

IMPRESSION

2021 EDITION

ISSUE 11

Help! How
can I stop
Procrastinating?

The Path to
Start-Up
Success

An interview with Ms Evelyn Chew,
Founder of Ministry of Adventure

2021 National
Cocktail Competition
Champion
(Students Category)





Mr Craig Albrightson
Dean
SDH Institute

Editor's Note

Why do we write? Isn't it easier to just speak to people? Isn't a picture worth a thousand words? These are valid questions, especially when the answer to both questions appears to be, "yes". But let us not dismiss the humble written word too hastily.

While speaking is indeed easier, being able to communicate in our own time means that our writing can be more accurate, more eloquent and better considered. While a picture may be worth a thousand words, this arguably pertains only to particularly poignant pictures, rather than the dime-a-dozen IG posts or the ubiquitous selfie, which have vanishingly little impact on our lives. If you truly wish to reach out to another human, try a heart-felt hand-written note instead.

As with pictures, the written word has permanence and may be treasured for years after it has been produced, but only writing has the power to be unambiguous, articulate and yet vastly more creative. Our words are capable of conjuring up far more impressive images in our minds than any picture we are capable of producing.

Just ask any movie director who has had the task of trying to represent the images from written stories! Finally, writing is cathartic. If nothing more, the act of writing down our thoughts is a natural release system. It affords us a sense of relief of perspective and a deeper understanding of ourselves.

Writing is an often underrated form of communication. Of course, all forms have their appeal, but for now, please enjoy our words...

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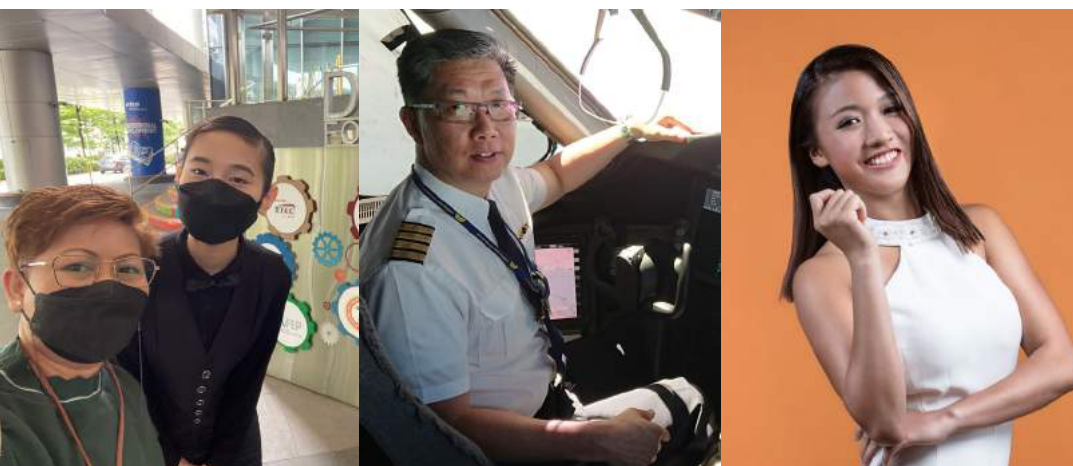
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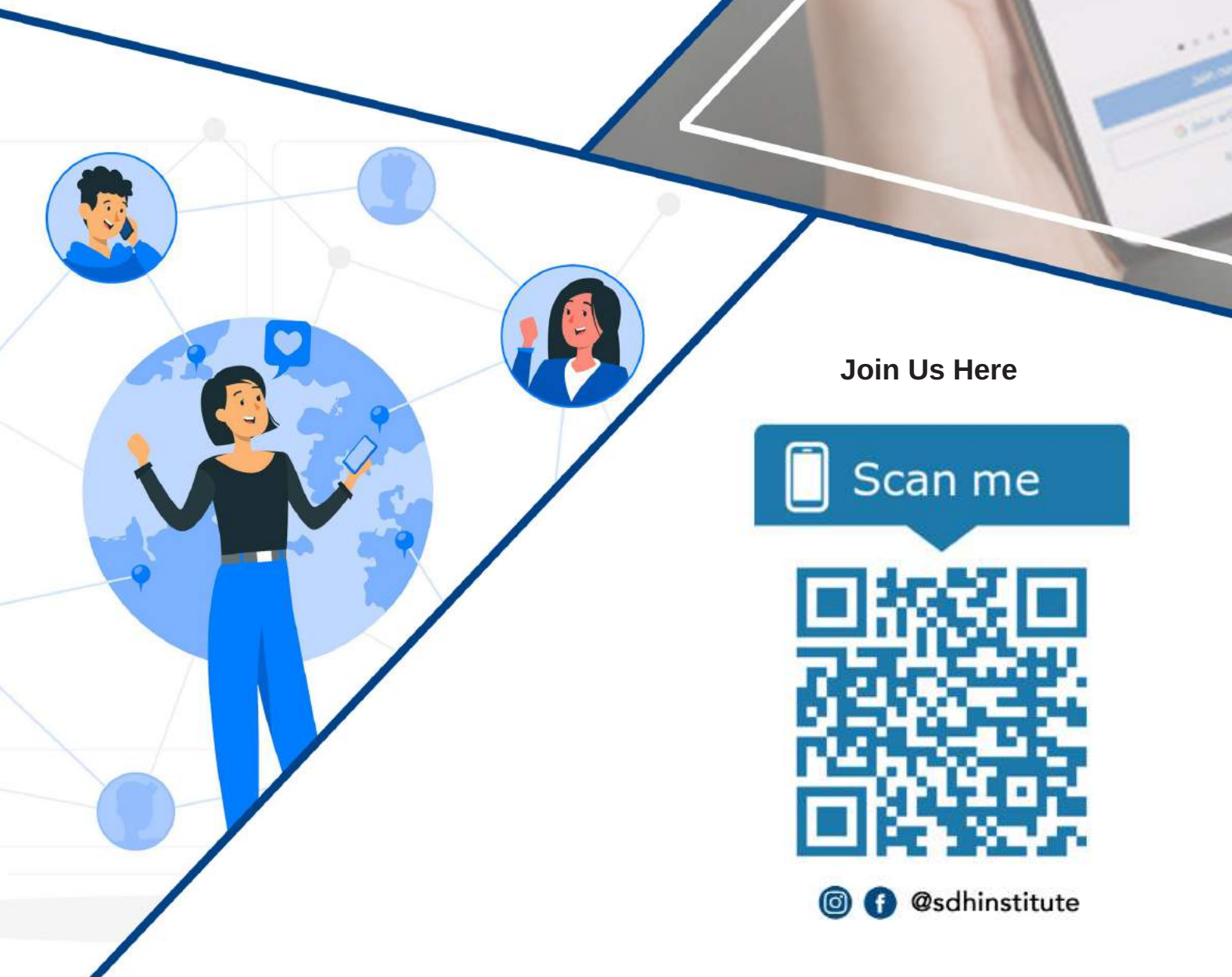
WHAT'S UP WITH THE FAM ON
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LinkedIn is a must for your professional future, whether you are a student, job seeker, or an entrepreneur. Leverage the power of LinkedIn to stay ahead of your competition and enhance your employability now. Did you know major players in every industry are now using LinkedIn to source and view the profiles of suitable candidates? This platform also allows you to conduct research, including testimonials and reviews on your dream company.

The LinkedIn Alumni Group is our on-going effort to forge a vibrant SDH community by providing a key point of connection both between and among the school, alumni community and the industry. This members-only group will serve as the social media platform for our students and alumni to expand their professional network, as well as to keep themselves up to date with the latest news and developments of the industry. They can also keep apprised of the latest management best practices, professional development courses and career opportunities from our industry partners.



Join Us Here



  @sdhinstitute



OLLIE THE OTTER

We are excited to introduce Ollie the Otter, as our official SDH Mascot! In our search for the mascot that can best represent SDH Institute and its people, we were heartened to receive many submissions, and ultimately decided on the Otter!

“Why the otter?” you may ask.

Otters are friendly, sociable and fun-loving animals that best represent empathy, hospitality and camaraderie. They are energetic, curious and adventurous embodying the positive spirit, happiness and creativity. Being equally comfortable on land and in water, they display adaptability and a strong willingness to embrace change.

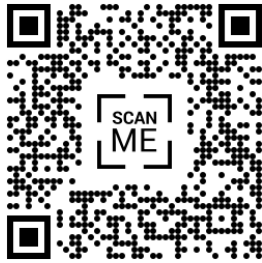
Ollie the Otter will be our champion to remind us to always be positive, never stop working and learning, and to have a good bit of fun doing so!

To celebrate the reveal of our mascot, Ollie, we conducted a “Otters in Singapore” webinar hosted by NUS Senior Lecturer, Department of Biological Sciences, Mr N. Sivasothi (aka Otterman), as he touches on the conservation of native otters in Singapore. In this webinar, the attendees got to learn about the Singapore Otter’s biology, ethology, distribution and more!

Thank you to everyone who joined us for our Otters in Singapore webinar! We hope that you have a better idea of how conservation of resources and the evolving visions of a green Singapore lay the platform for the otters to live in Singapore. A huge thank you to Mr Sivasothi for this sharing session!



One of our key education objectives is to make sure that we stay relevant to changing industry practices. This pandemic has resulted in many changes in the way organisations operate. Many of these changes were reactive and required quick action on the part of the operations teams. In hotels, for example, check-in and check-out processes and hygiene and sanitation practise changed drastically overnight.



Scan to watch!



The “Dean’s Conversation” series takes a closer look at the kind of changes taking place within the Hospitality Industry. We talk to industry leaders who play a crucial role in deciding on these changes and implementing them. The first of our series features a conversation with 2 very accomplished hotel leaders and members of our Industry Advisory Board - Mr Clarence Tan, Hilton International Senior Vice President, Development, and Mr Tan Kim Seng, Meritus Hotels & Resort Chief Operating Officer, to share their insights on current issues and hospitality trends. We discuss the impact of the pandemic and take a sneak peek at what probably lies ahead for hoteliers in Singapore and elsewhere.

CHIA is the only hotel-related certification for industry professionals focused on analytics. It is geared towards revenue managers, general managers, corporate staff, and research professionals. Jointly offered by the American Hotel & Lodging Association through its education arm AHLEI (AHLEI, AHLA), the Smith Travel Research (STR), and the International Council on Hotel, Restaurant and Institutional Education (ICHRIE) – all based in the United States of America (USA), it provides recognition of thorough knowledge of the foundational metrics, definitions, formulas, and methodologies used by the hotel industry.

We would like to take this opportunity to congratulate our students who have successfully passed their Certification in Hotel Industry Analytics exam in 2019!

Batch 2021, Vatel Singapore – SDH Institute:

Irfan Harith Bin Ismail
Kaung Khant Ko Ko
Le Dieu Phuong
Liu Yanxu
May Saw Khine

Nguyen Thi Phuong Anh
Phay The Su
Tumurbaatar Oyuntungalag
Tumurbaatar Enkhtungalag

Cover Story

2021 National Cocktail Competition Champion (Students Category)

Earlier this year, SDH Institute student Phay The Su (Rose) was crowned champion of the National Cocktail Competition (Student Category) 2021. Her first time competing at the national level, Rose delighted the judges with her showmanship and scored high in taste and presentation for her winning drink, *Mysty Jade*.

In spite of a heavy schedule and a tight timeline, Rose displayed dauntless determination in putting in the hours of practice, refining her timing, technique and recipe. Ultimately, her diligence paid dividends as she was crowned Champion.

The Singapore National Cocktail Competition was organised by the Association of Bartenders and Sommeliers (ABSS) and the Employment and Employability Institute (e2i). Amidst the current pandemic, the highly anticipated competition proceeded this year with stringent safety measures in place.





I am extremely grateful for this opportunity to pursue my interest, apart from the academic curriculum!

”

Rose shared with us: “It started as a small interest of mine when I participated in the school’s mocktail competition back in May. Looking back, I did not expect myself to be preparing for the finals of the National Cocktail Competition. It was not smooth-sailing as I did not have any experience prior to this competition, and the training was tedious and sometimes, exhausting.

However, under the guidance of my trainer Mr Lens Gwee, and the school faculty’s assistance and support, I am proud of the vast improvement I have made throughout the process. Most importantly, I am extremely grateful for this opportunity to pursue my interest, apart from the academic curriculum!”

Congratulations to Phay The Su (Rose) once again for bringing home the Champion position in the 33rd National Cocktail Competition 2021 (students category)!



Training-in-progress: Going through the details of each step with trainer Mr Lens Gwee



Fun shot with the participants from the Students Category after the winner announcement!



Presentation of Rose's winning drink, Mysty Jade.

Help! How can I stop Procrastinating?

Imagine this - It is Sunday afternoon and the clock is ticking. You are working furiously to complete a task before your assignment deadline at 7 pm, while silently cursing yourself for not starting it sooner.

Sound familiar? If so, you are not alone!

Procrastination, as defined by the Oxford Dictionary, is the act of delaying something that you should do, usually because you do not want to do it. While you procrastinate, you always have a reminder that you should be working somewhere in the back of your mind, and so you will not be fully relaxed.

How can we overcome procrastination and how can we better manage our time to prevent it from happening? In this article, we share some tips to overcome that daunting task you have been avoiding.

1

SET SPECIFIC GOALS

Part of the reason you might procrastinate is that what you have to do seems overwhelming. It's a lot easier to get started on a project when you establish simple, reachable goals rather than face a big, vague plan.

Specify what, when, and how, and set a time frame for goals. For example, rather than saying, "Today I will finish my essay," say "This morning, I will spend 30 minutes on the internet researching for articles to support my thesis"

When a task is complex, breaking it down into smaller, intermediate steps can make it seem easier and more manageable. Set yourself mini-deadlines for these intermediate steps.



DON'T MULTITASK

When you tend to do things at the last minute, you feel like you are running out of time to do your school assignments, you end up multitasking, which most of us think that we become more productive when we do multiple tasks simultaneously but that's not the case.

Instead of doing things at the same time, focus on one thing before moving on to the next.

3 TAKE BREAKS

There are also times when you are already working on something but you start to procrastinate midway that is because our brain can only focus on one thing for 2 hours at most before needing a 20 - 30-minute break.

Taking purposeful breaks refreshes your brain, elevates your productivity and helps you to stay focused.

4 REWARD YOURSELF

It is important to reward yourself when you accomplish a task or objective. Rewarding yourself evokes positive emotions making you realise that your efforts have resulted in a positive reward.

Instead of only rewarding ourselves at the end of a task, the trick is to also reward our progress along the way. This way, we shift focus from rewarding the final product to rewarding the performance itself.

5 MINIMIZE DISTRACTIONS

By limiting the number of distractions around you, you're more likely to get done what you need to do.

Shut your phone off, retreat to a quiet place and listen to classical music or white noise to drown out any noise.

“

Set a target you want to achieve for the day, or you can allocate a time slot to do the required task. For me, I put my mobile phone far away so that it does not distract me when I know I have an important deadline to meet! Try keeping some food around you to keep yourself motivated. For example, once you have completed a task, reward yourself with a piece of chocolate - it works!

Ms Seah Qing Xuan
SDH Senior Student Services Executive



The Path to Start-Up Success

*Ms Evelyn Chew,
Founder of Ministry of Adventure*

Entrepreneurship can mean many things, but ultimately, it's about paving your own path. Do you have what it takes to be an entrepreneur? In this article, we spoke with Ministry of Adventure's founder, Ms Evelyn Chew and asked her questions regarding business, her plans for the Ministry of Adventure in the coming years, and how she survived the challenges of the pandemic. If you enjoy the entrepreneurial spirit, stay tuned to learn more about what it takes to launch a startup.

How did the idea for the Ministry of Adventure come about?

It started when I was in University and was exploring my passion for outdoor sports. In the journey of exploring my passion, I saw the opportunity to help people to connect with like-minded people while discovering the passion, courage and fun in their life, to live a fulfilling life.

Hence, I decided to turn my passion into purpose to help more people in this area and started the Ministry of Adventure- a platform to connect sports enthusiasts and sports companies to live an active and fulfilling life.

What was your key driving force to become an entrepreneur?

To have freedom in life. I want to have the freedom to do something I love and can create a positive impact on people in life.

I guess it is also due to the influence from my dad who is a business owner that inspired me to have my own business so that we can have more freedom in life and be able to give our family a great life.

What is your favourite aspect of being an entrepreneur?

To be able to grow every day. As an entrepreneur, it is never mundane, every day is a learning opportunity for me. There are a lot of things to learn in entrepreneurship like product-market fit, finance management, talent management, customer relationship, marketing, public relations etc.

We will need to know all these things and make sure we do the right thing to grow. We need to be able to execute our ideas, test, make mistakes, and correct it, to go through the process of iteration fast

Although the journey of becoming a successful entrepreneur is tough, I am very happy to see our clients' life get better because of our effort, and our team grow to become more independent and responsible as well.



The COVID-19 Pandemic has brought a lot of challenges to many businesses. What key Innovations have you adopted during this crisis to drive revenue and generate new opportunities?

Before the pandemic, our business was running in a service-based model by doing event organizing. Due to Covid 19, we can't work on the model anymore due to several restrictions. It was tough as we were lost and didn't know what else we could do. It is about thinking forward on how we can add values to the market/ industry that helps us to have the idea of pivoting our business.

We convert into a platform-based business for our B2C(Business to Consumers) arm by getting the sports enthusiasts to subscribe as MOA members so that they get to enjoy special perks and discounts for patronizing our Sports Merchant-Partner store/activities.

We also develop media solutions (video production, digital marketing and live streaming) to help the Sports and lifestyle businesses to have greater reach and influence to attract paying clients to their businesses. So far, it helps our business greatly.

Do you have long term plans or goals for the Ministry of Adventure?

Yes definitely. We aim to become Asia's leading Sports Media and Marketing company to serve the sports and entertainment industry to revolutionize the sports industry in Asia to be like the US and European countries.

We also envision it to be the gateway and medium to connect sports enthusiasts to different sports and like-minded people more seamlessly with a better experience.

Any advice for budding entrepreneurs out there?

It's not as glamorous as you think. It takes a lot of hard work and tough decisions and understanding your WHY. Find the right support system. Associate yourselves with the right people who can give you guidance and give you more clarity on your journey to create a successful business.

There will be a lot of challenges along the journey, you will need this support system to hold you accountable and to get you back on track. Don't share your dreams with people who don't believe in you, sadly these people can be your friends and family.



I will remind myself that there are always ups and downs in life. Have faith that good things will come. Focus on improving 1% every day.

When there is a dip in my energy, I will shift my focus on doing things to keep my energy up, do work out, watch UFC fights, read books, listen to entrepreneurship podcasts or even talk to my mentor or my friend who is an entrepreneur.

What's your New Year's Resolution?

A New Year's resolution is a promise a person makes for the new year.

Resolutions can be goals you want to accomplish over a short period of time (short-term goals) or goals you want to accomplish over a year or many years (long-term goals).

Resolutions can come in many forms, some people make a promise to change a bad habit such as eating less junk food. Other people make a promise to develop a positive habit, such as reading more books or volunteering in their community. What is your New Year's resolution? We got a few students to share their resolutions. Check them out below!

ADHTM Kezia



DHO Rocher Marius Auguste



DHO Chaw Wei Qing



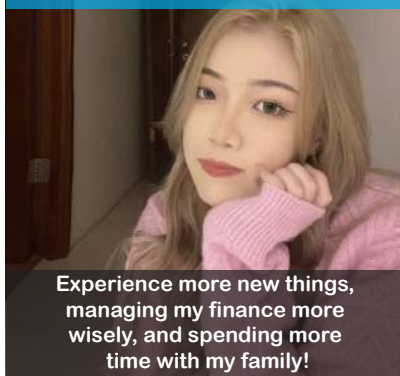
BDIHM Sithu Thant Zin (Henry)



DHO Alapan Marija Ivanka Lakindanum



ADHTM Yun Shan



ADHTM Alvin Aron Setiaji



BAAAM Magdeleine



ADHTM Iswara Rao





From making the decision to be a pilot at the age of 19 after graduating from his Diploma studies, Mr Jeffery Ang shares with us what spurred him to become a pilot and the most memorable experience in his flying journey (35 years and counting!), as well as his take on the future of the aviation industry.

If you are planning for a career as an airline pilot, you won't want to miss this interview!

With a vast experience of more than 30 years, what would you say is your most memorable experience in this industry?

As a pilot for over 35 years, I must say that every minute soaring the limitless skies and flying the aeroplane adds to every precious moment of my life as a pilot. As for the most memorable experience, I would reminisce from 2 parts of my aviation career.

During those military flying days, my most memorable experience was the participation in all Humanitarian Assistance and Disaster Relief Operations whereby part of those were missions under the command of the United Nations.

The adrenaline level during those missions was always all-time high and filled with extreme satisfaction when I could see the relief and smile on the faces of many people affected by natural disasters, civil wars, etc, giving them some rays of hope.

What are some key attributes you think students should instil in them to be successful in this career path?

The aviation industry has evolved. This has also changed the expectations and demands on aviation workers' performance to meet the entire operating concept that has become more tightly integrated for better efficiencies and outcomes.

More specific actions with better accuracy in decision-making

are expected in accomplishing the strategy and game plan outlined for enhanced efficiency with overall safety in mind. Key attributes would include an enhanced human cognitive thinking process, the aptitude to accomplish the myriad of tasks, better integration in a human-machine-automation interface, with a more in-depth understanding of human factors performance and limitations.



Scan to read full article!



WHAT'S UP WITH THE FAM ON THE GRAM
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@lostjacques

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- Brief summary of yourself
- A short sample of your writing

Only shortlisted candidates will be notified.



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