

# Synopsis

Living is not about work alone and yet work dominates a large portion of our life. There has to be a balance between our work and living.

But what then is success in living? It cannot be just about money alone.

Success in living has different meaning to different people. This talk accompanied by the book of the same name, highlights the various meaning of success and explains what constitutes success.

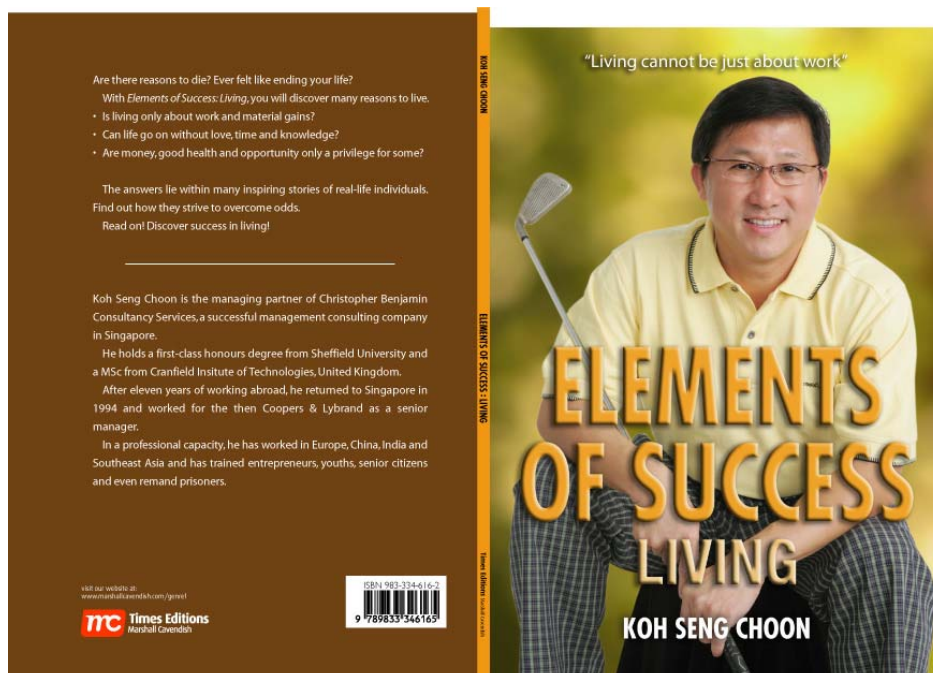
The constituent of success is the elements.



For success in living there must be the love for living and life itself. One must find the time for living. Knowledge is a continuous process of enrichment to your life. Money is part of life but cannot be the major part of it. Living requires good health both physically and mentally. Finally life is full of Opportunities.

Each element is explained in detail on what these elements are and how they can be attained. Each explanation is supported by real case study.

It will be interesting.



## About the Speaker

He started work in a Singapore Shipyard before deciding to pursue his studies at Sheffield University, UK. In 3 years he completed a dual honours degree in Engineering and Business Administration with first class honours. He also holds an MSc in Computer Integrated Manufacturing from Cranfield Institute of Technology, UK.

Working in UK upon graduation, he was involved with the management of a steel foundry; and later in merger and acquisition of businesses in China, Indonesia and the United States as part of the steel foundry's growth strategies.

The author then worked as an ISO 9000 assessor in UK before returning to Singapore as a management consultant with the then Coopers & Lybrand International.

He set up his own management consultancy firm in 1997 focusing on small and medium enterprises, in the area of strategic planning and business development of mainland Chinese and Indian companies. He is consultant to several state-owned Chinese companies in South China and several major Indian family managed businesses.

### Book launch and talk

Mid Valley Shopping Mall Radio104.9 Red FM One Utama Shopping Center	Kuala Lumpur Kuala Lumpur Kuala Lumpur
Tekson Bookstore	Delhi
Library @ Orchard Radio 93.8 Living Room	Singapore Singapore
University / Colleges	Delhi
Polytechnic / Colleges	Singapore
Prisons & Yellow Ribbon Project	Singapore
RTM TV2 "Positively AM"	Malaysia

and Corporate includes: HSBC, SPRING Singapore, Ministry of Defence, Ministry of Education, Workforce Development Agency, Malay Chambers of Commerce, Malay Chambers of Commerce; Republic of Singapore Air Force, Singapore German Centre, Changi Prison, SPH, National Skin Centre, SCORE, AIA, Times Publishing, Rotary Clubs, Toastmasters and many more

## Some feedback on the talk.....

"The talk was great!! I think talks like that once in a while will be interesting cos it pulls one out of the pile of work that person is doing... take a bit of time and makes her see the whole picture of her life, .... re-org a bit to move on in life."

National Skin Centre

"I personally like Seng Choon's talk ....

(1) I must say I always have a wish list of things to do every year... life's short, treasure... but the talk reminded me that I have a dream to pursue...

(2) The talk also brings back my focus that life is not just work, and the problems / happiness concerning ME... but also what one can contribute to all around... so that's something I plan to ponder upon...

I really enjoyed myself."

KCS Corporate Services

"Thanks for delivering such an inspiring and enriching talk. I think it really sets us thinking about work-life balance. Thank you for the 'wake-up' call."

Times Publishing

"It was with great pleasure and interest that I was listening to your presentation at the Rotary luncheon today. In fact... it has been one of the most entertaining talks we had for quite some time.

I truly regard this as a topic well worth to pursue further."

Rotary Club

"You have hit on the real essence of work life balance, not so much on the "hardware" like giving 5-days work week .... But on the "software" --- changing the mindset of the participants. Thanks and great talk. Really enjoyable"

Ministry of Defence

Thank you both for organizing and delivering a great session. At my weekly meeting with the supervisors last evening, I asked for feedback about the talk and the feedback was all positive. Everybody felt they had derived a great benefit from it..... it seems that the benefit had extended beyond work to have dramatic impact on their personal lives as well. This is great! And I'm very happy.

And a sure barometer that they really found the talk useful was that after it, I never heard even a murmur of the "without fail" return complaint of how irritating management is, to pull them away from their taking calls and forcing them to attend this 2-hr thing!

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