

MASTERCLASS SERIES

INSPIRE

18TH SEPT - 13TH OCT 2017

The Greatest
**LESSONS
STORIES
&
TOOLS**

from
Inspire Magazine & More!
in 8 Speaking Sessions

by Shaun Hoon
Editor & Publisher



Shaun Hoon
Founder, Inspire Magazine

“If there is one thing that Shaun could do for the rest of time without being paid for, it would be interviewing people and drawing the extraordinary lessons out of the ordinary and share those stories to inspire others.”

About the Speaker

Shaun Hoon, 40, is a father, husband and also the founder of Inspire and Inspire Living Magazine*. He refers to himself as a student of life, and has an incurable curiosity for life's deeper meaning. Shaun is an avid collector of stories. If there is one thing that he could do for the rest of time without being paid for, it would be interviewing people and drawing the extraordinary lessons out of the ordinary and share those stories to inspire others. He had been doing exactly that with his previous publications for five years and will continue to do so through his writing and speaking engagements. Shaun has interviewed hundreds of influential and interesting people for the publications. Amongst them are: Fan Bing Bing, Marshall Goldsmith, Wu Chun, Guy Kawasaki and Robert Kiyosaki.

Shaun has a Bachelor of Commerce Degree from Curtin University in Australia. His work experience in the Marketing and Sales capacity spans from working for Great Eastern Life, Asia Inc Forum, Levi's, Metcash Group and Pizza Hut. Besides that, Shaun was also the owner of two shoe shops in Perth, Australia where he spend half his adult life in. He is a current co-owner of a marketing agency called Catalyst. Together, the group also runs a kid's furniture shop called Tomato Kidz.

Five years ago, Shaun almost lost his life to a fire that burnt down his home. He describes that as one of his life defining moments, an incident that has shaped him to be more focused, compassionate and closer to his family. Shaun is a dreamer and a doer, one who is used to making something out of nothing. He prides himself as a living proof that the two words can co-exist on the same sentence.

Shaun has written an e-book called The Heart of Service with the intention of encouraging people to serve from their heart. He has recently completed a book called My Life, My Career, interviewing 21 Top Agents in the life insurance industry.

Shaun is active in community involvement. He is the Founding Curator of Global Shapers for Bandar Seri Begawan, a NGO subsidiary of World Economic Forum - an initiative that brings together brightest and most community minded young leaders to do good for the society. The team's community project currently champions employability for the youth.

**Inspire magazine was a leading English in Brunei about passionate people doing work that matters.*

**Inspire magazine was a monthly publication about home, lifestyle and property with the aim to improve people's standard of living at home. Both magazines ceased publications in February 2017. You can find all it's content from www.YesInspire.com.*

**Catalyst is a marketing agency with the motto of sparking the economy, one business at a time. The agency specializes in corporate communications and executive training.*

**Learn more about Tomato Kidz at www.TomatoKidz.com.bn*

You can read about Shaun's thoughts on his blog at: www.EngineeringGrowth.com.

Shaun's ebook "The Heart of Service" is available upon request. You can obtain a complimentary copy by emailing him at Shaun@catalyst.com.bn, title: Heart of Service.

Speaker's Note

What Change am I trying to Make?

We are living in a new reality. A reality where the economy is expected to continue to remain stagnant; a fact that we hold very little control of, whether we like it or not. We can either whine about it or take action to improve the situation.

I choose the latter.

Fortunately, some crucial areas which are within our control are our mindset, our resilience and our ability in finding innovative solutions to thrive even under challenging market conditions. One way to do so is through education; by coming together collectively with like-minded people to remove the scarcity mindset and coming up with strategies that will take your business to the next level, despite of adversities.

With every issue we produced of Inspire magazine, the process was parallel to going through a full business cycle from A to Z. These skills in communications, creativity and coordination are not only confined within the publishing industry, but are every bit as useful to help you to reach out to your customers and position your business ahead of your competitors.

Through these Masterclasses, you will learn the tools you need to lead your organisation and be inspired to think bigger and go further in your own journey.

What are these Masterclasses about?

The framework for these Masterclasses will consist of a total of 8 modules, running twice a week for 2 hours per session. Unlike academic studies, these Masterclasses do not engage in discussing theories or hypotheticals. Each Masterclass will be guided by powerful stories of success and failures, so that you can gain from the strategies that worked and learn through the lessons from prior mistakes, to level up your game.

It is my objective to conduct these Masterclasses in a small, intimate setting to create the perfect conditions to help you broaden and foster a growth mindset through two ways interactions, whilst being supported by likeminded people that will encourage and make you accountable for succeeding.

What these Masterclasses are NOT?

These courses are not designed to help you acquire a specific skillset such as speed reading, coding or sharpening your

customer service ability. It is our aim to revisit the business fundamentals from a different angle, so that you can think outside the box to advance even further, guarded with these solid principles. These new learnings are transferable across different business disciplines across industries.

Who are these Masterclasses for?

These Masterclasses are for the students of life, those who, instead of waiting for luck to come by, create their own destiny; those who want to give meaning to their work; those who aspire to change the world for the better and those who are serious about lifting their games.

What you will Learn?

As you move through these modules, you will learn:

- How to be a masterful communicator.
- How successful people think and function.
- How to create business opportunities out of nothing.
- The life skills required to overcome any adversity.
- How to discover your values, life purpose and how you can make a difference.

What make these Masterclasses Valuable?

What you will learn are not just lessons from my own experiences, but some of the most powerful stories and strategies used by some of the most successful people I was able to interview for Inspire magazine. You simply won't find this kind of knowledge out there.

You will also have access to confidential and never-been-published stories from interviews and lessons I learned from the start to the end of my publications.

Are you ready for your next bold move?

I look forward to the opportunity to inspire each other soon!

Yours truly,



Shaun Hoon

A low-angle, upward-looking shot of a suspension bridge, likely the Golden Gate Bridge, with its iconic red cables and white towers against a clear blue sky. In the foreground, the bottom of a person's foot is visible, wearing a green and red sneaker with a white sole. The text is overlaid in the center of the image.

**“Unlike Academic Studies,
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Course Outline

Module 1:

The Art of Selling

Leadership & Sales Lessons from the Best!

Module 2:

Collective Wisdom

10 Most Powerful Lessons from the Successful People I Interviewed

Module 3:

Words, Influence & Power

How to Harness the Power of Words to your Advantage

Module 4:

The Changing Landscape in Media and Publishing

The Fundamentals of Publishing Business and it's Future

Module 5:

The Journey

Business Lessons from Inspire Magazine & More

Module 6

How to 10X Your Creativity

Finding Inspirations from Uncommon Places

Module 7:

High Touch: Rekindling the Lost Art of Human Connection

A Discussion on Leadership, Customer Service & Culture

Module 8:

Student of Life

Finding Happiness, Meaning and Purpose for Your Life & Career

MASTERCLASS SERIES #1

INSPIRE

18th September 2017

THE ART OF



SELLING

Leadership & Sales Lessons from the Best

by Shaun Hoon
Editor & Publisher

The Art of Selling

Leadership & Sales Lesson from the Best!

Ticket: BND 50.00 per pax

“It doesn’t matter what we do, we are all in sales one way or another.”

Synopsis

1. Throughout my 20 year working career, I have worn multiple hats as an editor, business owner, marketing manager, purchasing officer and a shoe salesman to name a few. What do all my professions have in common? Selling. It doesn't matter what you do, you are all in sales one way or another. Whether you are an employee pitching colleagues on a new idea, an entrepreneur enticing funders to invest, or a parent and a teacher cajoling children to study, you spend your days trying to move others. Like it or not, we're all in sales.
2. I have just completed a book interviewing 21 Top Agents from arguably the toughest sales industry in the market, Life Insurance. I will share about how this interview altered my preconceived notion on what makes sales people successful at a sustained level. I will also discuss about my discoveries on recruiting top people and the leadership lessons in creating a thriving sales environment.
3. Over the last 3 years, I have collaborated with many elite Sales Professionals in the selling International Properties. On many occasions, these property agents managed to close half a million dollar to a million dollar deal over a meeting, just like that. What makes them so convincing? Why do some succeed, others fail? What strategies do they employ? All these, answered in the masterclass.

What You Will Learn?

1. The similarity and differences between selling \$100 pair of shoes and \$1million worth of property.
2. What the most successful sale people do differently?
3. Traps to avoid if you want to hire the best.
4. Why the best sales people are also the best storytellers?
5. How to establish trust and connect with your customers?
6. How to condition yourself for success?

What this Session is NOT?

This is a sales seminar that has less to do with techniques than understanding the fundamentals of selling. You will discover why success in sales has little to do with how good you are (in speaking), but how hungry you are in closing.

Who is this for?

- Businesses looking to strengthen their team's fundamental sales program and performances.
- Human Resource / Leadership team in search of insight to hire effective sales performers and nurture long term success.
- Individuals wanting to understand more about human psychology, success and the sales industry.

MASTERCLASS SERIES #2

INSPIRE

22nd September 2017

COLLECTIVE WISDOM



*10 Powerful Lessons from
the Most Successful People Featured*

by Shaun Hoon
Editor & Publisher

Collective Wisdom

10 Powerful Lessons from the Most Successful People Featured

Ticket: BND 50.00 per pax

What do Successful People have in Common?

Synopsis

Over the years, I have conducted hundreds of interviews with people from all walks of life. The question: "What do successful people have in common?" has been the number one underlining question behind every interview I conducted.

The people I interviewed range from some of the ordinary people I met on the street to public personalities in Brunei and abroad. Some are small business owners, stall vendors, book authors, CEOs, successful entrepreneurs, Olympians, celebrities and others are simply quiet ordinary heroes.

In this talk, I will discuss about the 10 defining characteristics of 10 of the most successful people I met. Mind you, the most fascinating stories almost never come from the biggest names. But in this instance, the exceptions are prevalent. In this discussion, I will pick from the lesser-known success stories to some of the more prominent names below for discussion:

1. Wu Chun
2. Fan Bing Bing
3. Paula Malai Ali
4. Dato Timothy Ong
5. Robert Kiyosaki
6. Marshall Goldsmith
7. Guy Kawasaki
8. Shila Amzah
9. Chef Martin Yan
10. Tony Tan
11. Jack Neo
12. Christine Kuo

What You Will Learn?

1. Why is Courage essential to Success?
2. How successful people overcome Self Doubts?
3. Why being Generous is important business?
4. The danger of simply pursuing your Passion
5. What do Successful people say about Failure?

What this Session is NOT?

First of all, let's define success. Success to me is more than just fame and fortune. It is also about significance. How you have lived up to your value? How you have affected the people surrounding you? How your family sees you?

Of course, if you came wishing to learn more in depth from any of the above personalities, we can have an extended conversation about them during the Q&A.

Who is this for?

- Anyone interested in understanding the mindset of successful people.
- Anyone in the cross road of their career in search of inspirations to find meaning for their work.
- Anyone wanting to understand the essence of thinking big.

MASTERCLASS SERIES #3

INSPIRE

25th September 2017

WORDS INFLUENCE & POWER



*How to Harness the Power of Words
to your Advantage*

by Shaun Hoon
Editor & Publisher

Words, Influence & Power

How to Harness the Power of Words to Your Advantage

Ticket: BND 50.00 per pax

“Effective writing comes down to how well you structure your thoughts to your readers with clarity and purpose”

Synopsis

As an editor, one of the most significant insights I attained about writing is: Why do people read?

Surprisingly, it has very little to do with the quality of the content you can produce (even though crucial), but rather, the way you package your ideas to your readers.

Like everything, there is a technique to mastering this skill. At Inspire magazine, we have stumbled into a formula that we have applied for years in our writing process. And we hope to share them with you!

Essentially, effective writing comes down to how well you structure your thought to your readers with clarity and purpose. It is not a skill applicable solely to the writing professional or to help you get a better grades; if you were a business owner, a teacher, a leader of any discipline, you would appreciate the importance of being able to express your ideas effectively to your followers. Whether you like it or not, your writing has the ability to influence how you are being perceived.

This session will not only teach you how to be a better writer, it will also inspire you to have fun playing with words!

What You Will Learn?

1. You will learn the 3 secrets that make readers wanting to read more?
2. How to write with purpose and how to be a better storyteller.
3. You will attain insights on how to be a more effective and impactful writer.
4. It will teach you why “less is more” when it comes to writing.
5. How to ask better questions?

What this Session is NOT?

This is not a course about English literacy. It will not improve your command of English vocabulary or grammar. But it will help you to create a sexy content that everybody wants to read.

Who is this for?

- Whether you are interested in drafting a more effective email, writing a speech, starting a publication or creating an internal newsletter, you will find the lessons in this course immeasurably valuable.
- This module is created with the following people in mind:
- Students, Teachers, Writers, Bloggers, Journalists, Marketing and PR Professionals, Photographers, Speakers, Entertainers.

INSPIRE

29th September 2017

THE CHANGING LANDSCAPE IN MEDIA & PUBLISHING



*The Fundamentals of Publishing
Business and it's Future*

by Shaun Hoon
Editor & Publisher

The Changing Landscape in Media Publishing

The Fundamentals of Publishing Business and it's Future

Ticket: BND 50.00 per pax

“We are all independent publishers. How do you win in getting your message across in a cluttered world?”

Synopsis

Social media has turned each of us into an independent publisher. How do you win in getting your message across in a cluttered world of information overload? It starts with an understanding the fundamentals of publishing.

When we pick up the paper or read the news content from our phone, we do not think twice about the source of the stories. What is behind the making of a publication? How are all the content get stitched together? How do publications make money?

If those questions intrigue you. And you have an interest in pursuing a career in media and publishing, you will find this session extremely valuable.

Second, we will discuss about why print publications are phasing out, and ask the questions: is there a market for publications? And also explore what the future holds for the Publishing and Media industry?

What You Will Learn?

What is Publishing?

The Business of Publishing

- The Business Model: How do publications make money?
- Setting up a Team: Who and what do you need?
- The Disciplines required to run a publication.

The Art of Publishing

- Practical ways to plan and structure your editorial content / calendar.
- How to sell with your Writing?
- Why design matters?
- What are the pitfalls to avoid?

The Future of Publishing & Media

- Why do print publications Fail?
- What is the future of publishing?
- What role does Social Media play in the publishing future?

What this Session is NOT?

This session will not teach you how to be more effective with your Facebook or Twitter influences. However, it will discuss about the changing trend in the media industry and talk about social media. Most importantly, it will show you how the publishing and media industry function so you can apply those understanding to your desired media platform.

Who is this for?

- Anyone interested in strengthening their businesses' corporate communications, public relations function, internal communications through newsletter or any other mediums.
- Anyone interested to learn the business of publishing and apply the best practices to their own business.
- Anyone who is currently in the publishing & media industry wanting to learn more.
- Students, Business Owners, Bloggers, Marketer, Public Relations, Corporate Communication Executives, Writers, Publishers

MASTERCLASS SERIES #5

INSPIRE

2nd October 2017

THE JOURNEY

*Business
Lessons from
Inspire Magazine
& More*

by Shaun Hoon
Editor & Publisher

The Journey

Business Lessons from Inspire Magazine & More

Ticket: BND 50.00 per pax

“We never planned to start the two magazines. But we fell in love with it and made it work.”

Synopsis

Starting a publication from scratch had been an exhilarating experience. Because I had my finger prints on all aspects of the job, from physically delivering of magazines to newsstands to putting up posters on the wall; from hiring and firing to building lifelong relationships with clients and colleagues; from the conceptualizing of editorial ideas to writing; from fighting for advertisement sales target to chasing for payment, the experience has stretched me in ways I never thought possible.

This session will be divided into 3 main parts:

1. **The Beginning**
How did we start our publishing business?
2. **The Middle**
How did we grow to be the talk of town?
3. **The End**
Why did we end the publication, and what were the lessons?

I was often asked; what would I have done differently if I was to do it all over again. On the one hand, I wouldn't change a thing for all the experiences this has given me. On the other, there are many things that could have been done differently in hindsight.

I will outline 3 ideas in the discussion.

What You Will Learn?

1. How to benefit from other people's idea?
2. How to be fluid with your business direction?
3. How to deal with mistakes and failures?
4. How to get the biggest names to work for you?
5. When is the time to walk away?

What this Session is NOT?

Unlike all other modules, this course is not going to provide you with specific business tips. It is a sharing of personal lessons learned in our own experience. You may find some stories more applicable than others. For nothing else, you will walk away having a better understanding of whether or not entrepreneurship is a journey for you.

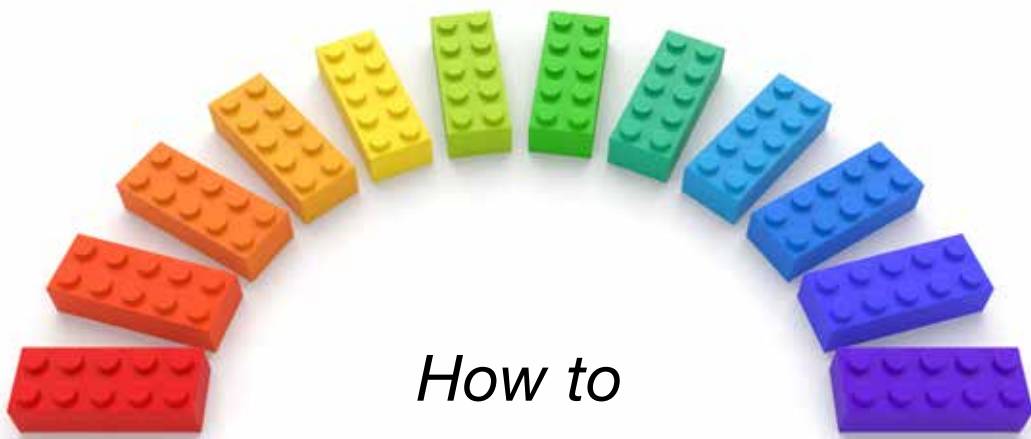
Who is this for?

- Anyone looking for inspiration to start a business, challenge the status quo and pursue their passion.
- Readers that have followed the Inspire journey and would like to get an insight for the story behind the story.
- Anyone contemplating change or exiting their business: Learn about what factors to consider before pulling the plug.

MASTERCLASS SERIES #6

INSPIRE

6th October 2017



How to

10x

Your Creativity!

by Shaun Hoon
Editor & Publisher

How to 10X Your Creativity!

Finding Inspirations from Uncommon Places

Ticket: BND 50.00 per pax

“Creativity is a discipline, a process and a mindset. Not a talent”

Synopsis

1. We start from the premise that everyone is born creative; everyone is given a box of crayons in kindergarten. However, somehow along the line as we grow up, we stopped exploring possibilities with our minds. This course is designed to help rediscover your inner creativity that had been subsided since childhood.

We believe that creativity is a discipline, a process and a mindset. Not an inherent talent. Some people are more “talented” in creativity simply because they exercise the creative muscles more.

If you are in the creative industry, it will be too risky to have your creative output be dependent upon the “inspirations” you get from the showers. What clients pay for, are creative results EVERY TIME. How do you guarantee your output consistently?

2. Creativity should not just be a discipline left to the Design, Art and Creative practitioners. It should be a habit woven into the fabric of our everyday life; in coming up with a better solution to a problem, in making products that improves mankind, in producing a more effective workflow.

The question is how can you be more creative?

What You Will Learn?

1. The Science of Creativity. How to consistently be creative?
2. What is the biggest roadblock to creativity?
3. How to find inspirations from unexpected places.
4. The concept of creative flow and focus.
5. The beauty of constraints – How to turn your limitations into advantages.
6. Think with your hands. What Lego can teach you about creativity?
7. How to stimulate your creative senses.

What this Session is NOT?

We have all seen a fair share of concepts, life hacks and viral videos that are immensely creative. These content are easily accessible and circulated frequently on social media. Even though inspiring, this course is NOT about the sharing of the creative contents which you can google yourself. It explores the fundamental question of how you too, can potentially come up those creative concepts yourself.

Who is this for?

- The Non-Creatives
- The Creatives: Designers, Artists...people in the design industry, and also, those outside: business owners, students, teachers anyone interested to train their brain to think laterally.

MASTERCLASS SERIES #7

INSPIRE

9th October 2017

High Touch

**Rekindling the Lost Art
of Human Connection**

by Shaun Hoon
Editor & Publisher

*A Discussion on
Leadership, Customer Service & Culture*



High Touch

Rekindling the Lost Art of Human Connection

Ticket: BND 50.00 per pax

“Businesses ultimately pay the price with a generation of employees who do not know how to behave in front of their clients.”

Synopsis

This is a course about Leadership, Customer Service and Culture. But really, it's a course about how to be human again and treat each other with kindness and dignity. With technological advancement, people have lost touch with the basic understanding of how to talk to each other. As a result, businesses ultimately pay the price with a generation of employees who do not know how to behave in front of their clients.

This session goes beyond helping you to strike a meaningful and pleasant conversation with anyone, it also helps you to discover how your organization can provide a consistently great customer experience that is from the heart.

You will be learning from the best practices of Mercedes Benz, Starbucks, Zappos, Louis Vuitton, Levi's and my personal experience of customer service running my own shoe shop.

What You Will Learn?

1. How to create instant connection with anyone?
2. Why customer service excellence is more than just the responsibility of the front line?
3. What customer service is not?
4. The fundamental principle of Customer Relationship Management.
5. How to create a company culture that thrives?
6. How to develop a passionate team?

What this Session is NOT?

If you are looking specifically for a customer service techniques to help you look more professional and talk better, you will be grossly disappointed. This session is not about training you to memorize scripts. The principles you will take away from this session is not only applicable for customer service, sales and marketing, it is transferable across different business functions and different organisations.

Who is this for?

- Businesses looking to strengthen their team's culture, customer service program and performances.
- Leaders as well as people in the front line of the business facing customers everyday.
- Individuals in the Hospitality and F&B Industry, sales professionals, company leaders, people working in the frontline and students.

MASTERCLASS SERIES #8

INSPIRE

13th October 2017

Student of Life



*Finding Happiness, Meaning
& Purpose for Your Life & Career*

by Shaun Hoon
Editor & Publisher

Student of Life

Finding Happiness, Meaning & Purpose for Your Life & Career

Ticket: BND 50.00 per pax

“5 years ago, I lost my house to a fire. I could have lost my life in that incident too. That was the worst and best experience of my life all at once...”

Synopsis

Throughout my career as an editor, I had the good fortune of visiting some of the finest homes, interacted with the brightest, most successful people around the world, and got a taste of what fame feels like through the celebrities I met.

These things seem like the ultimate trophy that the society is chasing for in order to attain happiness. Having a glimpse of life on the other side, it often leaves me wonder: 1/ Is it all there is to it when you reach there? 2/ Are the sacrifices worthwhile? 3/ Are these people I met happy?

5 years ago, I lost my house to a fire. I could have lost my life in that incident too. That was the worst and best experience of my life all at once. We lost everything, but it brought the family closer together and we were showered with love and kindness from even total strangers. That incident had changed my outlook about life forever.

In this discussion, I will facilitate a conversation about the value of living a good life, strategies to perform at an optimal level while keeping yourself sane. More than that, we will discuss about the value of living with purpose and significance.

I will also share with you my experience of being in a room with 450 of the smartest, most ambitious and community minded young people from around the world for 3 days in Geneva. What did I learn from them? More importantly, what did I learn about myself (and how this revelation relates to you too).

Be prepared for an intense and intimate session of sharing!

What You Will Learn?

1. What does it mean to be a student of life?
2. What is the definition of a good life?
3. The value of courage, humility and generosity.
4. How to bounce back from rock bottom?
5. How to avoid burnout?
6. How to find meaning, happiness and purpose to your work?

What this Session is NOT?

This session is not about prescribing my worldview to change your personal believe. There is no right or wrong answer to living a good life; only you can determine your own right answer. This session is not going to be a one way conversation where the speaker does all the speaking. The outcome from this session is directly determined by through the level participation you put in.

Who is this for?

- Anyone looking to find meaning and purpose for their work.
- Anyone looking for a change and / or to press the reset button on their life.
- Anyone looking for a strategy to live an optimal life.

INSPIRE MASTERCLASS

REGISTRATION



Please fill out this form, take a picture and email to shaun@catalyst.com.bn. For more information call +673 717 4286

Name

Phone No.

Email

Occupation

Company

Registration fee: \$50 / Session
All 8 Sessions: \$300 (Save \$100)

I would like to register for

- 1 - The Art of Selling 9.30am 7.30pm Monday, 18/09/2017
- 2 - Collective Wisdom 9.30am 7.30pm Friday, 22/09/2017
- 3 - Words, Influence & Power 9.30am 7.30pm Monday, 25/09/2017
- 4 - The Changing Landscape in Media & Publishing 9.30am 7.30pm Friday, 29/09/2017
- 5- The Journey 9.30am 7.30pm Monday, 02/10/2017
- 6 - How to 10X Your Creativity 9.30am 7.30pm Friday, 06/10/2017
- 7 - High Touch 9.30am 7.30pm Monday, 09/10/2017
- 8 - Student of Life 9.30am 7.30pm Friday, 13/10/2017
- 9 -All of the Above

Total:

BND

This Registration is funded by:

- Self Company Scholarship

Scholarships / Volunteer

We will be allocating up to 5 complimentary slots per session for students or individuals who are financially strapped but are hungry to learn in return for voluntary assistance. Simply fillout this form to apply!

Training Venue: Catalyst Office
Unit 10, 2nd Floor , Spg 94,
Lot 10668, Jln Muara, Kg. Serusop,
Bandar Seri Begawan