



BETTER BUSINESS SCHOOL

"Business as a Force for Doing Good"

21 - 25 JULY 2025



**ASIA SCHOOL OF
BUSINESS, KUALA LUMPUR**

*Making Better Business,
Better Lives and a Better World
by combining Asian values with
global best practices.*



COURAGEOUS
LEADERSHIP



PEOPLE



STRATEGY



EXECUTION



CASH

INTRODUCTION

The world has changed and is still dramatically changing.
Old ways no longer work and transformation is crucial.

The typical selfish siloed business perspective must evolve to one
activated and driven to achieve better results for company,
community and the world.

Leadership needs to pivot from ego-centricity to eco-system
awareness and development.

The question is **"HOW?"**

***"Business can be a global
force for good."***

- Ban Ki Moon, UN Sec-General, 2015

ABOUT THE BETTER BUSINESS SCHOOL

THE BETTER BUSINESS SCHOOL (TBBS) was designed by EO & YPO entrepreneurs in partnership with Lynch Pin, who are passionate about ethical capitalism with positive social impact. Having run the gamut of entrepreneurship in an increasingly uncertain and complex world, they are now driven to inspire and mentor businesses as a force for good.

THE BETTER BUSINESS SCHOOL comprises a week-long executive transformational program that will be held annually over the 3-year TBBS programme designed for ambitious, open-minded entrepreneurs who want to consciously

- incorporate sustainability and impact in business
- learn scaling-up techniques to improve performance in all areas
- be challenged by thought provoking cutting-edge speakers
- share experiences, support and learn from each other through forums and coaching circles
- build better selves, better lives and ultimately, a better world.

OUR FOUNDING COMMUNITY



HUOI SEONG LOW

FOUNDER & CHIEF
COACH OF OPENING
MINDS



CHAN BOON YONG

ADVISOR TO THE KIAN
GROUP OF COMPANIES



DEBBIE LOO

DIRECTOR & CHIEF
CULTURE OFFICER OF
LYNCH PIN

PURPOSE OF THE BETTER BUSINESS SCHOOL

TO PROPAGATE

business as a force for doing good by
inspiring, educating, and sharing

TO TRANSFORM

entrepreneur mindsets





TO BUILD

a better world

WHY ATTEND?

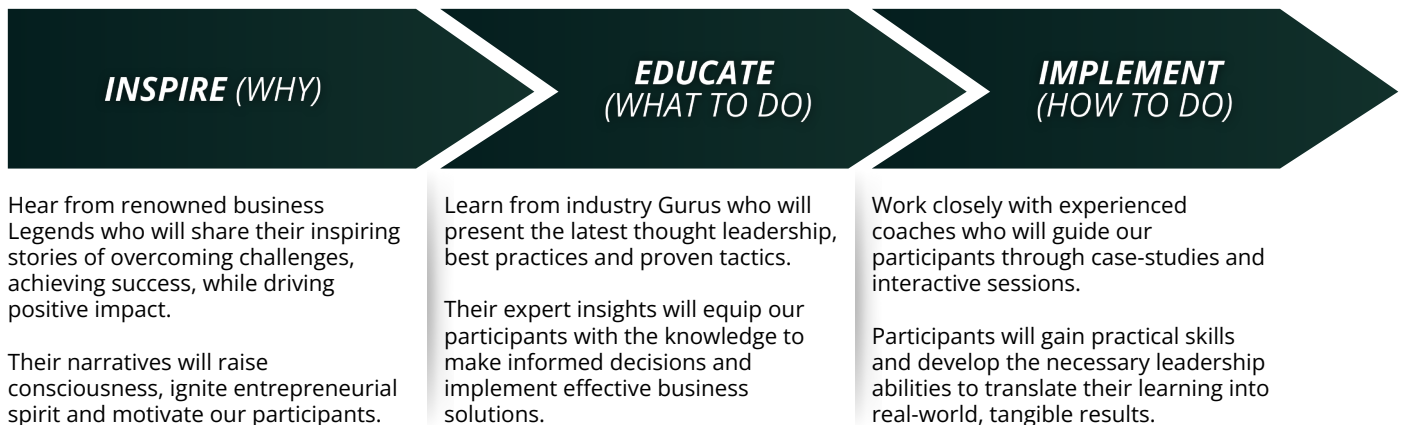
- ✓ Learn from **Asian Business Legends** – Get inspired by deep sharing of how they have become leaders in the global context, gain cutting-edge business strategies and real-world insights.
- ✓ Designed for growth-stage entrepreneurs – If you have been running a decent business and have been wondering what's next or how to scale, this program provides tailored content to meet your needs.
- ✓ Build meaningful connections - engage with fellow entrepreneurs from the ASEAN region, get feedback and peer mentoring on your real business challenges as case studies while living on the Asian Business School campus.
- ✓ **Limited to 60 participants** – With half the spots already taken, act now before it sells out.

THE BETTER BUSINESS SCHOOL DIFFERENCE






| Distilled Best Practices, Simplified Application | Asian Context | Community & Coaching Circles | Curated Content, Learning Platform |
|---|--|--|---|
|  <p><i>Sifting through the noise and complexities to uncover what truly works — translating advanced concepts into easy-to-understand and actionable techniques.</i></p> |  <p><i>Providing business insights through a multicultural lens relevant to Asia.</i></p> |  <p><i>Providing business insights through a multicultural lens relevant to Asia with a sense of community through Coaching Circles.</i></p> |  <p><i>Selecting cutting-edge and contextual thought leadership in the areas that matter most today, made accessible through an Online Learning Platform</i></p> |




Our difference is that we empower entrepreneurs by providing a clear, focused, and practical roadmap to better business performance, enabling them to cut through the noise and implement the best strategies for today's unique challenges.

THE BETTER BUSINESS SCHOOL METHODOLOGY



| THE 'FIVE CRITICAL PILLARS' FOR BETTER BUSINESS

|  COURAGEOUS LEADERSHIP |  PEOPLE |  STRATEGY |  CASH |  EXECUTION |
|---|---|---|---|---|
| <p>True leadership starts with a commitment to sustainability.</p> <p>This pillar emphasises a business model that values environmental stewardship, ethical governance, and responsible resource use.</p> <p>Leaders guided by this principle understand their role as a positive force, shaping their companies to contribute to a healthier planet and a fairer society.</p> | <p>A thriving culture is at the heart of any successful organisation.</p> <p>This pillar centres on creating a workplace where people feel valued, empowered and united through shared values and a unified vision.</p> <p>Leaders who prioritise people foster inclusivity, inspire loyalty, and cultivate environments where employees can grow and innovate.</p> | <p>Clear and effective strategies guide businesses to win.</p> <p>This pillar focuses on defining a compelling vision, setting goals that inspire, and laying out a roadmap to success.</p> <p>Strategic leaders are visionaries who align their teams around long-term objectives, ensuring sustainable growth and resilience.</p> | <p>Financial health is essential for a business to thrive.</p> <p>This pillar is about mastering financial literacy, balancing cash flow, and raising the right type of funds to support growth.</p> <p>Business leaders skilled in financial management ensure the stability and resources necessary to drive innovation and expansion, providing a solid foundation for future success.</p> | <p>Turning vision into reality requires effective execution.</p> <p>This pillar highlights the importance of operational excellence, clear processes, and adaptive management.</p> <p>Leaders who excel in execution bridge the gap between planning and achievement, ensuring their strategies are implemented efficiently and goals are consistently met.</p> |

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|--|-------------------------------|---|--|
|  <p>RIAZ SHAH</p> <p>PROFESSOR OF PRACTICE FOR INNOVATION & LEADERSHIP AT HULT INTERNATIONAL BUSINESS SCHOOL; CONSULTANT, COACH; CHAIR & FOUNDER OF THE ONE DEGREE ACADEMY; PARTNER AT EY</p> | <p>KEYNOTE SPEAKER</p> | <p> PROGRAM HOSTS</p> | |
| | |  <p>HUOI SEONG LOW</p> <p>FOUNDER & CHIEF COACH OF OPENING MINDS</p> |  <p>CHAN BOON YONG</p> <p>ADVISOR TO THE KIAN GROUP OF COMPANIES</p> |

OUR FEATURED SPEAKERS AND ‘LEGENDS’

| | | | |
|---|--|---|---|
|  <p>COURAGEOUS LEADERSHIP</p> |  <p>THOMAS NG FOUNDER OF GENASHTIM</p> |  <p>TAN EE BENG ESG SERVICES MANAGER OF GENASHTIM</p> |  <p>DR DATO KIM TAN FOUNDER OF THE TRANSFORMATIONAL BUSINESS NETWORK</p> |
|  <p>PEOPLE</p> |  <p>KENNETH CHAN STRATEGIC ADVISOR FOR MCDONALD'S CHINA, AUTHOR</p> |  <p>ANDREAS M. VOGIATZAKIS AUTHOR; COACH; TEDX KEYNOTE SPEAKER; MASTER NLP PRACTITIONER</p> |  <p>DEBBIE LOO DIRECTOR & CHIEF CULTURE OFFICER OF LYNCH PIN</p> |
|  <p>STRATEGY</p> |  <p>KAMARUL A. MUHAMAD CEO OF AERODYNE GROUP</p> |  <p>VENON TIAN CHIEF OPERATING OFFICER OF ZUS COFFEE</p> |  <p>GIVA K FOUNDER OF GK AQUA</p> |
|  <p>EXECUTION</p> |  <p>JEREMY HAN ADVISOR TO CEO AND C-SUITES/CORPORATE STRATEGIST FOR SCALING UP BUSINESSES</p> |  <p>RICO HO FOUNDER OF CRM SOLUTIONS</p> |  <p>DENNIS TAN OF EVERLY GROUP</p> |
|  <p>CASH</p> |  <p>DR. SIVAPALAN SENIOR PARTNER & CO-FOUNDER OF SCALEUP MALAYSIA ACCELERATOR</p> |  <p>LEE KOK WAI CEO & MANAGING PARTNER OF CROWE</p> |  <p>PATRICK CHEO CEO OF ADAM KHOO LEARNING TECHNOLOGIES GROUP</p> |

LEARNING OUTCOMES FOR TRANSFORMATIONAL CHANGE

Mindset Shift

That not only is it possible to build businesses that have positive social and environmental impact without detriment to profitability, but in fact, a strong social purpose can significantly propel business.

Maximise existing business potential via the implementation of Scaling Up techniques

Resulting in:

- i. a clear people plan, identifying gaps and repositioning opportunities
- ii. a tightened strategy on why people should do business with you and how to 10X your business
- iii. an aligned team for effective execution
- iv. a multipronged approach to improve cashflow in the company.

Live Better Lives

Better overall performance leads to higher satisfaction, personal fulfilment and ultimately, better lives.

Build a Better World

Participants, through continuous learning, support and sharing within the TBBS community will be inspired and empowered to build more equitable and impactful businesses, thereby resulting in a better world.

"What's really needed is a deeper shift in consciousness so that we begin to care and act, not just for ourselves and other stakeholders but in the interests of the entire ecosystem in which economic activities take place."

- Otto Sharmer, Author & Systems Innovator, 2013



**BE A PART OF THIS
TRANSFORMATIONAL MOVEMENT**

BETTER BUSINESS

A FORCE FOR DOING GOOD

An inspiring and innovative platform committed to continuous learning and developing a community of business executives who strive for principled behavior, profitable actions and incorporate sustainability best practices for improving the quality of life.



BETTER BUSINESS SCHOOL

"Business as a Force for Doing Good"

21 - 25 July 2025



INVESTMENT FOR
YEAR 1, 5-DAY
PROGRAMME

RM19,800
PER PAX

RM 16,830
EARLY BIRD / PAX

EARLY BIRD OFFER
OPEN TO THE FIRST

REGISTRATIONS
20 ONLY!



HRDC CORP CLAIMABLE UP TO
MYR 8,750/PAX FOR 5 DAYS

MyCOID & COMPANY NAME :
943338D
(LYNCH PIN HOLDINGS SDN. BHD.)

YOUR UPFRONT INVESTMENT
AFTER HRDC CLAIM? AS LOW AS

RM 8,080!

BBS YEAR 1 PROGRAMME (WHAT'S INCLUDED IN THE TICKET PRICE):

- 5-day Programme + Welcome Dinner + Fireside Chat + Gala Dinner
- 12-months Access to Content on a Learning Platform
- 12-months Participation in a Coaching Circle
- 12-months Participation in a Coaching & Moderator Training Workshop
- 12-months access to HELP University's Faculty Resources & Entrepreneur Hub

CANCELLATION & REFUND POLICY



NO REFUND: AFTER 20 JUNE 2025
25% REFUND: BEFORE 20 JUNE 2025



- Substitutions are welcome at any time. Please notify us at **least 3 working days** before the event.
- All cancellations must be in writing by email to our Event Administrator.
- Lynch Pin Holdings Sdn Bhd reserves the right to cancel or alter the content and timing of the program or the identity of the speakers for reasons beyond its control.

HOW TO REGISTER

- **Click Here to Register :**
<https://www.thebetterbusinessschool.org/>
- **Reach out to us via E-mail :**
hello@lynch-pin.com