

Autumn 2009

People Issue Vol. 1

Rhapsody

An exclusive newsletter for bwL

DREAMBUILDERS

The bwL Platform for True Happiness
Dr. Dora Hoan

TOOLS OF ENGAGEMENT

Take the iKASH Lead, and WIN !

GREAT RUNOFF TO 2010

2009 for 2010, a Record Year!

LEARNING HUB

Your Quality Determines your
Life's Quality
by Dr. Gan Kok Wee

contents

1 FOUNDERS' NOTE

- The Best Platform to Stand on a Great Future

2 VALUE ADDED

- First Man to Land Earth from the Moon

3 LEARNING HUB

- 10 Disciplines of a Best Worlder by Dr. Gan Kok Wee

7 THECHOICE

- Alice Wong, PD from Malaysia "Alice and her New-found Treasures!"

9 DREAMBUILDERS

- "The bwL Platform for the Happiness" Dr. Dora Hoan

13 TOOLS OF ENGAGEMENT

- Take the IKASH Lead, and WIN!

15 GREAT RUNOFF TO 2010!

- 2009 for 2010, A Record Year

17 PEOPLE MATTERS

- News on People at the Intersection where Life Meets Success



Editorial Note

We are proud to bring you Rhapsody Autumn People Issue Volume 1. As Best World continue its journey to set new standards of excellence for the entire organization, it is important for all of us to remember that it is the diversity of the talents each of us brings in working together, that drives our company from good to great!

Rhapsody

Rhapsody is published quarterly by bwL for business associates of our Best World Group.

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The Best Platform to Stand on a Great Future

Platform by definition refers to "a raised horizontal flat surface of wood, stone or metal." This definition contains elements of what makes something a platform in the same way that we provide it at bwL. A "Raised" level is important. It implies that there's something below it, where we used to be situated. Out of that we now can see better, standing on a vantage point. We also can draw from the implication of "flat." What lies below the platform is very rough and uneven, like a rugged road with stumbling blocks. Our platform lets you stand more firmly as we provide it to you, "flattened" polished and simplified. It means systems that are transparent, fair and realizable, concepts that are easier to work with, values that give you a broader and more open view of life. Wood, stone or metal -- something durable and robust that people can stand on, concepts that are easier to work with, a progressive ladder to climb, a platform that builds on several platforms. This is what we offer you at bwL -- the best platform from which to build an everlasting business.

In this issue of Rhapsody, we talk about people. Direct selling, more than any other business is a "people business." That's why we created a people-focused strategy for three key players in our business: our customers, our distributors and our partners. We strive for long-term relationships allowing everyone to maximize their returns. We do this by harnessing the potential of people and providing them the platform to pursue their goals. For customers, we provide high quality products (Business Platform) to help them attain Physical Wellness; for distributors, we provide Entrepreneurship Platform as an opportunity to gain Financial Freedom; for partners, we provide Learning Platform to help them achieve Emotional Wellness; for all Bestworlders, we provide Social Platform to let everyone experience Social Wellness. These are our cherished pursuits: Financially, a successful career with passive income. Physically, a healthy body and a radiant countenance. Mentally, an open mind and a heart full of love. Socially, a happy home and friends to keep you company."

Into these platforms are woven our four core values of Harmony, Integrity, Positivism, and Community which we strongly believe will serve to make every bwL customer, distributor, and partner live the best of life.

Together we manage this focus on people development. These platforms not only encourage positive outcomes for the business as well as its network of builders and customers. These platforms drive our vision for limitless growth and potential that will enable you to stand on a stable and prosperous future, and empower us together -- to begin to create "the world at its best". Read up on our unique offerings, and start living the best of life!



Go Bestworlders!



Dr. Dora Hoan, Founder

Dr. Doreen Tan, Founder



Value Added

bwL's four core values: "Harmony, Integrity, Positivism, and Community" impacts every Bestworlder's career development and personal life. This issue of Rhapsody begins to present little stories of inspiration that will continue to animate and highlight these four core values for all of us. Let us focus on the message behind each story, reflecting on their wisdom, to enlighten us in our everyday living.

First Man to Land Earth from the Moon

The world was enamored with astronaut Neil Armstrong, the first man on the moon, and moved by his rallying call "one small step for man, one giant leap for mankind". While Armstrong got his lion's share of publicity, there was in fact another spaceman, Edwin E. Aldrin, who embarked on the historic journey with him. During the press conference to celebrate the historic event, a journalist addressed a question to Aldrin: "Armstrong was the first man to come out of Apollo 11 and therefore became the first man to step on the moon. Did that make you feel a little less important or given you a tinge of embarrassment?"

With all eyes on him in what must have been an embarrassing situation, Aldrin remained composed and answered gently: "Ladies and gentlemen, please do not forget, that when we had to get back to earth, I was the first one to come out of the spaceship."

Then, he looked around and smile: "So, that makes me the first human to have come back to earth from the moon." Everyone was amused and charmed by Aldrin's remarks and gave him a thundering applause.

Food for Thought...

Success need not be all but because of me. The success of my team, is my success too.

Do you sincerely appreciate your team member's success? Will you give others a big hand from the bottom of your heart?

"Team Spirit", esprit de corps. There is no self-ego on the team spirit. Success, as much as defeat, is one for all and all for one.



Dr. Gan Kok Wee

Group Manager,
Education & Training, BWI
5 Series “The Best Life”
Chief Trainer

Your Quality Determines Your Life Quality

Who does not long for a quality life?

For the quality life that every Bestworlder dreams of, our Founder and Group CEO Dr. Dora Hoan’s vivid description is “a life endowed with good health and radiant skin; wealth and success in career; a good mind and a compassionate heart; as well as in abundance of love and care both at home and in our social life”.

Realizing this dream in today’s society is truly not an easy task. Globalization brings along with it a chilling phenomenon to living in the 21st century, where economic crisis, political crisis, ecological crisis, survival crisis seem to be the order of the day. Life is very much a tough struggle against never-ending turbulence, which only seems to get worse by the day, as manifested in wave of unemployment, wave of marital crisis, wave of divorce, wave of psychological disorders, wave of sudden death and self destruction. Living in suffering and fear is the predominant feeling of most people. Though everyone hopes for a quality life, in reality it almost seems impossible to find the gateway, and everyone ends up as chronic worry warts, blaming everyone else while living in alienation.

No matter how is the extrinsic condition, whether you are in a smooth-sailing state or in adversity, the key element that determines your quality of life is always “your quality”. bwL’s humanistic training system will guide you to develop the following 10 qualities, and make your dream of the best life come true.

1 Stay Deeply Rooted

Those who have passion in life will have limitless energy. The importance of passion is something shared by both Eastern and Western cultures. One of the Confucian’s classics “The Great Learning” pointed out “when you know your calling, you have unperturbedness; when you attain unperturbedness, you can be tranquil; when you are tranquil, you are in repose; when you are in repose, you can deliberate; when you can deliberate, you can attain your aims”.

Knowing our calling is to ask ourselves the question of what ultimate values we would like to create in life. If we are able to stay deeply rooted, passion will become our second nature and our enthusiasm will naturally become infectious. All successful people, such as iconic figures Steven Jobs, founder and CEO of Apple Computers, and JK Rowling, author of “Harry Potter”, emphasize the importance of passion in unlocking their tremendous creativity energy. It empowers them to overcome adversity, and finally reap the fruits of success.

2 Stay Vibrant

The only unchangeable certainty is that nothing is certain or unchangeable. However, human thoughts are just the opposite. We always cling to certainty and end up in grave distress when turbulence of change strikes. We fear that we might run out of money, anxious that time is not enough, fear setbacks, worry that business is not doing well or customer is unhappy, that we may run into product defect problems, encounter unfair competition, clash with business partners, not be fairly recognized. When things do not go with our expectations, we are on an emotional rollercoaster-grumbling, blaming, and accusing, and our focus will be solely on how to coerce the reality to suit us. This will not only create more conflicts, but also generate a sense of loneliness and feeling wronged. As time goes by, we become less receptive; our ability and confidence to cope with changes will be lost and we are more likely to escape from reality. In order to cope with the impact of changes, we will not only need willpower, but more importantly, the quality of calmness, which allows us to stay vibrant.

3 Stay Synchronized

In this flat and increasingly crowded global village, life is at breakneck pace. Information is refreshed every second. Acquiring new knowledge and skills takes time but always lacking behind real-world demand. Businesses that fail to innovate will be replaced inexorably. Likewise, individuals who are unable to keep pace with changes will soon be marginalized, and get stuck as part of the miserable lower class in an M-shape society structure. It is apt now for us to cast doubt on some belief that we used to uphold dearly in the past. We used to believe that a degree is the passport to a good and stable life. We believe that by working hard, we will become successful. Furthermore, we must get what we deserve. But in reality, there are lots of highly educated people who are jobless; employees who toil and sweat for years found themselves being laid off by surprise. If we continue to live with such an old mindset, we would be depressed when being squeezed and become marginalized. We must always stay synchronized, which means do not be bound by a rigid mindset. Our mind must remain open and agile, and live life as a incessant quest to value creation. Ask not what we can get from others, rather, always to challenge our limit and ask what we can do for others. These will empower us to lead and shine in a time of rapid development.

4 Stay Early

How to take heed of thunder out of silence – are you insightful enough? Even though we have invented many ways to predict the future, such as astrological forecast of both eastern and western approaches, expert brain storming, market survey, the truth remains that no one owns a crystal ball to gaze into the future correctly. What is important is the danger of self-blindfolding. If we are able to overcome our own blind spot, we would rise above others as the winner of time and get there early. However, we always live in our past.

Facing the momentary presence, we make free association from our past memory without hesitation, and make our immediate judgment and respond. Thus limiting ourselves by our past experiences, and acting like a blind man trying to figure out how an elephant looks like. When things do not turn out according to our expectation, many self-sabotaging thoughts such as “it’s impossible”, and endless grumbles will be echoed. Golden opportunities are lost eventually and we let ourselves crying over spilled milk.

5 Stay Engaged

Aging is unavoidable, though we are striving hard to delay the pace by taking good care of our body. However, the most frightening one is mindset aging. It makes us ingrained in old habits, and stifle life to become unexciting. An outdated mindset destroys our passion. We become complacent, sometime arrogant, eventually lose touch with truth of the world, and start acting foolishly. When you think you have a wealth of life experience and have a good education, your learning will no longer be a whole-hearted absorption similar to that of a sponge, fully absorbing as seen in a child’s learning. A “stay engaged” attitude will keep us always engaged with truth of the world. Our mindset will never age despite time and tide.



6 Stay Afloat

Who has not been injured, hurt, or failed in life? We reckon that everything comes with a price in life. However, in the passage of suffering, many people live forever in bitterness, moaning over numerous self-blaming like "I should have known it earlier", or "I should not have done this or that". There are also people who are too afraid of paying a price and hence dare not take any action. The more we care about the end results of our action and the more we believe that we are important, the lesser that we are willing to accept failure. As a result, we drive ourselves to exhaustion, become a bad loser, and run away from failure by blaming others instead of taking full accountability. If we do not want to succumb to pressure, the ability to stay afloat is important, truly believing that "what I was ... I am, when you read these thoughts left behind, et your days never be bitter-filled, for certain as there is heaven above".

7 Stay Deep

Francis Bacon's, the 16th century English philosopher, famous aphorism, "knowledge is power", has far-reaching ramifications until today, with everyone embracing it as an incorrigible proposition. Knowledge acquisition is to "know how", solving unknown problems by inferring from the known. However, it has been proven that equipping ourselves with "know-how" and analytical skill are insufficient to meet challenges of modern day. We have been ill-prepared to overcome obstacles in life. Have those "know how" that we have gathered from past been able to help us solve terroristic activities? Stop the individual and social crises that are caused by the greed of human beings? Staying deep requires the ability to think deeply, to truly "know why", so that we will not rush to copy mere quick fixes to solve problems. Staying deep is the panacea to simple mindedness and recklessness, thus reducing the risk of paying a hefty price in life.

8 Stay Sharp

Exhausted - that's how most people are today. In the hustle-and-bustle lifestyle nowadays, everyone needs to be multi-tasking in order to cope with their avalanche of duties and responsibilities. It is common to feel that "I am so overloaded, I find myself staring into space with no motivation to do anything". Everyone has been infected with Attention Deficit Syndrome - inability to concentrate, extreme lack of patience, and live with contagious anger-filled energy. When faced with problems, anxiety always comes first before decision making. We get ourselves trapped to think in infinite regress, thus generating chaotic and endless worries. With an increasingly hectic life, it becomes all the more important to

stay sharp - with the ability to stay focused, and think in the absence of emotion and without the grip of ego. This would allow us to grasp the fundamentals from a panoramic perspective instead of pondering over the superficialities - the nitty-gritty pros and cons with respect to personal gains and losses, which turns us into an indecisive person much lacking in making commitment and shouldering responsibility.

9 Stay Amazed

In the past, we used to think that money and knowledge were the only capitals a person needed to succeed in a highly competitive world. Today, some people have begun to realize the importance of social and spiritual capitals. In the Analects by Confucius, there is a conversation between Ji Kangzi and Confucius about what constitutes good governance. Confucius drew an analogy of "wind" to a ruler of virtue and "grass" to the ruled. Grass will automatically bend when wind blows upon it. When a person is amicable, has the power to amaze others, the influence would be like wind blowing upon grass. Others will automatically be drawn to you, trust, support, and care for you. You will feel how wonderful life is. The destructive force to amicability is typically our emotion. In this era of intense pressure, everyone is so tense that a proper handling of emotion is a formidable challenge. Although technology has transformed the world into a flat and congested one, human bonding has on the contrary become remotely apart. If you could "stay amazed", you will certainly be blessed with greater luck for a smother sailing through life.

10 Stay Undaunted

Challenges life hurls at us are tremendous. Facing obstacles and stumbling along the way are inevitable. Many people fall and are rarely able to rebound. But life needs the ability to recoup and rebound in order to persist through adversity until success is in sight. We used to believe that high IQ is the key to success. But a Stanford University professor, after three decades of painstaking research, has found that those who believe that their abilities can be developed over time tend to demonstrate greater creativity and resilience than those who believe they were born with all the smarts and gifts. Resilience is best developed while young. The opportunity to fail early and the experience of being pushed, stretched, and confronted with one's own mistakes and learn from them will strengthen one's power to break away from the limitation of one's ego, and truly stay undaunted. Those who always live under the pretense of a false image will lose the chance to fully tap their tremendous potentials as they are overly concerned about making mistakes or are too failure-phobic.

Action Learning is the Key to Unlock Inner Qualities

No matter which education level you have attained, how old you are, how big or small your achievements may be-- as long as you are willing to take action and participate in bwl's humanistic training system, you are assured to unlock the ten qualities through a systematic and rigorous mastery of the following disciplines:

- dismantling fear-inducing mindset;
- developing action learning habit;
- developing a balanced lifestyle with multiple life anchors;
- cultivating passion for your duties;
- mastering the edifying mindset to be able to put positive and negative experiences into perspective;
- viewing life as being for value creation;
- fostering the ability to get out of self-centeredness focus;
- nurturing the reflective ability to beware of the push of ego; and
- mastering the ability to maintain inner calmness.

The best of life for one beautiful world is a promise fully reachable the moment each of us takes the first step to embark in such a rewarding self-development journey.





MADONNA



BRAD PITT

SYLVESTER
STALLONE

ROD STEWART

The thought that life could be better never cease to amaze and inspire. That's why the former jobs of famous accomplished people always make for hot copies.

Say, Madonna worked behind counters at Dunkin Donuts,

Brad Pitt moved refrigerators,

Sylvester Stallone was a lion cage cleaner and

Rod Stewart was a ...grave digger?

But then, look how far they have come. Interestingly, the path that thousands of lives took at bwL was not much different from those of famous celebrities.

Whatever process you use to arrive at your choice for a career, your satisfaction with your decision will depend largely on whether you claim ownership of your choice and take full responsibility for it.

Here are people who have made a choice to build their own business with bwL and made a successful turnaround in both their personal and professional life. Before they chose bwL and its best platform to build their networks, it is interesting to note the jobs they once held and an inspiration to see how far they have come.



The Choice is Yours!

Alice Wong

“Alice and her New-found Treasure !”

Alice Wong Before bwL

A very capable, hardworking woman.
Earned good education,
A systematic and astute business-owner.
Started a small beauty business
They soon grew into three successful salons.

But Alice had to pay a dear price
Exhausted –she had no time for herself or people she
cares about And the end to all the toiling was nowhere in
sight...

Alice Made Her Choice

Words of her up line resonate...

“No matter how capable you are,
success in traditional business can only go so far.
Think of the parallel of the rickshaw puller
– when the hand stops, the mouth stops.”

Today Alice is thankful...
She took on the challenge
She made **the choice** to partner with bwL
It was the end of struggling alone.

Alice's grew a successful business
driven by **3 factors**

- 1- Belief in our Founders' legacy, and faith in the power of teams
- 2- A new mindset and the right attitudes.
- 3- A consistent work ethic for excellence.

Alice Wong Today

The latest **Superstar** to shine a light
in bwL's starlit business haven
Recognized as Platinum Director in
the HIP Convention 2009 in Malaysia.

Now a passionate believer in teamwork and mentoring
She swears by the business platform that's fair,
life-empowering
and easy to duplicate !
At bwL, Alice discovered **a world of difference**
Where the work you put in today,
Assures you the best of life for all time!



By Dr. Dora Hoan

Founder,

Group Managing Director
& CEO, BWI & bwL

The bwL Platform for True Happiness

Where do we find happiness?

The unsatisfactory occurs every day. There will always be low days, things that will not come up to one's expectations. If any of these can make us unhappy, depressed or angry, then we will have had many bad days, really.

People are always after what will make them happy. Some may think that the value of life is to be had in pursuit of money and fame. If that is so, then when you have already made a lot of money, why does life still seem so empty?

Let us save the best for last. Let us first take a look at what makes people unhappy?

"No Money"

Money is not Everything, but it sure is Something.

Money is not a panacea or a cure-all for life's woes. But people are in constant pursuit of it to the extent of committing crimes in the name of more money. This has led a lot of people to think that "money is the root of all evil".

Make no mistake about that. Money is not the root of all evils. "Money" is not the culprit, but because of lack of money, when the infinite desires of people are not met, we have it happen that it leads to all kinds of evils deeds. To break away from this, the only way to go is to work hard in order to earn more money.

**First step to create happiness:
"Work hard to earn money"**



“Unhealthy”

Life can be unhappy for lack of good health. When you are sick or in pain, you become a burden not only to your self but to people around you. A person’s good health cannot be achieved by accident. With an awareness of what makes for good health, coupled with the habit of a healthy lifestyle, is the only way to maintain good health.

**Second step to create happiness:
“Look After Your Physical Health”****“Not good looking”**

When you look good, you feel good. The pursuit of beauty is the nature of all human beings. When you feel bad, it begins to affect your state of wellness. A lot of people think that we are born gifted with beauty, but the truth is, we need to nurture, enhance and maintain it by caring for ourselves.

Sometimes this ideal of true beauty is marred by a couple of things like poor skin care, aging which gives you the spots and wrinkles, or acne and various skin problems that ensue from lack of proper care. The face and its countenance accounts for the most prominent feature that people take notice of.

Therefore, it is an important morale booster if you have a radiant glowing countenance. Once you have a smooth and translucent complexion, you will regain your self confidence and begin to act like a true winner. Surely, good luck will follow you.

**Third step to create happiness is
“Take Care of Your Skin and Body”****“Lack of Confidence”**

A person with psychological inferiority complex will certainly not be happy. This person will be unbalanced in temperament, emotionally passive and even the spirituality is also vulnerable. In this world, there will always be those who are stronger and better than you are. It makes no sense to make a comparison. It will only add to low self esteem and create more unhappiness. Once you have confidence in who you are, understand your own strength and weaknesses, and know how to strengthen yourself, you are able to break through your own barriers, rather than elevate yourself to the destruction of others. It is the kind of self confidence that stem from a genuine understanding of your own hope for the future and the belief that along the way, there is always room to grow.

**Fourth step to create happiness:
“Build Up Confidence”****“Ignorance and incompetence”**

We live in the so-called Information Era, where everything changes so quickly. In the so called decade of the big turn, what used to take ten years now happen all within one year. It is so fast-faced that the moment we stop learning, we will be outdated. We will find that our own ignorance and incompetence will also depress our state of mind. People living in such fear are not comfortable to manage change and to live under pressure, how can they be happy?

**Fifth step to create happiness:
“Keep an Open Mind and Continue Learning”**



"No Love"

A lack of love and a feeling that life is empty truly makes people unhappy. In fact, we all strive to win love and friendship. The best way is to take the initiative to care for others. "There is no free lunch". All must come from hard work and in doing so, you win the friendship and love, relish the joy and happiness and you will find that it is all worth it!

**Sixth step to create happiness :
"Nurture a Caring Spirit"**

"Strained Relations"

When you have conflict with other people, you face tremendous stress. You tend to always have a bad mood. No one who struggles with other people can feel truly happy. You will certainly not relish breaking away unless there is something wrong in your mental make up. Whether at home, in the community, or in the workplace, we should consider that "Harmony is precious". The building up of real friendship with people, this is life at its best!

**Seventh step to create happiness:
"Build Harmonious Relationships with
Others"**



From the above seven steps to create happiness, it clearly cannot stand alone rather it has to be built up from all aspects. 19 years ago, when Dr. Doreen and I started up Best World, we came up with a firm decision: to provide everyone a platform to pursue their dreams and attain true happiness. We clearly understood that as we leverage on the strengths of the direct selling business platform, it will not be a difficult mission to help the distributors earn money. The challenge is to pursue a life

of happiness. To address this biggest challenge apart from the business platform, we needed to build three other platforms, i.e. entrepreneurship platform, leaning platform, and social platform.

These platforms need time and resources to develop. Through all these years, we went step-by-step and worked down-to-earth to build, enhance, and strengthen these four platforms for the pursuit of life's true happiness.

1 Entrepreneurship Platform – Attain Financial Freedom

We know that people with the entrepreneurial spirit have the capacity to create wealth. They can be developed in the principles of entrepreneurship. However, to establish a business, requires capital and special skills. At bwL, we offer a business platform leveraging on the power of direct selling as a business model. You do not need to pay a huge amount of investment, but only need to turn in great deal of effort and work while you learn life's best principles. Your capital is your personal connections, and with the help of our Enterprise Network Program (ENP) we provide a roadmap to build your global business, earn passive income and enjoy limitless growth potential of business without borders.

2 Business Platform – Achieve Physical health

In order to help each person to take charge of their health, we developed a whole range of products based on the philosophy of Life Harmony. With full effort, we developed our products centered around the philosophy of Life Harmony and built on three integral aspects of wellness -- inner, outer and lifestyle harmony – or simply, health care, beauty care and wellness to help people achieve a healthy lifestyle.

Through our knowledge trainings, our distributors learn not only the benefits of our products, but also have the opportunity to promote and spread these benefits to others.

Our products are selected, with each brand having its own unique product feature with proven benefits. We believe the products will speak for themselves. We know that whoever uses these products will soon be witnessing about its benefits and promoting it to other people.

3 Learning Platform – Enhance Emotional Growth

The essence of direct selling is the belief that everyone has a fair chance for their own progress and development. We have therefore provided a learning platform as the basis, we believe a person can be happy learning while earning money. We have different qualifications for each

of the direct marketers in a full range of carefully designed training system so that everyone can learn how to start, operate, lead and master knowledge and skills, learn positive life attitude, build confidence and value continued to grow, to enjoy the world at its best!

4 Social Platform - Build Social Wellness

We developed our Social Platform through Leadership by Example.

Our leadership by example shows a positive image of the values and leadership inherent in our organization. Over time, this has become part of our corporate values and culture. HIPC values we practice that is in Harmony, Integrity, Positivism, and Community. We believe that people do things in HIPC are the essence of the good momentum of the love, and success would be a happy person.

HIPC practices at Best World more people are encouraged to embrace love and harmony and that love overflows to their families, business partners and the community at large.

Work out a harmonious relationship and create a magnetic field of happiness so that the idea keeps on spreading to the world.

Let us never lose the passion, and the hope that one day, the little choices we make everyday will have amounted to a collective power, a force for good, that can help us march towards our vision "The World at its Best". At bwL, these four major platforms drive business outcomes and investment in people. In moving forward, we will continue to work and be enriched.....

Financially, a successful career with passive income. Physically, a healthy body and a radiant countenance. Emotionally, an open mind and a heart full of love. Socially, a happy home and friends to keep you company anywhere in the world.

When you have had achieved all of these, you have found the perfect platform for true happiness in life. The best life, a happy world –a beautiful dream and vision – the World at Its Best Begins with YOU and ME!



Take the
iKASH
Lead, and
WIN!

Sometimes, the difference between success and failure is clocking in just a millisecond over competition. Just a wee bit earlier, but makes all the difference in winning

Imagine

If one advances confidently in the directions of his dreams, and endeavors to live the life which he has imagined, he will meet with a success unexpected in common hours. Imagine a life filled with a happy family and friends anywhere you go.

Earning an income beyond your wildest dreams. Having the free time to travel the world, to volunteer for a worthy cause, or to simply do whatever you please. All because you can. What if that life, is YOUR LIFE?

Believe

Does this sound too good to be true? Well, what if it were possible?

The question is: Would you be willing to devote time to learning proven strategies that could truly allow you to build that kind of life? That leverage is waiting for you to take full advantage of. Our Founders have designed the best training system in the industry today. From over 30 years of experience in the direct selling industry, they have developed a system that really works based on the combination Knowledge Attitudes, Habits and Skills as the essentials to success in the direct selling business.





Dr Dora Hoan
Founder/Master Trainer



Dr Doreen Tan
Founder/Master Trainer



Ms Audrey Koh
Master Trainer



Dr Gan Kok Wee
Master Trainer

In a nutshell, iKASH is bwl's answer to your question:

"What do I need to know, say, and how do I need to act and do, in order to build a successful direct selling business that actually duplicates?"

This is our response.

You can go running around in circles or you can...take the **KASH Lead and grow a phenomenal business.**

People Development is Key

"Our Platform attracts people from all walks of life with different cultures, social classes and academic backgrounds. These are people who may have no knowledge about our industry, products and business practices. Thus, we expend a lot of time and resources to people development. A company that is determined to grow in this industry must develop their people who are the pillars of a company's growth."

-- Dr. Dora Hoan

Learning is the Way

"Knowledge is power, learning is wonder. Being in the health and wellness industry, we would like to develop our distributors into committed professionals with adequate products knowledge and social responsibility. Our distributors gain knowledge and skills to enhance their persuasive power through our KASH training programs. Most importantly, their skillful earning and customer centric mindset present the best example before their network."

--Dr. DoreenTan



iKASH 1 Series Business Inspiration:

- Q. Why this series spells all the difference in running your business?
- A. Because operating in Direct Selling Network is all about establishing a powerful marketing channel. In setting up a good example as leader, you actually build the positive atmosphere for this kind of system buildup. These are techniques one cannot manage alone.

- 101 Entrepreneur Enlightenment
- 201 Entrepreneur Orientation
- 301 Entrepreneur Enrichment

Master of Training: Dr. Dora Hoan



102 training, Singapore



104 training, Taiwan



103 training, Singapore



105 training, Singapore

İKASH 2 Series Life Harmony

Courses that end in digit 2 arms people with knowledge about health, good living practices and the key benefits of bwL products.

- Q. Why you can't do without 202 as a bwL distributor?
- A. Because this powerful knowledge will create your winning edge. It was designed to create confidence in our portfolio of products so you can win in the marketplace. Knowing your products means more sales!

- 102 Product Workshop
- 202 Product Knowledge
- 302 Nutrition Knowledge

Master of Training : *Dr. Doreen Tan*

İKASH 3 Series Life Empowerment

- Q. Why you can't afford to miss this important series?
- A. Because attitude is everything. It will determine whether you are happy or sad, accomplished or not. Attitude determines the altitude of your success. Gain a mastery of the right attitude as the most effective approach to creating a successful career and a happy, fulfilled life.

- 103 Life Empowerment I
- 203 Life Empowerment II
- 303 Life Empowerment III

Master of Training : *Ms. Audrey Koh*

İKASH 4 Series Business System

- Q. Why learning KASH 4 skills will draw people to your network and expand your business influence?
- A. Because it teaches you the Blueprint to launch your business, the compensation plans and systems to grow your network, the techniques to develop lead, identify qualified prospects. You also learn to become a commanding and outstanding public speaker and create that positive charm of personality that create business leads that will strengthen your network.

- 104 Sales Techniques
- 204 G Team Marketing
- 304 Network Management

Master of Training: *Dr. Dora Hoan*

İKASH 5 Series Best of Life

- Q. Why this powerful series can revolutionize your thinking?
- A. Because it equips people with personal development and leadership skills to empower them to live life to the fullest. Integrating business and life – you learn here how to strengthen your relationships, connect to positive energy and unleash your potentials. It has been received with great enthusiasm by participants from various countries -- whose lives have been touched and transformed by their new found learning.

- 105 105 The Best Life I
- 205 205 The Best Life II
- 305 305 The Best Life III

Master of Training: *Dr. Gan Kok Wee*

2009 *for* 2010

a record year



Why don't we start our own business together?

19 years ago, friends Dora and Doreen determined they would take charge of their lives and bring a life of happiness to others. They asked this question, almost at the same time and in a heartbeat. That same question gave birth to the Best World Group of Companies as we know it today, the only public-listed direct selling company in Singapore and a leading company in the health and wellness industry.

Best World is turning 20!

Dr. Dora Hoan and Dr. Doreen Tan, Founders of Best World built the company from the ground up on the spirit of entrepreneurship and in search for what makes a truly happy life. Today on the threshold of its 20th Founding Anniversary, Best World is all fired up in its runoff to the 2010 mega event. It is turning 20 and eager to seize its opportunities in and ever growing global market!

What's up for 2010?

The biggest bwL Annual Convention ever explodes in Singapore in June 2010!

It is going to be an unforgettable three-day mega event, attended by members from all across the region, featuring amazing history walkways, the culmination of year round promotions and the rewarding of top performers not only in 2009 but top awards all through the 20 years!

bwL has launched its double up achiever's promo whereby its Gold Director and Million Dollar Achievers in 2009 are supposed to break their own records, doubling it and making it as the 2010 Double up achiever.

So get ready and start making your plans from today—make it a point to be there in the biggest bwL event and make room for your people to come and join an amazing three-day event. Scale up your efforts and achieve in 2009 to make our 2010 Anniversary one amazing record year! The great future awaits us in 2010 and beyond!

20 Fascinating Best World Stories We are quickly approaching Best World's 20th Year,

Let the celebration begin !

Tell Us Your Story!

As part of this BIG event, we are putting together 20 Fascinating Best World Stories. Through the years we have been delighted to get to know know about high profile inspiring stories of success at Best World. This time, we are excitedly awaiting STORIES we've never heard before as told by.....

1. People at Best World
2. People whose lives have been touched by Best World

These are the untold amazing stories of people from all walks of life. Stories of human celebration, inspiration and engagement --and Best World made it happen!

Do you know someone who was once emotionally lost and confused, and now been enlightened? Have you seen a family's suffering alleviated or poverty uplifted—all because there existed this company named Best World? Or is it you own story?

Who are qualified?

Anyone in or outside of Bestworld. It can be our people or people they may know. The key is this: it must be An Amazing Story of Inspiration that we have never heard before! It must be a story in which Best World –its people, products, business -- played a significant life-changing part!

Send in your stories to the MARCOM Department no later than 31st December, 2009 to ensure participation in the selection process.

Your story will see print among the the communications portfolio for the HIP 20th Anniversary Convention 2010. Let the good times roll!