

**Report on Talk on ‘Engineering Your Way to Wealth’**

*By: Ir. June Lau Yuk Ma*

The talk, organized by the Sub-Committee on Woman Engineers, was held twice. The first talk was held on 21 December 2010 with 23 participants. The second talk was held on 18 February 2011 with 20 participants.

The talks focused on creating awareness that there are simple processes available to creating the wealth that we want. In the talk, the speaker elaborated on the simple processes to creating wealth in a systematic way (hence the title “Engineering Your Way to Wealth”). If there are systematic ways to creating wealth, why leave wealth creation to chance? There is no need to leave wealth creation to chance once we know how to engineer our way to our desired results.

The speaker was Ir. Tan Tang Hee. The talk started with the introduction of the Cashflow Quadrant concept that was developed by the world famous author, Robert Kiyosaki, from his book “Rich Dad, Poor Dad”. Simply, the starting point to developing wealth is the realization that when it comes to creating wealth, people fall into 4 categories. One can be in any category, but the key idea is that to create true wealth, the individual should take steps to develop a business mindset.

In the next 45 minutes, Ir. Tan introduced the participants to the work that was developed by Blair Singer. Blair Singer is a world famous sales trainer and an established entrepreneur. He is also Robert Kiyosaki’s “Rich Dad” adviser for business and corporations ([www.blairsinger.com](http://www.blairsinger.com), [www.salesdogs.com](http://www.salesdogs.com), [www.salepartnersmalaysia.com](http://www.salepartnersmalaysia.com)). Using the Cashflow Quadrant as the starting point, Blair developed specific methodologies on how normal people can actually take concrete and specific action to create true wealth.

Ir. Tan then elaborated on how people with business mindset think. People with business mindset use financial statements like balance sheets and profit and loss statements to model their wealth creation strategies. The cashflow strategies of business owners were elaborated, using simple balance sheets and profit and loss statement models. In short, people with great cashflow focus on creating assets on their asset column, with the intention of letting these assets produce passive income.

Ir. Tan then shared on the only one thing that is stopping 99.99% of the people in the world from creating the wealth that they desired. Blair Singer calls this one thing the “Little Voice”. Awareness of the “Little Voice” is the starting point of clarity. Recognizing that this is the one thing that hinders people from their true wants and intentions, Blair has developed a “Little Voice Management Systems” to help people to overcome their little voices and to take the necessary action to achieve their goals.

The next section was about sequencing. A lot of people want to have great things in their life, but their preconditions block their path. What if there were no preconditions, and people could just be themselves and do the things that they needed to do in order to have the things they want to

have? Blair calls this “be, do, have”. Again, this ties in with a person’s little voice. The only thing that stops a person from being the bigger person that he could have been, is his little voice!

Ir. Tan then shared the 6 critical factors about creating true wealth. Blair Singer has consistently achieved stellar results when he uses this model to improve the sales and the bottom line of top-line companies like Singapore Airlines, JP Morgan, HSBC and Dunkin Donuts, to name a few. A few companies in Malaysia have started to use this simple modelling and their sales results are consistently improving.

Ir. Tan then shared about the Persuasion Process. Do you know that selling is a predictable process that can be repeated over and over again? Once people had insight into the persuasive process, it is only a matter of executing the process over and over again, and one’s sales can dramatically increase!

Finally, Ir. Tan elaborated on the Power Formula. All businesses go through predictable growth cycles. They start from Invisible and work all their way up to being in Power. At each stage along the way, there are specific steps that they have to take in order to move on to the next level. If these steps are taken, businesses are bound to move up slowly.

It was a great night all around. The participants had the opportunity to see the blueprints and method statements that successful people have used to create their wealth. In summary the participants have gained in the following:-

1. Learn about the 4 types of wealth creators!
2. Discover the importance of your mindset and how it relates to your success!
3. Find Out how smart people get their hard-earned money to work for them (instead of working hard for their money)!
4. Discover what is the only ONE thing that is stopping you from a life of abundance and success!
5. Find Out how your bosses got to where they are ... and how you can get there too!
6. Uncover the 6 critical factors that all engineers must know in order to create true wealth (miss this at your own risk!)
7. Learn about The Persuasion Process – the only process you need to know in order to get what you want!
8. Find Out about The Power Formula – how to grow any business from zero to really huge in 5 years or less!