

EXPANSION AND GROWTH MANAGEMENT

ACCELERATING YOUR DIGITAL BUSINESS
IN SOUTHEAST ASIA

2020 REFLECTIONS

*“HOW I MANAGED TO NOT GO ABSOLUTELY BONKERS WHILE LAUNCHING
A DIGITAL CONSULTANCY BUSINESS IN THE PANDAMIC YEAR
AND WHAT IT TOUGHT ME”*

 Wake up early.
Drink espresso.


I started 2020 with a car crash (literally) while honeymooning in Tibet, a company that ran out of funds and the start of a full COVID-19 lockdown. Suddenly I was forced to look at my options and find opportunities. I decided to activate the job hunt but also to revitalize the consultancy business that I launched in 2012. Maintaining a positive can-do mentality helped me to make calculated decisions based on various scenarios of possible outcomes.

 Work out. Work smart.
Be ambitious.


With my gym being closed due to the circuit breaker, I agreed with my condo management that I could use the car park for my work out sessions. Combining that with outdoor running was a great way for me to stay fit. Point is; always try your utmost to exercise as it keeps you physically healthy and clears the mind. This helped me to set clear business goals and drive them to fruition.
“A healthy mind in a healthy body”

 Keep your priorities straight,
your mind right and your head up.

As I had time to do it, I built a corporate website elaborating on how to help companies with growing or expanding into Southeast Asia. Aside from the fact that it was good fun doing it, it also helped me to develop the positioning, the message and services and determine the audience. Utilizing the structure, check lists and processes I used before, helped me to stay focused and not to give in to set-backs and generic pandemic negativity.

 Do well, live well
and dress really well.

The response from friends across the industry was very positive and a great motivation, so thank you all for that. Very quickly my days were filled again with creating collateral, pitching businesses, writing proposals and signing up the first clients. As a sole business owner, you will have to do everything yourself. No one will do it for you. Intrinsic motivation is not something everyone has so find your reason why you want to be successful, what is your goal and what makes you happy.

 Do what you love,
love what you do.
It is time to start living.

Utilizing my knowledge and international experience is what I enjoy and automatically creates a perfect “work-life balance”. Fact: You will averagely spend 90,000 hours or 13.2 years working or 4,821 days, so better do something you love! Some people live to work - I work to live. The pandemic opened a window of opportunity and relaunching my business gave me energy and a purpose. A purpose to push on so roll in 2021!

EXPANSION | ADVISORY | MANAGEMENT



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