Leadership Through Entrepreneurship
getting disowned by my father

being BROKE with no money

being overweight, UNHEALTHY, and out of shape

getting FIRED from a job starting a company that failed and had to be sold

feeling like the worst loser

FAILURE

being miserable, DEPRESSED, and unfulfilled

having a temper problem

getting suspended for fighting in high school

suffering through HEARTBREAK from divorce

getting busted by cops in the middle of the night for a prank

being a MEDIocre student in high school with average grades
became self-made by 31 years old

became an ENTREPRENEUR

earned an MBA from Harvard Business School

launched the world’s largest online university for martial arts

became Chairman of a $1.5 billion company

traveled to over 180 cities in 47 countries

led Asia’s most decorated professional fight team

competed in PROFESSIONAL FIGHTS in Muay Thai

Owner of several companies

helped to pay for my brother’s university education

build a $500 million hedge fund

became an ENTREPRENEUR

supported my mother financially since my mid 20s

became a martial arts instructor

Entrepreneur-in-Residence at INSEAD

joined the Board of Directors of Project Sunshine to help terminally-ill children

founded the #1 chain of mixed martial arts academies in Asia
Broken

- Risk
- Fail
- Feel bad
- Learn Fear
- Avoid Risk
- Learn to hide
- Never take risk
- Never realize potential
5 Key Life Lessons
LOVE
MENTORS
GREATNESS
1%
WARRIOR
Ikigai

That which you love

Passion

That which you are good at

Profession

That which the world needs

Mission

That which you can be paid for

Vocation
Case Study: ONE Championship

Launched in September 2011

Asia’s largest sports media property today with a global broadcast to 1 billion homes across 118+ countries

90% marketshare with triple digit % topline growth

On track to becoming the largest multibillion dollar sports media property in Asian history

HOW?
Case Study: ONE Championship

Ikigai

Value Proposition

Market Opportunity

Team

Execution
5 Key Leadership Success Factors
Key Success Factor #1

INTEGRITY
Key Success Factor #2

ATTRACT
Key Success Factor #3

CULTURE
Key Success Factor #4

EXECUTE
Key Success Factor #5

ADAPT
how far will you travel in your life?