



UNIVERSITI
TEKNOLOGI
MARA

Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

M A S M E D U P D A T E S 2022

MALAYSIAN ACADEMY OF SME & ENTREPRENEURSHIP DEVELOPMENT

14 MAC 2022



MASMED@MONDAY | BIRD IN HAND PRINCIPLE

According to the Bird in Hand Principle, you should focus on what means are readily available to you rather than on where you want to end up.

1. *Who I am relates to your identity: your values, attributes and abilities.*
2. *Defining what you know is somewhat more straightforward than defining who you are, in so far as it relates to your professional competencies.*
3. *Whom I know refers to the people in your network.*

