

Confessions of a Business Family Strategist:
From Numbers Man to Mentor

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Cheong Wing Kiat's credentials as a business family strategist and mentor are impeccable. The evolution of the Wen Ken Group – the family business he has led – mirrors his own. Over more than three decades, Wing Kiat has morphed from an I-Shaped Professional (accountant), to a T-shaped professional (in international business and venture capital) to a well-rounded, much-sought-after M-shaped professional with a depth of skills and knowledge in a multiplicity of areas. In his presentation, Wing Kiat will take you through his extraordinary, exciting journey – along the way providing you with many maxims and axioms by which to manage your own career, business and family.

From Numbers Man to Mentor

- Accountant
- T-Shaped Professional
 - International Business
 - Venture Capitalist
- M-Shaped Professional
 - Manager-Angel
 - Business Successor
 - Business Family Strategist & Mentor





- Wen Ken was founded by Fu, Chan, Foo & Chong in 1937.
- Brand owner of Cap Kaki Tiga (Three Legs Brand) in Western OTC drugs, Traditional Medicines, Health Supplements & Functional Foods.
- CWK joined Wen Ken in 1995; relinquished business leader role after 2011; and happily married with 2 sons and one daughter.

The Meaning of Family Business



Jiā

A roof
over a pig



Shēng

Shoot emerges
from ground



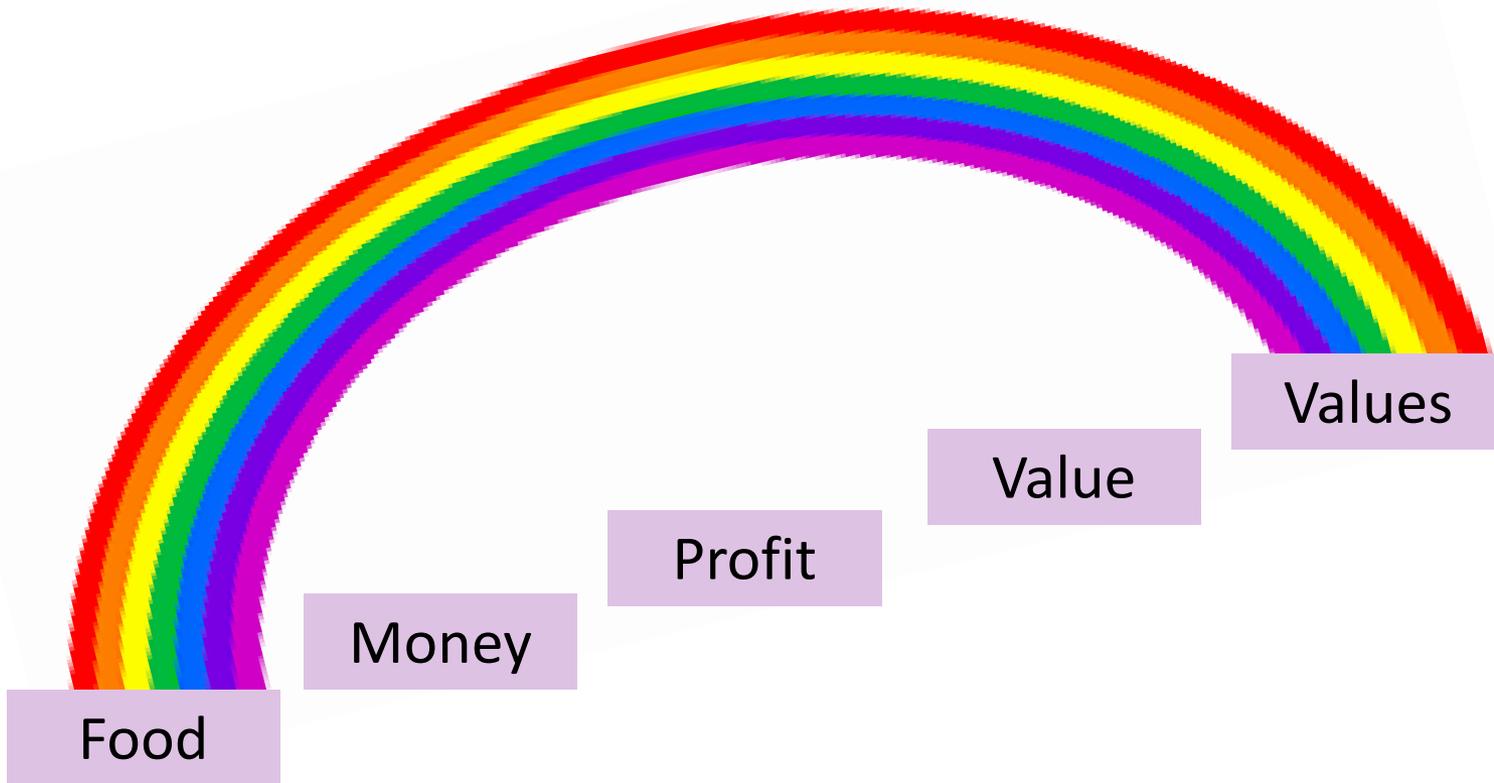
Yì

Voice from
the Heart

Business Eras

- Agricultural (Before 1800's)
- Industrial Revolution (1800's)
- Industrial Entrepreneurs (1800's)
- Production (1860's – 1920's)
- Sales (1920's – 1940's)
- Marketing (1940's – 1990's)
- Relationship (1990's – 2010)
- Social/Mobile Marketing (2010 – Present)

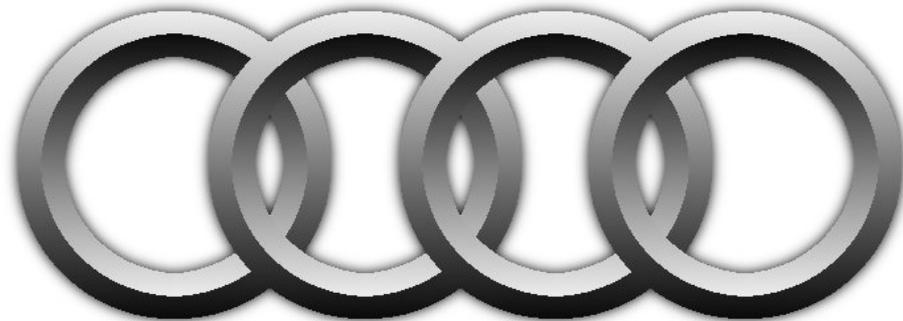
Evolution of Wealth



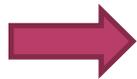
From basic needs
on food & shelter

To pursuing passions,
values & rainbows

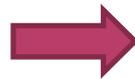
Evolution of Business Family



Family
Business



Business
Family



Investing
Family



Philanthropic
Family

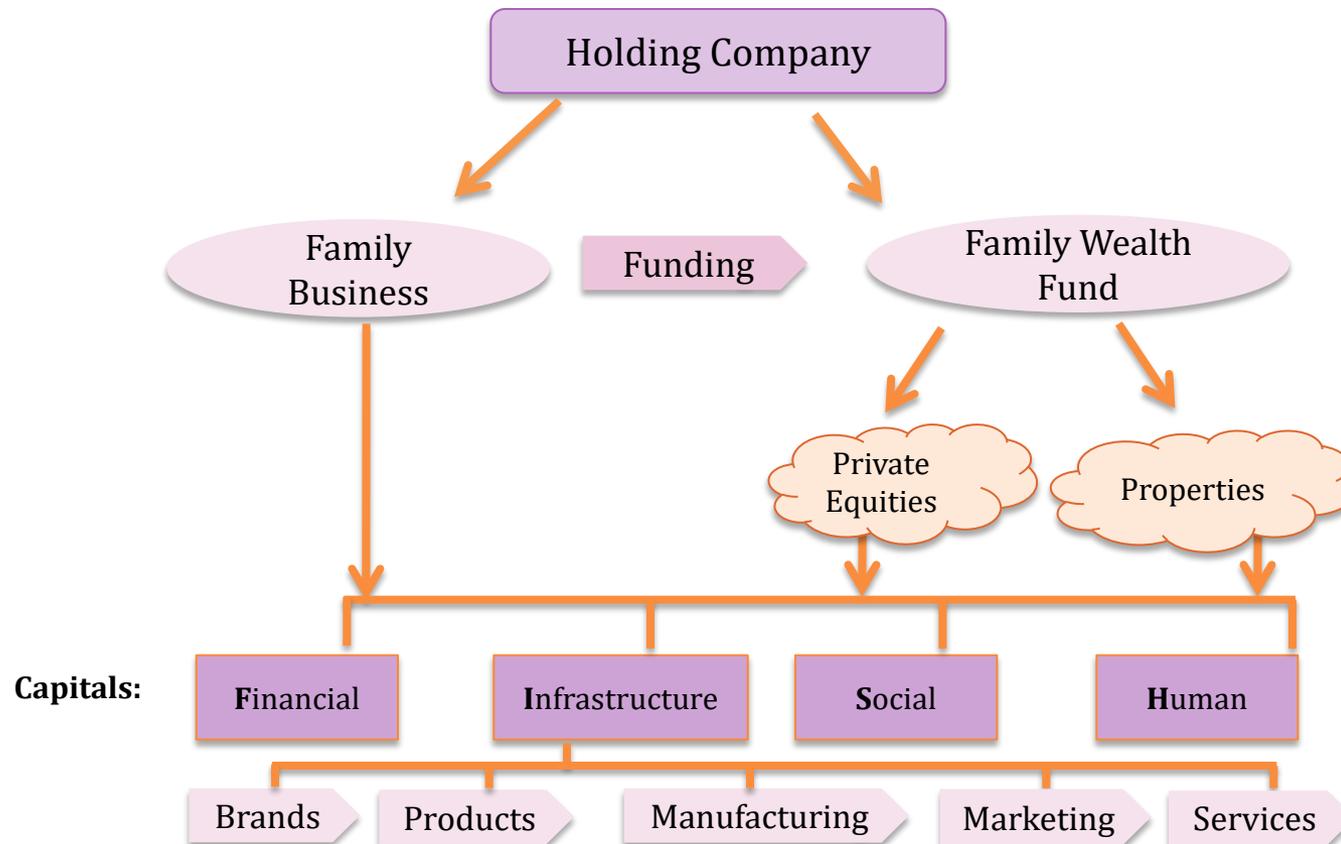
Banyan-inspired



A Banyan grows by spreading out its crown. When it is sufficiently established, it lowers down little experimental roots to touch and explore the ground beneath. Once these roots find fertile soil, they dig deeper into the ground, and transform into new trunks, whilst the rest of the tree continues growing and exploring, seeking newer niches in which to establish itself .

The Banyan tree is able to support itself, even if one or two trunks fail. In effect, no trunk gets left out, for all are part of the tree. And the tree never dies if any one of its trunks dies. It lives on, even with the passing of one trunk, for it still sustains and is sustained by many more...

Wen Ken's F.I.S.H. Capitals



Attributes of an OLIVE Successor

- **O**pen-Minded
- **L**earned
- **I**ndependent
- **V**igilant
- **E**nergetic



What Motivates RAFT- Resources, Appreciation, Freedom & Time



Barack Obama to his 17-year old daughter

“Don’t go to college just to duplicate the same experience you had in high school...The whole point is for you to push yourself out of your comfort level, meet people you haven’t met before, take classes that you hadn’t thought of before. Stretch yourself. Because this is the time to do it, when you’re young.”

Preparing for an uncertain Future

- ✓ Be tech-literate, creative thinker adept at cross-cultural collaboration
- ✓ Be an OLIVE M-shaped professional, Entrepreneurial-Manager & Manager-Angel
- ✓ Raise happy, healthy & 'intelligent' kids
- ✓ Consider setting up a **FEW** Trust Fund for **F**amily, **E**ducation and **W**elfare



“Hi-index Lens” for Success

- ✓ **H**ard-work
- ✓ **I**Q
- ✓ **L**uck
- ✓ **E**Q
- ✓ **N**etwork
- ✓ **S**treet-smart



**Focus on what
matters**