



THE BETTER BUSINESS SCHOOL

"Business as a Force for Doing Good"

12 - 16 OCTOBER 2026



ASIAN INSTITUTE OF CHARTERED BANKERS (AICB)

Organized by Lynch Pin Holdings

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



**COURAGEOUS
LEADERSHIP**



PEOPLE



STRATEGY



EXECUTION



CASH

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

- Ban Ki Moon, UN Sec-General, 2015

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?"**

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.

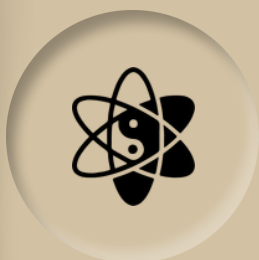
THE BETTER BUSINESS SCHOOL DIFFERENCE

*Distilled Best Practices,
Simplified Application*



Sifting through the noise and complexities to uncover what truly works — translating advanced concepts into easy-to-understand and actionable techniques.

Asian Context



Providing business insights through a multicultural lens relevant to Asia.

*Community & Coaching
Circles*



Providing business insights through a multicultural lens relevant to Asia with a sense of community through Coaching Circles.

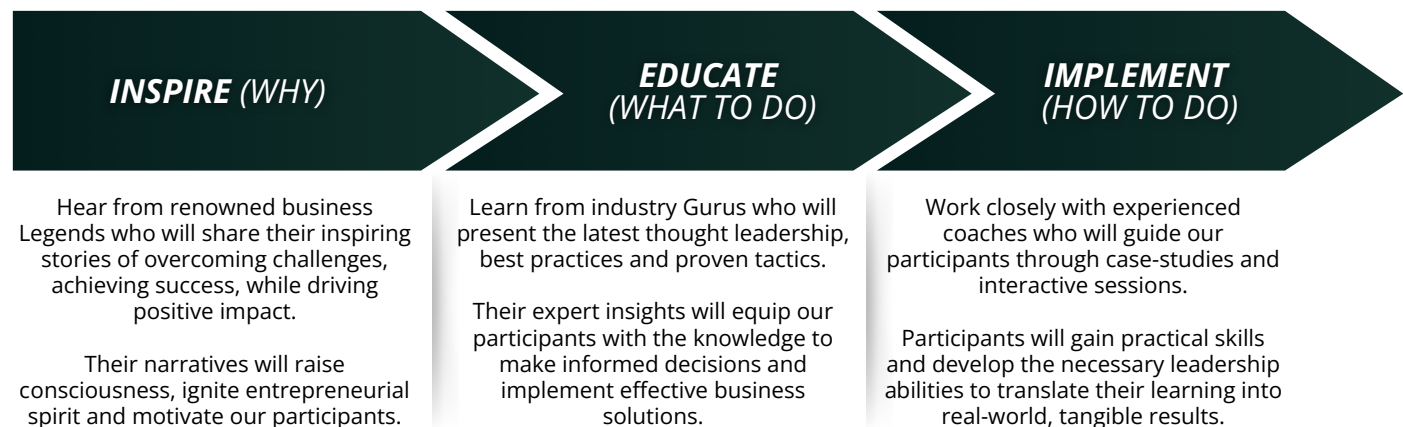
*Curated Content,
Learning Platform*



Selecting cutting-edge and contextual thought leadership in the areas that matter most today, made accessible through an Online Learning Platform

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



TADAHIRO KAWADA
PRESIDENT AT
KAWADA TECHNOLOGIES, INC.

KEYNOTE
SPEAKER

PROGRAM HOSTS



HUOI SEONG LOW
FOUNDER & CHIEF COACH
OF OPENING MINDS



CHAN BOON YONG
ADVISOR TO THE KIAN
GROUP OF COMPANIES

OUR FEATURED SPEAKERS AND ‘LEGENDS’



COURAGEOUS
LEADERSHIP



DATO' RAYMOND HO
GROUP CEO & MANAGING
DIRECTOR OF SRI TERNAK GROUP



DATO' LOY TEIK NGAN
TAYLOR'S EDUCATION GROUP



DR. BEN CHAN
SENIOR LEARNING FACILITATOR OF
UNITED IN DIVERSITY (UID) FOUNDATION
& A THEORY U FACILITATOR



EDWIN WANG
FOUNDER OF
SIGNATURE MARKET



NADIRA YUSOFF
FOUNDER & CEO OF
KIDDOCARE MALAYSIA



HUOI SEONG LOW
FOUNDER & CHIEF COACH
OF OPENING MINDS



CHAN BOON YONG
ADVISOR TO THE KIAN
GROUP OF COMPANIES



YOGA NESADURAI
NEUROSCIENCE - CHANGE
MANAGEMENT



JAMES NG
CHAIRMAN OF THE EXECUTIVE
BOARD AT KIAN GROUP OF
COMPANIES



PEOPLE



STRATEGY



KENT CHUA
CO-FOUNDER &
GROUP CEO, RHOMBUS
CONNECTION



GIDEN LIM
CHIEF EXECUTIVE
OFFICER
OF BLOOMTHIS



PENNY CHOO
MANAGING DIRECTOR
OF BLOOMTHIS



HUOI SEONG LOW
FOUNDER & CHIEF
COACH
OF OPENING MINDS



GAVIN LIEW
MANAGING PARTNER &
CO-FOUNDER OF THE
MAKEOVER GUYS



YAP YANN FANG
FOUNDER & CEO OF
AMANI BIOHACKING
CLUB



MELVIN CHEE
CEO & CO-FOUNDER OF
RPG COMMERCE



JOEL NEOH
FOUNDING PARTNER OF FIRST
MOVE & INVESTOR OF PRENETICS



RUSLAN KARABUKAEV
MANAGING PARTNER OF
DODO PIZZA MONGOLIA



CHAN BOON YONG
ADVISOR TO THE KIAN
GROUP OF COMPANIES



STRATEGY
&
CASH



EXECUTION



WARREN LEOW
CO-FOUNDER OF SUPERAGENTIX, SUPERBLOAPP,
AIRTRAVELSGU FOUNDER OF SUPERBLOAPP
FOUNDING MEMBER OF KIDOCENTRUM AT KECOH KIAN



MAI TIN
FOUNDER OF U&I INVESTMENT
CORPORATION



DR. GOH CHEE LEONG
GROUP CO-CHIEF EXECUTIVE OFFICER
(TERTIARY), HELP EDUCATION GROUP



LOO CHEE LENG
GROUP COO/ EXECUTIVE DIRECTOR
AT LOOB HOLDING SDN BHD



COURAGEOUS LEADERSHIP

DAY 1 | 12 OCT 2026, MONDAY

TIME (MY)	DURATION	TOPIC / ACTIVITY
8:00 AM	20 mins	BREAKFAST & REGISTRATION
8:20 AM	10 mins	WELCOME BY THE FOUNDING COMMITTEE <i>Building a Legacy of Better Business</i>
8:30 AM	1 hr	TADAHIRO KAWADA OPENING KEYNOTE: <i>Society 5.0</i>
9:30 AM	1 hr 30 mins	DATO' RAYMOND HO INSPIRATION & EXPERIENCE: <i>From Crisis to Community: The Courage to Rebuild and Lead Consciously</i>
11:00 AM	30 mins	AM BREAK
11:30 AM	1 hr 30 mins	EDWIN WANG INSPIRATION & EXPERIENCE: <i>The Day Mathematics Stopped Working</i>
1:00 PM	1 hr	LUNCH
2:00 PM	1 hr 30 mins	DR. BEN CHAN THEORY & TOOLS: Theory U
3:30 PM	30 mins	PM BREAK
4:00 PM	1 hr 30 mins	DATO' LOY TEIK NGAN IMPLEMENTATION CASE STUDY: <i>Crisis as Catalyst: Courageous Leadership Steering through Chaos, Transforming Taylor's into a Regional Education Powerhouse</i>
5:30 PM	15 mins	CLOSING THE RIPPLE EFFECT OF COURAGEOUS LEADERSHIP
5:45 PM		END

Reminder : Kindly note that the Agenda is subject to change. Flexibility should be expected on the AM/PM BREAK timing.



PEOPLE

DAY 2 | 13 OCT 2026, TUESDAY

TIME (MY)	DURATION	TOPIC / ACTIVITY
8:00 AM	50 mins	BREAKFAST & REGISTRATION
8:50 AM	10 mins	OPENING BY THE FOUNDING COMMITTEE <i>People as the Heart of Sustainable Leadership</i>
9:00 AM	1 hr 45 mins	NADIRA YUSOFF INSPIRATION & EXPERIENCE: <i>Caring for People as Your Strategic Thrust</i>
10:45 AM	30 mins	AM BREAK
11:15 AM	1 hr 45 mins	JAMES NG INSPIRATION & EXPERIENCE: <i>How to Build a Company of 100% A Players</i>
1:00 PM	1 hr	LUNCH
2:00 PM	1 hr 45 mins	HUOI SEONG LOW & CHAN BOON YONG THEORY & TOOLS: <i>From Default to Design</i>
3:45 PM	30 mins	PM BREAK
4:15 PM	1 hr 45 mins	YOGA NESADURAI IMPLEMENTATION CASE STUDY: <i>Future Proofing Leadership</i>
6:00 PM	15 mins	CLOSING REFLECTIONS: PEOPLE AS YOUR COMPETITIVE EDGE
6:15 PM		END

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STRATEGY

DAY 3 | 14 OCT 2026, WEDNESDAY

TIME (MY)	DURATION	TOPIC / ACTIVITY
8:00 AM	50 mins	BREAKFAST & REGISTRATION
8:50 AM	10 mins	OPENING BY THE FOUNDING COMMITTEE <i>Strategy as the Roadmap to Success</i>
9:00 AM	1 hr 45 mins	KENT CHUA INSPIRATION & EXPERIENCE: <i>Strategic Innovation in the Ferocious F&B World</i>
10:45 AM	30 mins	AM BREAK
11:15 AM	1 hr 45 mins	GIDEN LIM & PENNY CHOO INSPIRATION & EXPERIENCE: <i>Delivering Happiness as Strategy</i>
1:00 PM	1 hr	LUNCH
2:00 PM	1 hr 45 mins	HUOI SEONG LOW THEORY & TOOLS: <i>The Long Game: Designing Strategy for Scale, Investment, and Endurance</i>
3:45 PM	30 mins	PM BREAK
4:15 PM	1 hr 45 mins	GAVIN LIEW IMPLEMENTATION CASE STUDY: <i>How to Scale an Unscalable Business</i>
6:00 PM	15 mins	CLOSING REFLECTION: ALIGNING STRATEGY WITH PURPOSE
6:15 PM	1 hr	FREE TIME
7:15 PM	1 hr 30 mins	YANN FANG FIRESIDE CHAT DINNER: <i>Mid-Week Recharge</i>
8:45 PM		END

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STRATEGY / CASH

DAY 4 | 15 OCT 2026, THURSDAY

TIME (MY)	DURATION	TOPIC / ACTIVITY
8:00 AM	50 mins	BREAKFAST & REGISTRATION
8:50 AM	10 mins	OPENING BY THE FOUNDING COMMITTEE <i>Cash is King</i>
9:00 AM	1 hr 45 mins	MELVIN CHEE INSPIRATION & EXPERIENCE: <i>Innovate to Scale: Building Consumer Brands of Tomorrow</i>
10:45 AM	30 mins	AM BREAK
11:15 AM	1 hr 45 mins	JOEL NEOH INSPIRATION & EXPERIENCE: <i>Where Cash becomes a Strategic Moat</i>
1:00 PM	1 hr	LUNCH
2:00 PM	1 hr 45 mins	CHAN BOON YONG THEORY & TOOLS: <i>The Power of 1</i>
3:45 PM	30 mins	PM BREAK
4:15 PM	1 hr 45 mins	RUSLAN KARABUKAEV IMPLEMENTATION CASE STUDY: <i>Radical Transparency for Rapid Growth</i>
6:00 PM	15 mins	CLOSING REFLECTION: ALIGNING STRATEGY WITH PURPOSE
6:15 PM		END

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EXECUTION

DAY 5 | 16 OCT 2026, FRIDAY

TIME (MY)	DURATION	TOPIC / ACTIVITY
8:00 AM	50 mins	BREAKFAST & REGISTRATION
8:50 AM	10 mins	OPENING BY THE FOUNDING COMMITTEE <i>Where Strategy Meets Results</i>
9:00 AM	1 hr 45 mins	DR. MAI HUU TIN INSPIRATION & EXPERIENCE: <i>How to Run 81 Companies Simultaneously</i>
10:45 AM	30 mins	AM BREAK
11:15 AM	1 hr 45 mins	LOO CHEE LENG INSPIRATION & EXPERIENCE: <i>Adopting AI in a Non-Tech Environment</i>
1:00 PM	1 hr	LUNCH
2:00 PM	1 hr 45 mins	DR. GOH CHEE LEONG THEORY & TOOLS: <i>Scaling Up in Practice</i>
3:45 PM	30 mins	PM BREAK
4:15 PM	1 hr 45 mins	WARREN LEOW IMPLEMENTATION CASE STUDY: <i>Running a Business Agentically in the Age of AI</i>
6:00 PM	15 mins	CLOSING CHARTING THE PATH FORWARD: EMPOWERING BETTER BUSINESSES FOR A BETTER WORLD
6:15 PM	5 mins	FREE TIME
6:20 PM		END

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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.

THE BETTER BUSINESS SCHOOL METHODOLOGY

THE BETTER BUSINESS SCHOOL is a week-long executive transformational program that will be held annually over the 3-year TBBS programme.

Why THE BETTER BUSINESS SCHOOL?

THE BETTER BUSINESS SCHOOL (TBBS) PROGRAMME is 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

THE BETTER BUSINESS SCHOOL (TBBS) DIFFERENCE	
	<i>Sifting through the noise and complexities to extract the most impactful and proven business strategies.</i>
	<i>Translating advanced concepts into easy-to-understand and immediately actionable techniques.</i>
	<i>Selecting cutting-edge and contextual thought leadership in the areas that matter most today.</i>
	<i>Providing business insights through a multicultural lens relevant to Asia.</i>

LEARNING OUTCOMES FOR TRANSFORMATIONAL CHANGE

Mindset Shift

Mindset shift that businesses have to recognise true costs and have positive social impact without detriment to profitability.

Maximise existing business potential via the implementation of Scaling Up techniques

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STANDARD PRICING		EARLY BIRD PRICING	Early Bird open to the first 20 REGISTRATIONS ONLY! DAY PASS ENTRY AVAILABLE AT RM 3,800 PER PAX
INVESTMENT FEE  			
RM15,000 PER PAX		RM10,500 PER PAX	30% OFF
RM 12,000 > 2 PAX		RM 9,000 > 2 PAX	
20% OFF		40% OFF	

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

- 5-day programme + Fireside Chat + Closing Dinner
- Year-round access to content on a learning platform
- Participation in a Coaching Circle
- Participation in a Coaching & Moderator Training Workshop

HRDC BROCHURE



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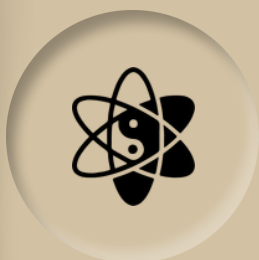
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6:00 PM	15 mins	CLOSING REFLECTIONS: PEOPLE AS YOUR COMPETITIVE EDGE
6:15 PM		END

Reminder : Kindly note that the Agenda is subject to change. Flexibility should be expected on the AM/PM BREAK timing.



STRATEGY

DAY 3 | 14 OCT 2026, WEDNESDAY

TIME (MY)	DURATION	TOPIC / ACTIVITY
8:00 AM	50 mins	BREAKFAST & REGISTRATION
8:50 AM	10 mins	OPENING BY THE FOUNDING COMMITTEE <i>People as the Heart of Sustainable Leadership</i>
9:00 AM	1 hr 45 mins	KENT CHUA INSPIRATION & EXPERIENCE: <i>Strategic Innovation in the Ferocious F&B World</i>
10:45 AM	30 mins	AM BREAK
11:15 AM	1 hr 45 mins	GIDEN LIM & PENNY CHOO INSPIRATION & EXPERIENCE: <i>Delivering Happiness as Strategy</i>
1:00 PM	1 hr	LUNCH
2:00 PM	1 hr 45 mins	HUOI SEONG LOW THEORY & TOOLS: <i>The Long Game: Designing Strategy for Scale, Investment, and Endurance</i>
3:45 PM	30 mins	PM BREAK
4:15 PM	1 hr 45 mins	GAVIN LIEW IMPLEMENTATION CASE STUDY: <i>How to Scale an Unscalable Business</i>
6:00 PM	15 mins	CLOSING REFLECTION: ALIGNING STRATEGY WITH PURPOSE
6:15 PM	1 hr	FREE TIME
7:15 PM	1 hr 30 mins	YANN FANG FIRESIDE CHAT DINNER: <i>Mid-Week Recharge</i>
8:45 PM		END

Reminder : Kindly note that the Agenda is subject to change. Flexibility should be expected on the AM/PM BREAK timing.



STRATEGY / CASH

DAY 4 | 15 OCT 2026, THURSDAY

TIME (MY)	DURATION	TOPIC / ACTIVITY
8:00 AM	50 mins	BREAKFAST & REGISTRATION
8:50 AM	10 mins	OPENING BY THE FOUNDING COMMITTEE <i>Cash is King</i>
9:00 AM	1 hr 45 mins	MELVIN CHEE INSPIRATION & EXPERIENCE: <i>Innovate to Scale: Building Consumer Brands of Tomorrow</i>
10:45 AM	30 mins	AM BREAK
11:15 AM	1 hr 45 mins	JOEL NEOH INSPIRATION & EXPERIENCE: <i>Where Cash becomes a Strategic Moat</i>
1:00 PM	1 hr	LUNCH
2:00 PM	1 hr 45 mins	CHAN BOON YONG THEORY & TOOLS: <i>The Power of 1</i>
3:45 PM	30 mins	PM BREAK
4:15 PM	1 hr 45 mins	RUSLAN KARABUKAEV IMPLEMENTATION CASE STUDY: <i>Radical Transparency for Rapid Growth</i>
6:00 PM	15 mins	CLOSING REFLECTION: ALIGNING STRATEGY WITH PURPOSE
6:15 PM		END

Reminder : Kindly note that the Agenda is subject to change. Flexibility should be expected on the AM/PM BREAK timing.



EXECUTION

DAY 5 | 16 OCT 2026, FRIDAY

TIME (MY)	DURATION	TOPIC / ACTIVITY
8:00 AM	50 mins	BREAKFAST & REGISTRATION
8:50 AM	10 mins	OPENING BY THE FOUNDING COMMITTEE <i>Where Strategy Meets Results</i>
9:00 AM	1 hr 45 mins	DR. MAI HUU TIN INSPIRATION & EXPERIENCE: <i>How to Run 81 Companies Simultaneously</i>
10:45 AM	30 mins	AM BREAK
11:15 AM	1 hr 45 mins	LOO CHEE LENG INSPIRATION & EXPERIENCE: <i>Adopting AI in a Non-Tech Environment</i>
1:00 PM	1 hr	LUNCH
2:00 PM	1 hr 45 mins	DR. GOH CHEE LEONG THEORY & TOOLS: <i>Scaling Up in Practice</i>
3:45 PM	30 mins	PM BREAK
4:15 PM	1 hr 45 mins	WARREN LEOW IMPLEMENTATION CASE STUDY: <i>Running a Business Agentically in the Age of AI</i>
6:00 PM	15 mins	CLOSING CHARTING THE PATH FORWARD: EMPOWERING BETTER BUSINESSES FOR A BETTER WORLD
6:15 PM	5 mins	FREE TIME
6:20 PM		END

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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.