



“Are we able to let go our past learnings, be present and face the true reality of what can make us successful and what can stop us from being successful?”

Simon Soh

Master Chair
Chair since 2002
VCE-9, VEE-15
KEY-10, KEY-12 & KEY-22

FACING REAL CHALLENGES

Master Chair Simon Soh feels fulfilled that his Vistage members have grown personally and professionally through “being real” to face challenges, let go of past learnings and be present to uncover possibilities that work for them.

It was after a particular work incident in 2002 while working as a head-hunter that Simon Soh decided he would rather be coaching CEOs than head hunting them. On that reflection, he approached Richard Wong, founder of Vistage Malaysia, whom he had met in a *feng shui* class.

Simon had to go through three psychometric tests and Chair Training (in Penang) to become an accredited Chair and the rest is history. He is now a major contributor at Vistage Malaysia, presently chairing five groups. He also sits in the New Chair Selection Committee, and is a well-known presenter at Vistage Awareness Events. According to Simon, Richard had the strong conviction, passion and “craziness” to establish Vistage in Malaysia. He adds, “Richard has provided the environment and resources to allow each and every Chair to excel in what he or she is doing.”

From young, Simon pondered over the secret of why some people were richer than others and believes that after joining Vistage, he has found the answer. When Simon was 21 years old, he attended a talk presented by a businessman, worth RM10 million back in 1975, who started his talk with “I am successful today because I am a Form Three dropout.” Simon was inspired by the talk which had powerfully influenced his thinking that it was not the level of education one attained that determined success and status in life, but the desire to succeed, the commitment and persistency, and willingness to learn from everyone.

Simon remarks that there are abundant resources available today on what can make a person successful – sourcing from written materials, watching videos, attending seminars and so on. “But what’s missing is the how and what can stop us from becoming successful. Are we able to be real and face reality as it is? Do we have possibility thinking from many perspectives? Who holds us accountable to get things done? And to me that’s what Vistage provides – a platform of peers whose only intention is to help each other succeed by being real to each other. At the end of the day, are we able to let go our past learnings, be present and face the true reality of what can make us successful and what can stop us from being successful?” Simon observes that in order to succeed, entrepreneurs have to face the real challenges of life and uncover possibilities that work for them.

TRANSFORMING & TRANSCENDING | PRIVATE ADVISORY BOARDS FOR CEOs, EXECUTIVES AND BUSINESS OWNERS



Simon Soh receiving his sixth Chair Excellence Award in 2018

That's why he believes coaching is very important, especially Group Coaching via the Vistage process. "We are here to be real, not to be theoretical or academic. The challenge is to face issues that a member may have that's stopping them from being successful. Members care about outcomes and they subscribe to the Vistage process because it's a powerful platform for them to know who they are, remove their blind spots and fixed beliefs and know what to do or what not to do to be successful."

Simon has been a professional trainer since 1990 and has found that being a Vistage Chair is more satisfying and fulfilling than being a trainer because there is continuity in the Vistage process; follow-up and follow-through after processing each issue to ascertain progress made.

"As we meet every month, we know what's happening, we can follow through, we can hold each other accountable, we can push each other and can make sure that whatever they've promised to take action on they do because through action we get results and from results (which is really feedback) we can learn and achieve more – which is why I am still with Vistage today." He points out that the peers work through each others' challenges with integrity and come out at the other end intact, holistic, wiser and assured.

“We are here to be real, not to be theoretical or academic. The challenge is to face issues that a member may have that’s stopping him from being successful.”

He has observed that members’ companies’ growth curves have improved faster than they would have otherwise. He notes that enlightened CEOs in his groups derive fulfilment from giving and helping their peers – there is ‘magic’ in giving, especially when they themselves are successful and they become even more successful. They are willing to pass on the benefit of their accumulated experiences, wealth of knowledge and perspectives to others in an effort to contribute to others and the larger society.

Simon, who was awarded Vistage Master Chair in 2012, does not rest on his laurels but continually reflects on what else he can do, including finding more innovative methods and processes, to give more value to members who are in diverse industries, holding diverse philosophies and yet working together in a group.

Simon Soh has a Master degree in Business Administration (MBA) from the prestigious Cranfield School of Management UK, and among a host of other qualifications, is a Certified Professional Trainer, Certified NLP Practitioner and Certified Knowledge Manager. Currently, he is pursuing a Doctor of Business Administration and Doctoral Degree in Metaphysics. He is also a Consultant with First Channel Asia Pacific where he facilitates training programmes on personal success and leadership, sales and marketing management, change management, strategic management, and Customer Service Quality.

In a past role as Country Manager of Citicorp Services Inc, Simon led his team to win the Best Team Award in Asia Pacific in 1993. He was previously Group Product Manager with Cycle and Carriage Bintang Bhd, Division Director with Malaysian Resort Timesharing Sdn Bhd, and Consultant with PA Consulting, Success Motivation International USA, Korn/Ferry Futurestep USA, and Service Quality Institute USA.