



west. Given that the nature of Psychological Astrology produces an astrology chart assessed on its own merits rather than on conventional biases, such as education level, nationality, or age, I like to think I am an ambassador for genuine global individualism: respecting people for who they are, without bias.

**Favourite city in Asia for business and why?**

Kuala Lumpur. There are many cultural similarities between Singapore and Kuala Lumpur, but Malaysians have resilience and hunger that few Singaporeans can boast.

**What's the best piece of advice you ever received?**

“Stop trying to get there. The day you arrive, it goes downhill thereafter.” As a young entrepreneur desperate for success, I was highly self-critical about not being “there.” The realisation that the process of “each step leads to the next” was ground-breaking for me when I realised that our achievements are only truly assessed at the end of our lives, and we do best by simply planning for the next step rather than for what is only a superficial and temporary definition of “success.”

**Who inspires you?**

Lee Kuan Yew. He is already known for his immense resilience, dedication and foresight that he has contributed to Singapore, but what impressed me most about him was that he always had a wry smile and often acknowledged that he could never rest on his laurels. I think it requires a massive character to maintain humility when you have achieved so much.

**What have you just learnt recently that blew you away?**

I have learned that true entrepreneurship is about solving the world's problems. It takes a big heart and decades of effort to get anywhere close to tackling many underlying issues in the human world. The potential outcome has to be big enough to justify a lifelong dedication to a cause.

**If you had your time again, what would you do differently?**

I would have learnt kindness sooner. I was always very results focussed, so I have been guilty of bull-doing people in my quest to get things done quickly. I think it will be a lifelong learning lesson for me, but I do wish I had learnt to appreciate people sooner.

**How do you unwind?**

I really like mobile games, especially those adapted from board games. It allows me to switch off from being in a constant "on" mode, and, as in my work, I am always learning from the endless strategies in each game. I also really like chatting with my husband. I think a good conversation with a spouse is severely underrated in society.

**Favourite Asian destination for relaxation?****Why?**

I really liked Bohol, Philippines when I was there more than 10 years ago. As a city-born Singaporean, I really appreciated their small-town hospitality and genuine eagerness to show me the best of what their homeland had to offer. It's a pity that Southeast Asian charm is sometimes ruined by tourism and

commercialism.

**Everyone in business should read this book:**

"Ender's Game," by Orson Scott Card. It might be unusual to recommend a work of fiction, but I think this book explores out-of-the-box thinking, as well as deeper themes of the consequences of leadership decisions, in ways that non-fiction cannot accomplish.

**Shameless plug for your business:**

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To hear how entrepreneurs around the world overcome their challenges, search your favourite podcast platform for 'CallumConnects' to hear a 5-minute daily breakdown.

Callum Laing is an entrepreneur and investor based in Singapore. He has previously started, built, and sold half a dozen businesses and is now a Partner at Unity-Group Private Equity and Co-Founder and CEO of MBH Corporation PLC. He is the author of three best-selling books 'Progressive Partnerships', 'Agglomerate', and 'Entrepreneurial Investing'.

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Callum Laing has started, built, bought and sold half a dozen businesses in a range of industries across two continents. He is a partner in the Private Equity firm Unity-Group. Co-founder and non-exec director of The Marketing Group PLC. He is author of two best selling business books 'Progressive Partnerships' & 'Agglomerate - Idea to IPO in 12 months'.

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