

milestones of achievement

What does it take to stay in the game almost two decades? Joshua Yim, founder and CEO of Achieve Group of Companies, shares a success formula that has worked for him.



For any business to be sustainable, value must be created for its customers. And this is delivered through the people who run and represent the company. This should be the core mission of any

Core mission

The Achieve Group of Companies are in the people business of providing our

clients with excellent human capital solutions. We search for and recruit the most suitable talents in order to sharpen our client's competitive edge. This is our key mission and it starts not just with a mission statement hung up on the boardroom wall but with everyone in the company understanding and embracing it, from senior management to newly joined junior staff. All activities, endeavours policies and systems must be in line with the mission statement, lest it end up just being lip service.

Clear vision

Our group's vision is to grow in the Asia-Pacific region by 30% year on year. Why is it important to have a vision? Because the clearer the future is mapped out, the more defined our actions and the more specific our decisions will be geared towards it. It also captivates us as people break new ground, like an athlete who constantly strives to break his record and aspire to new heights. We all want to be challenged and excel beyond the status quo. Thus, these mission and vision statements are like guiding lights that engage our people, propels us forward even through the tougher times and even overwhelming crisis. company and is ours too.

A strong culture

When you have enough people embracing certain philosophies and practicing a particular style of doing things, that then becomes a culture. Culture is neutral but the question is whether this culture promotes the growth of a company or works against the wellbeing of the firm. Leaders shape the culture through strong-arm policies or the passive condoning of behaviours by remaining silent. At the Achieve Group of Companies, we endeavour to shape a culture anchored on four values: pursuit of progression, integrity in business, excellence in our work and respect for all.

High performance organisation

To have the organisation performing at optimal levels, clear accountability at various levels through specific key performance indicators (KPIs) is necessary. As we aspire to be not just a 'good' but a 'great' company, we have high performance standards and everyone in the organisation understands that we take a rigorous approach to our employee assessments. In doing so, the organisation is actually bringing out the best of its employees' potential and capabilities while attaining the performance standards.

The right people on the bus, the wrong people off the bus

People are not the most valuable asset, but the right people are. There are people who may not suit your company's culture as they have values that differs from your company's, or turn in performances that fall below the firm's expectations. In such scenarios, the senior management may need to relieve them from their positions, as keeping the underperformers is simply unfair to those employees who are performing well in sustaining the company. Doing so may also result in a lowering of everybody's morale. I believe we need to practice 'tough love' with our people.

Then there are those who may perform well but their attitudes do not serve the company's best interests. The management may suffer sleepless nights as they are in a dilemma over this group. However, if the management is weak and does not take a firm stand on letting people who are a 'wrong' fit to go, it will ultimately end up harming the organisation.

Pursuit of progression

In this 21st century, all companies need to be constantly growing and that means all employees need to embrace a mindset geared towards change. We are constantly building a culture that inspires our people to acknowledge this and challenges everyone to have paradigm shifts and practice new approaches in doing things.

Take calculated risk

The management leading organisations need to constantly take risks in order to keep the company growing. That stretches our faith and latent potential within us as individuals. Yes, we need to do research, gather statistics to substantiate our business decisions but do not allow ourselves to be drowned in all the information to the point that it causes us to suffer from 'analysis paralysis'; you may end up too fearful and not able to make any decision at all! Indecision is many times worse than bad decisions. The mark of a great company is one that is always prepared to seize opportunities when they arise.

Sheer determination and commitment

Finally, the 'never say die attitude'! Indeed, this is the constant encouragement I always have for the business community. There will be good times and there will be bad ones. Nonetheless, it is

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