



**ARSHAD AYUB**  
GRADUATE BUSINESS SCHOOL

**2024**

# ANNUAL REPORT

 <https://aagbs.uitm.edu.my>

13 JUNE 2024

## LIFELONG LEARNING AND LEADERSHIP: AN INSPIRING SESSION WITH DR SOO WINCCI

In our recent talk session with Dr. Soo Wincci, 'Life-long Learning and Personal Growth' with group AA7041AF and AA7041BF, she shared valuable insights from her experience in leadership and her experience in the entertainment industry. Building a brand, she emphasized, takes time and requires thorough market research to effectively position oneself. It's crucial to identify a gap that others are unwilling to fill. From there we can build strategy and be successful. To be an effective leader, one must serve the industry with a clear strategy, blending new and innovative approaches rather than following a single path. Different markets demand different strategies, and true leaders craft meticulous plans spanning 3-5 years. Conducting comprehensive market research is fundamental to climbing to the top. Leaders who deliver consistently and have multiple plans are the ones who excel. At the end of the session, she advises the students to always be humble, keep exploring and try new things.





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#### GET IN TOUCH

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