture, you will need a checklist to ensure that your organisation is sustainable. A checklist will help you identify areas where you can improve your sustainability practices.

Leading for a Better Future

In the entrepreneurial arena, the future is always uncertain. The same applies to real estate development.

The term “green” is often associated with eco-friendliness, but it can also refer to the use of sustainable materials in construction. In the future, we can expect to see more buildings being constructed using environmentally friendly materials.

Entrepreneurship is a risky business, but it can also be a rewarding one. By embracing the concept of green entrepreneurship, you can create a business that is not only profitable but also environmentally conscious.

By Jack Chua

**WE CAN BE FOREVER-OPTIMISTIC**

**5 BECAUSE OF OPPORTUNITIES**

There is no better time to start a business that promotes green practices.

**BE OBSESSED WITH WHAT YOU LOVE**

Having an idea is not enough. You need to take action and make it happen. This means setting up the right management systems to guide and develop the business.

**WE NEED A CHECKLIST**

A checklist is an essential tool for ensuring that your organisation is sustainable. It will help you identify areas where you can improve your sustainability practices.

**WHO’S GOT YOUR BACK?**

A leader who is going green will need a checklist to ensure that their organisation is sustainable. A checklist will help you identify areas where you can improve your sustainability practices.

**LEADING FOR A BETTER FUTURE**

We can all make a difference by adopting eco-friendly practices in our daily lives. As leaders, we must be proactive in promoting sustainability and encouraging others to do the same.

**MASTERPLAN, THE SOLARIS BUILDING IN JOHOR**

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The Big Leap From Adolescence to Adulthood

By Zachary Lau

Growing up is a funny thing. At least for me it was. When I was younger, I could not wait to grow up. I was the spunky, impatient child who would sneak a drink of coffee to show people how “grown up” I was.

I learned fairly early that I do not like coffee (no offence to my coffee junkie friends). Back then, getting things done without help from my parents was the most grown up thing I could imagine.

Nowadays, responsibilities, chores, assignments are all piling up on me and I’m taking their turns, turning me into my own personal punching bag. Though that may sound like a downer, I assure you, it’s really not.

Depending on what angle you view it from, it’s a new challenge at a new chapter in life for me. It’s a story with endless possibilities. So now, as I bid goodbye to my teenage years and take the big step into young adulthood, here are some things I learned.

We All Feel Invincible at Some Point

Stepping into a new age group and being greeted with more freedom means you feel like the world is an ocean and you are the captain of a ship.

That feeling is addictive. You’ll want to do your best to keep that feeling and not let anything get in the way of that. Which is why it’s an effort to keep that invincible feeling, people shun from making mistakes, and there in itself, is already one.

Don’t be afraid of failing. Instead, remember how to get back up again. On one of my more recent YouTube browse, I stumbled across a video about what it takes to grow up.

One particular quote stood out to me, “when you scrape your knees, find beauty in the colours you bleed.” Even as you stumble across a roadblock, take solace in the fact that it is a new experience and how it may help you grow as an individual as you continue your journey to the unknown. Which brings us to the next point.

Being Open to Learn From Those Stumbles

I have always been described as someone who would never stop growing. Even now, sometimes I still do not like to admit if I was ever wrong. Then again, who does? This has probably exasperated my mum to no end.

However, allowing yourself to pause and own up to mistakes, opens the opportunity to learn. Everybody must start somewhere.

Being open to learning from mistakes and working towards improving yourself are marks of becoming a true leader. Every great story of revolutionary people across time all start out from mistakes at first.

Thomas Edison with the light bulb, the Wright brothers with their airplane, even yourself as you learned how to walk. Everyone stumbles in the beginning, what matters is how you get back up.

We are all eager wide-eyed children at some point, diving into exploration. If there is one thing about growing up, it is definitely the best age to learn.

Being Open to Change

The big leap from our teenage years into young adulthood can be a bit disorientating. But don’t let that frighten you away. If you choose to anchor at the same spot, you will never be able to sail forward.

Yes, there is comfort in familiarity but will there be enough growth? Just like in a game, you earn experience as you progress into new levels. We have to constantly move forward to become the ideal version of ourselves.

Changes are one of the biggest changes you will experience in the system of social circles. You realise that you don’t get as well with some people and only some old friends still stick around.

The people we meet at one stage of our lives may not necessarily stay for the other. However, each person will have their own role to play, their own lesson to teach you. Acknowledging this fact will make you value each connection you make.

Keep Moving Forward!

That line from Meet the Robinsons gets stuck in your head every time you watch it. Stay in the same spot and you’re never going to move forward. Feel comfort in the familiarity. At the same time, is that really where you want to stay though?

Being at the age for experimentation and experiencing new things, it is the perfect time to broaden your horizons and expand your views. Take leaps into new experiences.

It may seem scary at first, but trying new things always are. The more you venture out of your comfort zone, the bigger it becomes and thus the better you become as a leader and most importantly as a person.

Have Some ‘Me-Time’

It is a high-paced world out there and it isn’t slowing down for anyone, anytime soon. This stresses the importance of taking a few moments to yourself. Turn off your phone, go for a walk and breathe it all in.

When you’re chasing your dreams and you feel like the weight of the world is on your shoulders, take just a brief pause to turn around and look at how far you have already come.

Think about how much has happened that has changed you, from that curious excited child you were to where you are now. Think about what you have managed to achieve all by yourself.

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WHEN I tell people I write about sustainability, I often get blank stares. Some people will pretend to know what that means, and others will blurt out the question: what is that? I tried asking people what the word “sustainability” conjured up in their minds. “A California thing,” I got. “You turn off the lights, shop with recycled bags.” That’s only part of it. Large companies today, like celebrities and political candidates, get scrutinised on everything they do. You know the scandals: that product was made using child labour; those are blood diamonds; that company pays its workers below subsistence level; this company had an oil spill. Companies must be not only compliant with the law; they have to be good citizens. “Greenwashed.” They can’t be perceived to be greedy or corrupt or polluters of the environment. Consumers will boycott their products; investors will boycott their stock.

So, companies have caught onto something known as “corporate social responsibility,” or CSR. Some companies have a CSR officer, or maybe a director of corporate citizenship.

But at some point, these social and reputational issues merge with the larger question of growth that companies are comfortable, mobile, and affordable. The GreenMan team demonstrates how Malaysians and others around the world can minimise environmental impact on local surroundings whilst living comfortable and in style.

**HOW WE CAN PLAY OUR PART**

In Leaderonomics, we often send powerful messages on leadership using various approaches and perspectives. We believe in transforming the nation by creating great organisations and communities through exceptional leadership. We dream of bringing leadership development to the remotest parts. We ensure that everyone who aspires to be a leader is provided with the right tools and processes that enable them to “build communities of love.”

When it comes to environmental sustainability, our thoughts are usually limited to saving the environment. Often, we overlook the importance of having leadership that exemplifies and emphasises the importance of green living, be it in the corporate space, varities and even schools.

Gelber’s sharing helped us to see how a social enterprise like ours can dedicate itself to transformation through leadership development, and make a positive change towards environmental sustainability.

Having vast experience in providing eco-friendly consultation to international companies, he suggested including eco-friendly messages and activities in our learning modules, making it a norm for every organisation to practise eco-living in their daily operations and delivery. And it starts when leaders themselves exemplify such practices. Hence, it is very important that leaders carry and practice eco-living values to exert similar vibes across their organisations.

From reducing the use of air-conditioner’s temperature in our office is set too low, contributing to environmental issues when they heat up the larger question of growth that companies have caught onto something known as “corporate social responsibility,” or CSR. Some companies have a CSR officer, or maybe a director of corporate citizenship.

But at some point, these social and reputational issues merge with the larger question of growth that companies are comfortable, mobile, and affordable. The GreenMan team demonstrates how Malaysians and others around the world can minimise environmental impact on local surroundings whilst living comfortable and in style. It is time we leverage on the two; to make the environment and community a wholesome place to live in. After all, what is the point of building great leaders and followers, only to live in tainted environment?

**GREEN TAKEWAYS**

Gelber shares that times have changed and environmental issues when they hear “CSR,” social issues when they hear “CSR,” business, notes that people think of it as a cost and not a benefit. Increasingly, however, they understand that companies cooperate in efforts to wipe out corruption and violence in certain areas, using their economic clout. Some are voluntarily cutting carbon emissions and water use.

Above all, there is a growing awareness that companies must lead us into a more sustainable future, because no one else will.

So how do we define sustainability?

Tobias Webb, founder of Innovation Forum, a London-based sustainability events and publishing business, notes that people think of social issues when they hear “CSR,” and environmental issues when they hear “sustainability.” In fact, social and environmental issues are inter-related. “Deforestation is a great example. It looks like an environmental challenge yet many of the solutions are socially related (governance, corruption, institutions, sustainable livelihoods and an regulatory enforcement),” he writes.

Maureen Kline continues to talk about how CSR initiatives can make a difference. To read the full article scan the QR Code or visit www.leaderonomics.com.

**WHY SHOULD YOU CARE ABOUT SUSTAINABILITY?**

Lately, as inter-governmental organisations like the United Nations tackle big issues like global warming, corporations have taken sustainability yet another step forward by helping to lead the discussion and the search for solutions.

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Maureen Kline writes about corporate sustainability and social responsibility. She oversights public affairs and sustainability for Pirelli Tire North America. She lived in Italy for 23 years and is a former correspondent for The Wall Street Journal Europe, BusinessWeek Europe, and a freelance journalist with her article scan the QR Code or visit www.leaderonomics.com.

**WHETHER you are a big or small business, every organisation has the desire to migrate from Good to Great and this starts with internalising a work culture that both leaders and employees can relate to. Leaderonomics can equip leaders with the right skills to create a high-performance culture that will translate your discipline into results. Contact training@leaderonomics.com for more details.”**
IS OVERWORKING RUINING YOUR LIFE?

Leaders should look out for signs of overworked employees

This is especially true for women who do more work at home. “Even though women on average are as skilled as men, women on average have lower paid jobs and less autonomy than men, and they spend much more time on care and domestic work,” Dr Dirn said.

“Given the extra demands placed on women, it’s impossible for women to work long hours often as expected by employers unless they compromise their health.”

Stories about employees in Southeast Asia collapsing and dying from being overworked has graced national news several times recently. We know it’s a problem but what can we do about it? Do we value output more than human life?

Having said that, evidence doesn’t support the idea that working more hours leads to any better output or productivity. According to the World Health Organisation (WHO), depression and anxiety disorders cost the global economy US$1 trillion each year while every US$1 invested in scaling up treatment for depression and anxiety leads to a return of US$4 in better health and ability to work. However, a lot of this cost could be reduced by having better working hours and conditions.

Additionally, it seems the Organisation for Economic Co-operation and Development (OECD) has found that more productive – and, consequently, better-paid – workers put in less time at the office.

The Greeks are some of the most hardworking in the OECD, putting in over 2,000 hours a year on average.

This can be tricky and scary for employees to say “no” but can you at times if you have a reason. Here a couple of times some leaders say it’s okay to say “no”.

1. It Sets You Back from Accomplishing Your Responsibilities

“Say no at work when you are assigned a task that does not fall under your job description and could be easily accomplished by the person who is asking it. It’s important to say yes to work that earns you respect. If you aren’t getting paid to do something and the task will take away from or accomplish what you are paid to do, saying no demonstrates your commitment to your role and task at hand.” — Eileen Corey, CEO of Glassbreakers, talent development firm

2. It Doesn’t Accomplish A Key Goal

“We say no to any meeting or project that does not directly or materially work toward the accomplishment of a goal or does not contribute to doing any role well is hearing out any and all opportunities that come your way, such as proposed partnerships, co-marketing or cross-functional projects.”

At the end of the day, however, you have a limited amount of time and resources, and it’s your job to make sure you use these resources on the highest-impact endeavours. When you receive a proposal that may be a distraction, the best thing to do is hear it out fully and then directly and politely explain why it’s not a fit for the company at this time. Being honest about your limited ability to take it on will resonate with anyone because the proposal is likely coming from someone with similar constraints who will respect your honesty and commitment to your goals.” — Alexandra Friedman and Jordana Kier, co-founders of LOLA Jewellery

3. It Conflicts With Your Values Or You Can’t Deliver Results

“Saying no is hard. I tend to gravitate toward yes. When you welcome opportunity, it tends to lead to new, better and exciting things that result in even more opportunities. I can trace certain wins and successes back years and back dozens of introductions and connections, which makes me realise that welcoming opportunities is so important. That being said, saying no is just as important. You should say no when it is going to set a precedent that you aren’t comfortable with or that might be harmful moving forward. It is also important to say no when you know that you won’t be able to deliver.” — Amanda Greenberg, CEO and co-founder of Baloonr, enterprise software developers.
HOPE FOR MOTHER NATURE

HOW CORPORATIONS CAN PLAY THEIR PART IN ENVIRONMENTAL SUSTAINABILITY

By AARON TANG
aaron.tang@leaderonomics.com

1 RESPONSIBLE CORPORATIONS

Despite many corporations paying lip-service, there are environmentally-responsible companies supporting worthy environmental causes. A recent example is Alliance Bank, who recently partnered with several companies including the Malaysian Green Technology Corporation (GreenTech), Malaysian Environmental NGOs (Mengo), Centre for Environment, Technology and Development (ActeC), and Leaderonomics to launch the Eco-Biz Dream Project in the last quarter of 2016. The competition was recently concluded in February 2017 and it aimed to raise awareness on the current environmental concerns in Malaysia and how to best address these concerns. The competition targeted tertiary students specifically as the bank believes that the next generation of great leaders consisting of our youth, can inspire great change in our nation.

Alliance Bank wanted to embark on a unique programme involving the Malaysian campus division of Leaderonomics and nine of the multiple partner universities and colleges. As part of the awareness campaign, Alliance Bank and Leaderonomics organised a series of free workshops and engagement sessions at these institutions.

Feedback from the universities was overwhelming and would like further collaboration with industry partners like Alliance Bank. Some universities have huge student populations of more than 10,000 students, but the majority have not been given the chance to meet with industry partners.

It is clear that there are huge opportunities for corporations to partner more closely with universities and colleges to achieve significant progress. These institutions have huge student populations and often have been overlooked, but are brimming with ideas, youthful passion and energy to do great things.

The people on the ground and the institutions are hungry. But will more corporations answer the call?

The first edition of the Alliance Bank Eco-Biz Dream Project recently came to a close during an action-packed final pitching session at the Kuala Lumpur Convention Center. For the finalists and partners, all their hard work paid off. In the words of finalist Melvin Khoo from HELP University, “It has been an amazing journey with the team. Thank you, Alliance Bank, for providing us with such an opportunity!”

Our environmental problems remain one of the biggest challenges of our time. But with the combination of responsible corporations, engaged youth, innovative thinking and supportive institutions, there is hope for the future.

How will you help the Malaysian environment today?

2 ENGAGED YOUTH

As the competition was in its first year of conception, there were doubts as to whether Malaysian youth would be interested to join a competition that taps into their idea of a sustainable eco-business. These doubts have since been laid to rest. The response to the competition was overwhelming: student groups from 23 different institutions submitted more than 200 entries in total. In fact, the judging panel had a hard time narrowing down the submissions to the 10 best teams.

These 10 teams were invited to meet Alliance Bank and a panel of judges to present their ideas. What really impressed the judges was how innovative and mature some of the students were despite their young age. It was also heartwarming to see how, for many of the participants, it wasn’t just about winning the competition for the sake of money and glory. Their hearts were in the right place; they really wanted to help sustain the environment.

“It enlightened me that through creativity and innovation, we can help create a better place for the future of mankind.” – Brenda Chow Gynn, Sunway University

3 INNOVATIVE THINKING METHODOLOGIES

From the initial 10 teams that were shortlisted, five teams were selected to attend a series of Design Thinking coaching sessions. The idea behind this was to help students refine and improve their ideas in preparation for the final pitching session.

Being Alliance Bank’s learning partner, Leaderonomics provided the executive coaching and plan for the student teams. The Design Thinking methodology was chosen as it helps solve problems using a human-centric approach.

In layman’s terms, it is a process which helps us solve problems by focusing on what end users really need as opposed to focusing on the constraints or designers’ beliefs.

Although Design Thinking was specifically chosen for these students, there is a multitude of other frameworks and methodologies that can be used to guide people to solve other problems, environmentally or otherwise. As human knowledge continues to expand, learning partners like Leaderonomics can help equip our future leaders with tools that they will need to solve our biggest problems.

“The Design Thinking workshops were insightful and fun. It helped open up different perspectives that we hadn’t thought of for our products previously.” – Melvin Khoo, HELP University

SUPPORTIVE INSTITUTIONS OF LEARNING

The Eco-Biz Dream Project would not have been successful without the support of the multiple partner universities and colleges. As part of the awareness campaign, Alliance Bank and Leaderonomics organised a series of free workshops and engagement sessions at these institutions.

Feedback from the universities was overwhelmingly positive and would like further collaboration with industry partners like Alliance Bank. Some universities have huge student populations of more than 10,000 students, but the majority have not been given the chance to meet with industry partners.

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How will you help the Malaysian environment today?

By VIGNESWARAN KANNAN
editor@leaderonomics.com

In this materialistic world, we are often swept into the sea of business in the pursuit for happiness. Each one of us is working towards achieving happiness in every aspect of life. All our actions are propelled towards attaining some form of happiness. Someone once told me that the final expectation of every activity is to attain some form of happiness. This is temporary including monetary gains. This also applies to our future dreams, needs and wants.

HAPPINESS FROM MATERIAL GAINS IS TEMPORARY

You can just look back at your past happiness. You might have worked so hard to achieve a certain dream to be happy but once you have achieved it, the strength of the happiness fades away over time or a new desire crops up and you start chasing after it.

Happiness gained from material elements will never last. It has a temporal effect and many of us are unaware of this undeniable truth. The only way to achieve or touch the radiating joy in us is by practising non-materialistic activities that will contribute to our everlasting internal joy.

That internal joy can be achieved in various ways. For some, it’s through prayers and meditation that allows one to be content with their inner self. For some, it is social service and for some it’s through random acts of kindness. Whatever our choices are, when we reach the climax of happiness, we can feel peace and contentment.

BALANCING ACT

It is not wrong to work towards achieving the right material dreams. Life is, after all, about balancing the material and non-material joy. But one must learn to be happy in this very moment and spend time to harness other elements of joy which includes self-appreciation, appreication of things and nature, relationships and a healthy body and mind among other things.

Can you relate that internal happiness is attained through non-materialistic activities that will contribute to our everlasting internal joy? The truth is there is no guarantee that we will live another day or even the next hour. That’s how mysterious life is. The ultimate truth in the psychology of happiness is that happiness obtained from material elements is temporary including monetary gains. This also applies to our future dreams, needs and wants.

HAPPINESS IN SEARCH OF LONG-LASTING HAPPINESS

We all have some expectations in life. We all have some dreams, needs and wants. For some, it’s through prayers and meditation that allows one to be content with their inner self. For some, it is social service and for some it’s through random acts of kindness.

We often forget that happiness is a temporary effect and many of us are unaware of this undeniable truth. The only way to achieve or touch the radiating joy in us is by practising non-materialistic activities that will contribution to our everlasting internal joy.

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EAT YOUR SPOON

Design Thinking: Reimagine Your Solutions

Innovate and set the tone. Let us take you on a journey of understanding, designing, and testing your solutions to create high value outcomes for your customers.

Did you know?

Edible spoons were created to provide an alternative to plastic cutlery, and we think its a brilliant example of ‘reimagining solutions’ in the context of saving the environment. What about reimagining solutions in the context of your business?

Contact us for a free consultation today.

Let’s have a chat. Email us at info@leaderonomics.com