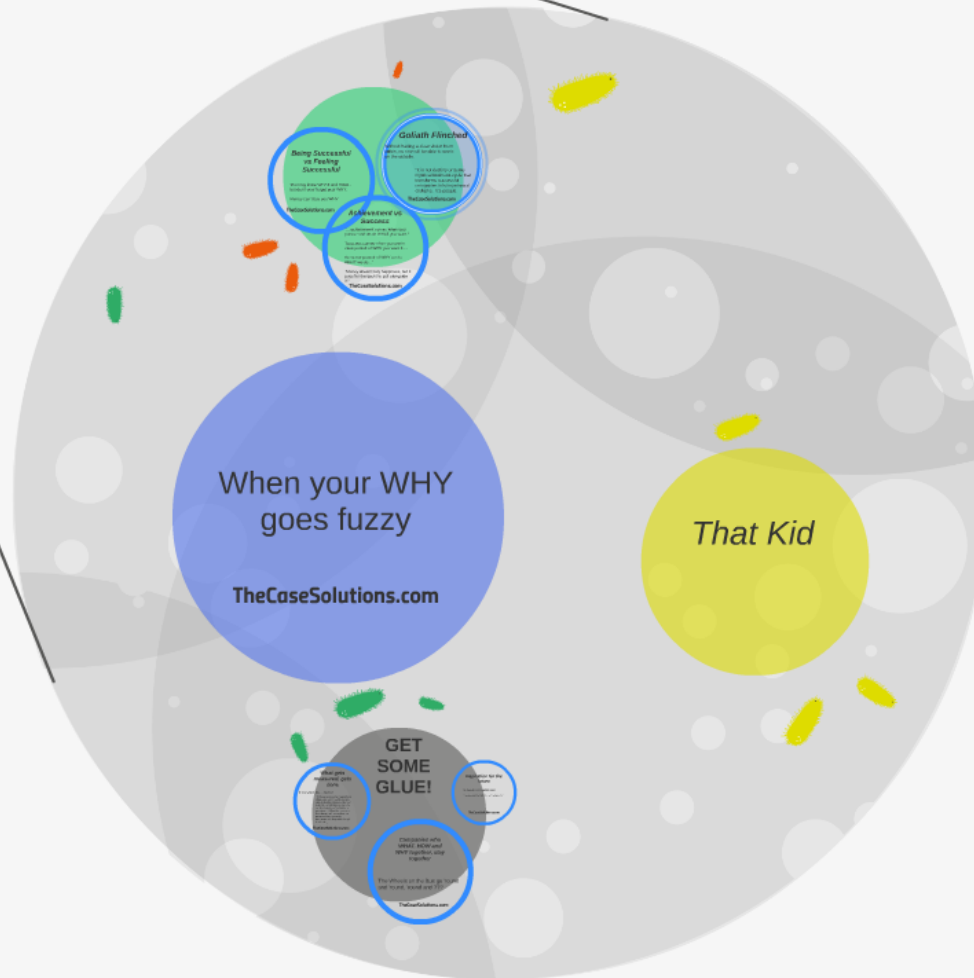
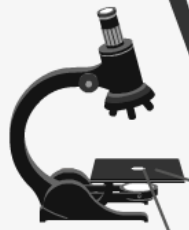
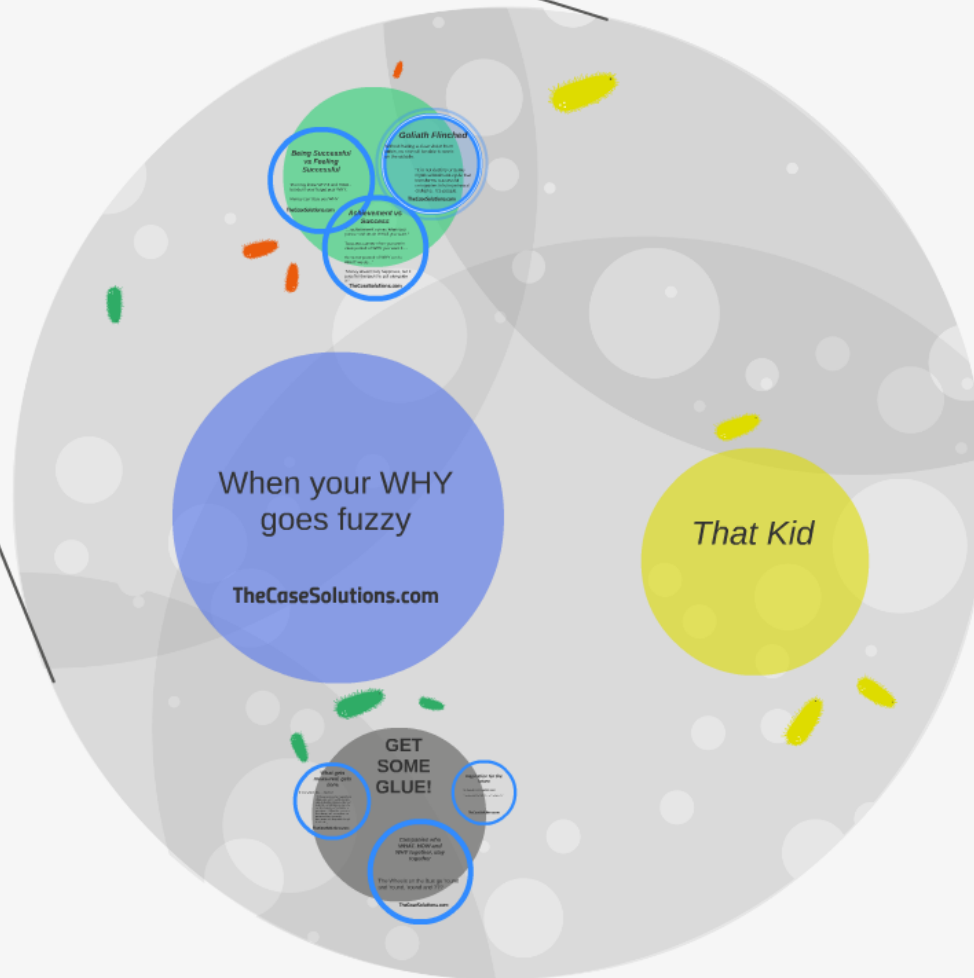


# Vietnam's Embrace of ICT for Economic Development: Success and Future Challenges





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When your WHY  
goes fuzzy

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# ***Goliath Flinched***

Without having a clear vision from within, no one will be able to see it on the outside.

"It is not destiny or some mystical business cycle that transforms successful companies into impersonal Goliaths. It's people.

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***ievement vs***

# ***Being Successful vs Feeling Successful***

You may know WHAT and HOW...  
but don't ever forget your WHY.

Money can't buy you WHY

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# ***Achievement vs Success***

"... achievement comes when you  
pursue and attain WHAT you

Without  
within  
on the

can't buy you WHY

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## ***Achievement vs Success***

"... achievement comes when you pursue and attain WHAT you want."

"Success comes when you are in clear pursuit of WHY you want it.....

the never pursuit of WHY we do WHAT we do..."



"Money doesn't buy happiness, but it pays for the yacht to pull alongside it."

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*Companies who  
WHAT, HOW and  
WHY together, stay  
together*

The Wheels on the Bus go 'round  
and 'round, 'round and ???

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***What gets  
measured, gets  
done***

If the shoe fits.... hire it!

" If those outside the megaphone share your WHY and if you are able to clearly communicate that belief in everything you say and do, trust emerges and value is perceived. When that happens, loyal buyers will rationalize the premium they pay or the inconvenience they suffer to get that feeling.

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# *Inspiration for the future*

Succession vs Replacement

Represent the WHY - not reinvent it

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