



# the start-up of **YOU**

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## Today's Topics

Part 1: Founder's Mindset

Part 2: Team & Culture (PVMC)

Part 3: Communication Styles

**Mindset**  
**Way of thinking**  
**Thought process**  
**Vision**  
**Attitude**  
**Action**  
**Philosophy**  
**Perception**  
**Direction**  
**Ambition**  
**Discipline**  
**Guiding Principle**  
**Belief**  
**Preparedness**  
**Grounding**

...

Adapt to the future.  
Invest in yourself.  
Thrive in your career.



All humans are born entrepreneurs.



The world as we know it,  
just refreshed seconds ago.



Mindset:  
Permanent Beta

We are all  
“works in progress”.



## Develop competitive Advantage

1. Assets
2. Aspirations
3. Market Realities



## Develop competitive Advantage

Meet with three trusted connections and ask them what they see as your greatest strengths.

If they had to come to you for help or advice on one topic, what would it be?





## Plan to adapt

Let's start with Plan A...;

Nope, let's try Plan B...;

Oops, it's time for Plan Z!

## Plan to adapt

Reach out to five people who work in adjacent niches and ask them to coffee. Compare your plans with theirs.

Keep up these relationships over time so you can access diverse information and so you're in a better position to potentially pivot to those niches when necessary.





## Build a professional network

Always be adding values.

Your network defines your success.



## Build a professional network

It's not just the people you know. It's the people they know—your second- and third-degree connections.

Plan an event where your friends bring a few of their friends; invite your extended network.





## Pursue Breakout Opportunities

Increase your opportunity flow.

Curiosity leads to serendipity.

## Pursue Breakout Opportunities

Have an explicit conversation with your allies about how to collaborate on finding, generating, and exploiting great opportunities.

Tell your allies that if you come upon a good opportunity, you'll try hard to involve them in it.





## Take intelligent risk.

You are normally biased to overestimate risk.

You will hardly be fully certain of a big opportunity.

## Take intelligent risk.

Reflect on risk in your life. Think hard about the real downside and upside possibilities and be sure you're not exaggerating the overall riskiness.

Identify—and take on—risks that are acceptable to you but that others tend to avoid.

Consult mentors in your network to help think through contingencies.





## Tap on your network intelligence

How you gather, manage, and use information will determine whether you win or lose.

Who you know is what you know.

## Tap on your network intelligence

Become a go-to person for other people in your network on certain topics.



Make known to your connections your interests and skills by writing blog posts and emails, or setting up discussion groups.

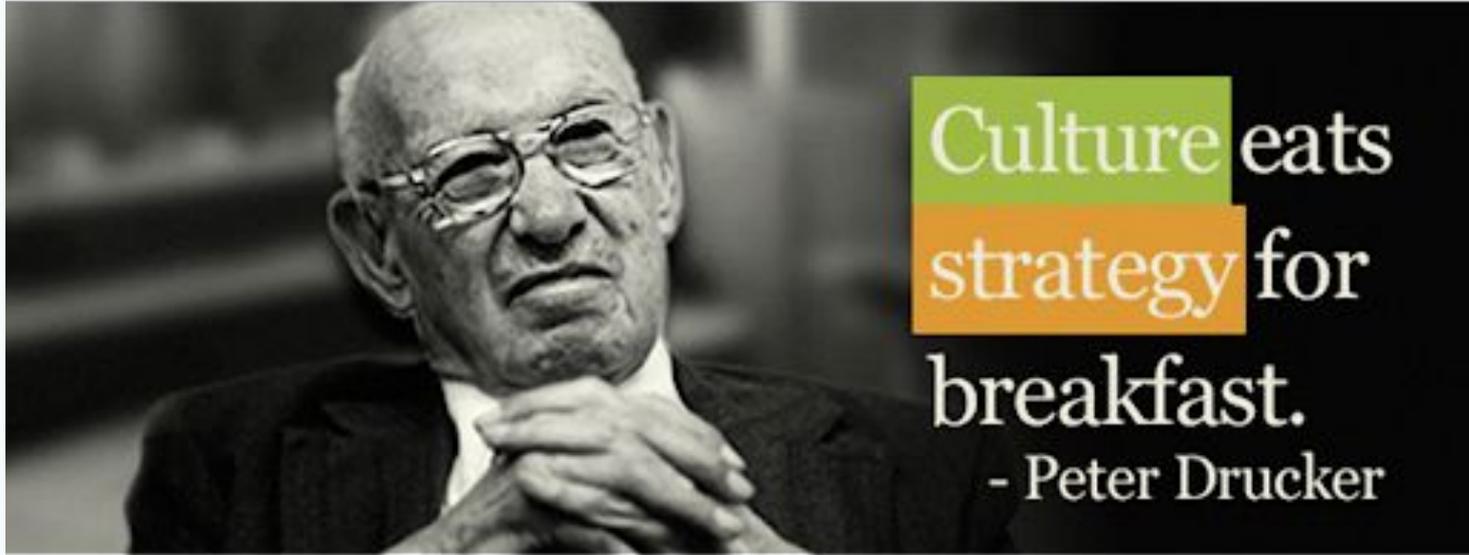
When people come to you for intelligence, you are simultaneously acquiring intelligence from them.



Adapt ~~to the future~~ every day.

Invest in your ~~self~~ network.

Thrive in your ~~career~~ life.



Purpose

Vision

Mission

Core Values

# Purpose - why do we exist?

## **Coca-Cola:**

Refresh the world. Make a difference.

## **Devs Asia:**

Empowering Business to Thrive with Digital Innovations.

# Vision - where are we going?

## **Microsoft:**

to help people and businesses throughout the world realize their full potential.

## **Devs Asia:**

becoming ASEAN businesses' first choice of partner to develop digital innovations that impact their employees and customers throughout next decade.

# Mission - how are we achieving it?

## **Tesla:**

to accelerate the world's transition to sustainable energy.

## **Devs Asia:**

to provide the right talents and expertise to businesses while helping them to build digital solutions their employees and customers love using.

# Core Values - what do we stand for?

## AirAsia:

- **Dare to Dream**  
Progress comes from innovation. Both require change to happen.
- **People First**  
Care for our people, care for our guests.
- **Make it Happen**  
Learn fast and deliver more with less.
- **Be Guest-Obsessed**  
Understand deeply what our guests want. Then give them more than they expect.
- **One AirAsia**  
We are one airline, with one vision, and one people.
- **Safety Always**  
Safety is everyone's responsibility, it starts with you.
- **Sustainability Spirit**  
Acting today for a better tomorrow.

# Core Values - what are the guiding principles?

## Devs Asia:

- D - Diversity in our creative approach
- E - Excellence in all of our deliverables
- V - Value-add in every opportunity
- S - Seek to understand and educate our clients
- A - Accountability makes the dream work
- S - Self-organize and independent
- I - Innovative and user-centric
- A - Accept feedback for improvements

# Communication Styles

# The 4 Communication Styles



# The 4 Communication Styles

## DIRECTOR

- Likes to be in charge
- Goal and result oriented
- Work quickly by themselves
- Stubborn
- Impatience
- Can be insensitive

## SOCIALIZER

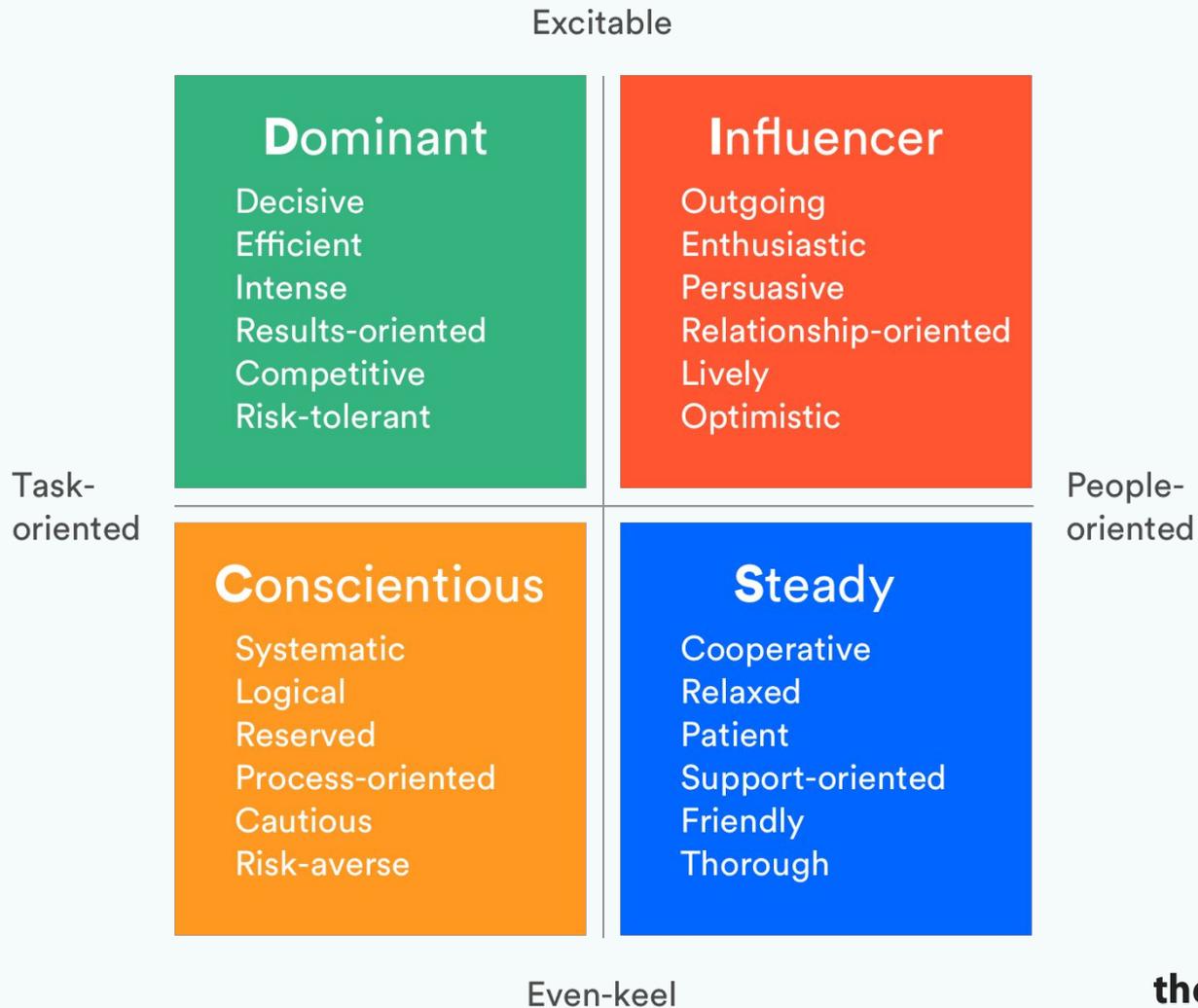
- Friendly and enthusiastic
- Likes being in the spotlight
- Excellent collaborators
- Impatience
- Short attention span
- Aversion to being alone

## THINKER

- Analytical and systematic
- Great problem solvers
- Very detail-oriented
- Work well independently
- Slow decision-makers
- A perfectionist

## RELATOR

- Warm and nurturing
- Excellent team players
- Excellent listening skills
- Risk-averse
- Don't like to speak up



## Action Plans

- 1) What is the mindset that's expanding & limiting you?
- 2) Defining the first version of your company PVMC
- 3) Seek to understand your own & teammate's communication styles