

achieving against the odds

A never-say-die attitude and effective business leadership has taken ACHIEVE Group of Companies' founder and CEO *Joshua Yim* from the brink of bankruptcy to being honoured with the prestigious Entrepreneur Of The Year Award 2009

To appropriate the famous words of the Bard, William Shakespeare, the course of true success never did run smooth. In 2004, ACHIEVE founder and CEO Joshua Yim was at the brink of bankruptcy, no thanks to the SARS epidemic that hurt businesses across Asia gravely.

With unwavering faith and a never-say-die attitude, Joshua escaped the impending demise of a company he has now run for almost two decades, despite being mired in losses of almost \$1 million back then.

Being named one of the top 15 entrepreneurs of the Entrepreneur Of The Year Award 2009 is therefore a dream come true for the charismatic CEO. Jointly organised by the Association of Small and Medium Enterprises (ASME) and Rotary Club of Singapore, the prestigious award honours successful entrepreneurs who have steered their businesses admirably over the past year, in spite of the economic challenges facing the business community.

"It has been an eventful journey for ACHIEVE, from being at the brink of bankruptcy then to receiving this honour today," Joshua says. "The Entrepreneur Of The Year Award is an affirmation of the hard work put in by ACHIEVE's management and the rest of our team, as well as the strength of our internal culture, and clear mission and vision."

Today, the ACHIEVE group boasts four subsidiaries – ACHIEVE Career Consultant that began as a one-man show 19 years ago, ACHIEVE Technology Asia Pacific, ACHIEVE International and JCG Search International. The group garnered an impressive turnover of \$13 million last year. And its internal culture has become one of ACHIEVE's greatest strengths, setting it apart from other search and recruitment firms.

With lessons learned from the past two crises, which built the resilience of the management team, the company was able to steer through the choppy global downturn this year.



Joshua Yim receives the Entrepreneur Of The Year Award 2009

"Our management team reacted swiftly when sales worsened," he shares. "We communicated openly with our staff about the situation and explained to them our strategies in tackling the business challenges ahead. With their understanding, we were able to implement the steps to contain our costs."

As the economy begins showing signs of the green shoots of recovery, Joshua is likewise gearing up for the upturn to propel ACHIEVE forward and write another chapter of growth.

"Using the Entrepreneur Of The Year Award 2009 as a platform, we will continue to spread our wings, with plans to double our workforce by the end of next year.

"We intend to grow our organisation regionally in order to create more value for others by helping our customers, candidates and staff grow and achieve their fullest potential," says the proud Entrepreneur of The Year.

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