

23 Oct 2017

John,

Thank you for your talk on ***“Purpose, Incorporated: Cause and Capitalism in the 21st Century”***, a prelude to your upcoming book at our annual management experiential offsite in Ho Chi Minh in October. As you can see from the comments below, you inspired us to action:

<p>John, thanks for your time over dinner and with our management team the next morning to hear about your inspiring journey from corporate life to a life with purpose 24 hours a day. I learnt a lot about how some inspiring companies are getting real value out of their chosen causes. As a native Australian, it was great to see Atlassian in the mix. It seems Hong Kong and Australia have something in common – HKBN and Atlassian setting the example for others to follow. Looking forward to reading the rest of your book. Gary McLaren</p>
<p>Hi John, my key take-away from your speech is to dare enough to think big and aim high. Your target to build more libraries than Starbucks shops is central to driving all other disruptive ideas including make cost-cutting sexy. There is no way to achieve a moon-shot target by doing average things. Kenji Lam</p>
<p>John, I know that your father passed away recently so my condolences on that. However, for a parent to see their child have such an incredibly positive impact on the World, this the biggest gift that any child can give our parents and for this, I am happy for your father. NiQ Lai</p>
<p>John, thanks for your sharing, especially your focus on having scale which implies bigger impacts. Just wonder if you have succession plan or partnership initiatives to make your impacts sustainable in a longer term and bigger scale. William Yeung</p>
<p>John, you inspire me to be full of energy to pursue my dream and carry out our HKBN purpose to “make our Hong Kong a better place to live”. Purpose will help to influence our entry-to-mid range HKBN Talents as to “not spend too much time thinking about it, just dive in and get things done.” Thank you. Jason Tam</p>
<p>Thanks John for the sharing that I don’t need to climb a mountain in Nepal or leave my job to “Change the World”. Instead, you enlighten me to see that purpose can help businesses in myriad of ways. Also, your sharing makes me more confident that HKBN’s path should succeed, driven by our purpose. Boaris Yau</p>
<p>Are “profit” and “purpose” contradictory? I thought so until I saw your presentation and research materials in Ho Chi Minh and now I realized that not only can “profit” and “purpose” co-exist, rather, more importantly “purpose” could help generating “profit” in some ways! Eric Yim</p>
<p>John, you are a very worthy and admirable man. You made a crazy decision to do a lot for kids around the world so that they can read. This was an insightful sharing in that we are not just out to make money every day. In this world, we can do more and better things. Thanks for letting me know what is the ultimate “win-win-win”. Carrie Leung</p>
<p>John, “Purpose” – is not just for business, but for individuals like me as well. Thank you for enlightening us. I am glad to learn about “Room to Read”. I believe that one day this will be extended to all parts of the world that needs it. My sincere thanks. Richard Leung</p>
<p>John, I was impacted by your book and touched by your presentation. Every child deserves the right to live their lives to the fullest so thank you for bringing them exactly this right. I am hoping more and more profit-driven corporates will be influenced by you. I believe that every BIG CHANGE starts with a small step ahead. Thank you for your presentation in Ho Chi Ming City, Let’s create a better future. Rachel Chan</p>

John, you really inspire me & I appreciated you a lot for making a big impact to the children & the world as we all know that education is very important to change an individual and the world! That's why I will support Room to Read <https://www.roomtoread.org/about-us/>.

My mother's study up to primary school only, I think she will have different life if she had the chance to study secondary school & University like us. Thank you. Kathy Wong

A very fruitful sharing about Purpose. I agree that there are increasing number of companies who are paying attention on their social responsibility, however, there are still a lot of leaders wrongly who believe their profits will be reduced by the good work they do to the community. The core purpose of HKBN has encouraged you to migrate your broadband service from HKT to HKBN. I believed nowadays there are a lot more reasons for customers to select the companies that they feel comfortable to spend their money on. Is the company concerned about the quality of food that they are selling? Is the company caring about the workers who work for their manufactures? Do they protect the environment when producing their products? Purpose is increasingly important for enhancing customers' engagement, improve company's reputation and to make our world a better place to live. I am excited on your new book and can't wait to see all the inspiring examples. I am especially interested on how to motivate and empower the employee base, as this is one of the key factors to success. Clio Ip

Thank you, John, for role-modelling how Purpose can drive positive world change. I believe what you do at Room to Read in empowering children and their family also impacts their future generations. Your sharing in Saigon had a special meaning for me, as my grandma had spent 15 years there teaching children of illiterate families. She herself was delayed for education like other girls were in old time China. When she finally had access to school, she was driven by the Purpose to become a teacher and make education available for all. Taking it back to Hong Kong, amongst the many paths that we can choose from, Purpose is like a guide that aligns what we do with what leads to a fulfilling life (vs a life of greed). I look forward to your new book and a site visit to our sponsored school when it is ready, hopefully with other Talents who did not make it to your sharing. Vicky Chiu

John, you inspire us to encourage our Talents to use their skills and interests to connect and contribute to our society through volunteer services, charity activities, experience sharing to students / young generation and caring programs to different social groups and families etc., Everyone can make our society better if they have the strong will to do it. Windy Wong

Hi John, thank you very much for your good work to all the children and families you help. I believe the best way to improve their living standard is by education. Due to personal issue, I had to leave school for around one year during my secondary period but my parent continued to encourage me and support me to study in Australia to return to and to finish my schooling. Today, I have a nice job and can support my family, which is due to my education. Due to this personal experience, currently I am sponsoring "PLAN International" charity, as their main purpose is also helping children, especially girls in those developing countries. Let's work hard for those children who need our help and to make a better world for our children to live. Thomas Ng

After listening to your talk about purpose, I have a quick review on how I am going to raise my teenage daughter. When you talk about the corporate's point of view, I am also thinking from a parent's angle. From the change of the social and corporate behaviors for the millennials, how I am preparing my child today will determine how she will behave when she is out in the business jungle. More importantly, it will also shape the values & purposes that she will and wants to have. Can't wait to read your new book to prepare myself as well as my daughter. Thank you! Danny Li

Hi John, it must have been a really a tough decision to give up a stable career and to devote yourself to Room to Read. As I'm an ex-Junior Chamber International member, I do know the difficulties on doing non-profit making things. You really must have a strong belief on what you want to achieve!

<p>Yes! Belief! As a HKBNer, I also have the belief on making HK a better place to live. “Profit” is much more than monetary reward. Let’s rock the world in different areas! (P.S. Your sharing strengthens my confidence in Room to Read, I’m delighted to become of one of Room to Read’s new monthly donors having just completed the registration.) Cheers! Elsa Tam</p>
<p>Thanks for your sharing. Purpose is a great way of motivation. There are different needs from the society – deprived families, children, elderly, disabled persons, etc. I wish to help in many areas. But my own specialty and experience may not be an effective match to the specific needs of the community. It is glad that there is CSI (Corporate Social Investment) setup in HKBN to help the community of different levels in a systematic and professional approach. In this way, my own contribution in work is not just for the company and customers, it helps the company to contribute to the society. The more people helped by the company, the more job satisfaction I will enjoy. WL Fok</p>
<p>John, thank you for your sharing. Your life rebooting experience is inspiring and your views on Purpose is good topic for me to chat with my daughter who is studying university. As a city of capitalism like HK, one’s success is commonly measured by the amount of income. Your insight incorporating Purpose and Profit gives success a much wider angle shot. Peter Tung</p>
<p>Hi John, I admired your brave but right decision to leave Microsoft for a setting up a charity organization. I am sure you heard many opposite suggestions on this move. It reminded me that we should always stick to our believes / purposes. Sometimes other people simply are not able to perceive the true values behind. As an IT professional, I know Atlassian without knowing their purposes for years. Their work in devops is truly amazing and is changing the world via the way how we develop a software. If a small company like Atlassian can change the world, so why other companies or individuals can’t? I was powered up by your talk. Thanks. Stephen Lui</p>
<p>Purpose + Action = Result (Room to Read) Thank you so much John for sharing such inspirational speech to us, especially when you said “these children’s lack of choices is because they were born at that place at that time”. Your speech not only taught us how we should set the purpose in life but also putting it into action (leave the most stable and well-paid job and starting up the NGO). This dedication can drive the NGO far and benefit many more children worldwide. I’m so looking forward bringing my child to the site visit to see our new school and to inspire by your great work. Sierra Ma</p>
<p>John, thanks for your sharing! We all should have our own purpose to drive our lives instead of being driven by outside world. I was surprised by your decision to leave Microsoft at your golden period of earnings. Your purpose is so clear to make a better world instead of just making money. Thank you! Cindy Leung</p>
<p>John, thank you for giving me new insight on Purpose and Profit that look conflicting at first sight, but you convinced me with real life success cases that they can be complementary, and even amplifying, each other. In business world, we keep hearing “we are no charity organization” as common excuse to keep every cent of profit earned from community. John, it will be mind-blowing if your sharing can reach those big conglomerates one day. Kenneth Ng</p>
<p>John, We use Atlassian software as the core for our Agile IT operation model. I feel so glad to know that both Atlassian and HKBN care about social good instead of pure profitability. It’s like clean water and clean air, social good is so essential to any community in the world. I’m impressive by your vision and actions to come out of your own countries to help those underprivileged in many other countries through innovations and disruptions. A lot for us to learn. Eric Ho.</p>
<p>Hi John, Thank you for granting us a fruitful sharing in Vietnam. I agree that “life with purpose” makes a difference. In pursuing the great "purpose", people is willing to sacrifice their money, high-paid job, valuable time, or even their lives...as that intrinsic drive to pursue their dreams will motivate & empower people with courage and perseverance to overcome all of the obstacles ahead in order to</p>

achieve the “purpose” until last minute of their lives. Your story has inspired many HKBNers and I believe it will eventually encourage more & more people coming from different countries to join your journey -- a journey with great purpose. Many Thank. Karina Tsoi

Hi John, it is great attending your sharing about Purpose which positively drive businesses to shift their focus from revenue generation to other core values of community and also impact to sustainable growth in long run for both talent and corporate. I have established similar Room-To-Read area in my home for my sons since they were 3 years old and I love seeing the books spreading messily around the floor as this is due to self-learning. My sons are now 14 years old and with luck that can always exploring the world with books. Your contribution for those people who cannot afford to purchase books for kids is definitely making the World better place to live, thanks. Daniel Chu

John, you and your team have brought out the best in humanity throughout the journey in building Room to Read. Your craziness bring joy and hope for those who are thirsty for knowledge. You are not only changing your life but offering a new page for the young kids. Through education, they could improve their life and protect themselves, especially for girls. Able to serve others is a blessing, please do not hesitate to email me (regina427@gmail.com) if you needed anything. Thanks Regina Au-Yeung

Hi John, Thank you for making the effort to come to our trip and sharing with us. I have got a chance to read your book “Leaving Microsoft to Changer the World” before the trip and that made me even more keen to meet you in person. Surely, you were one of the raising stars at Microsoft back in the late 90’s and how you decided to quit your job and helped the children in Nepal was truly respectful. I was impressed by your speech, and especially how you run your organization and save expenses to ensure donations reach those who really need them. My wife also works in a NGO and surely they don’t run their organization the same way as you do. Besides helping those are needed, you have also talked about “Purpose” and that rings my bell as well. From your book, I know you are very closed to your father and it is really sad to hear that he passed away recently. My dad had his 80th birthday 3 weeks ago, and my brother & I almost forgot about it and we didn’t even plan to go home for dinner that day. Are we really too busy? Probably not... After the trip, I talked to my brother, and we have arranged a family trip in Jan next year! Last, I am very proud that I stepped up to the stage to show a token of my appreciation. Keep up the good work! Look forward to your new book. Thanks, Dominic Law

John, thanks for your enlightening speech. Having a Purpose to run business will be increasingly important & prevalent as it helps to differentiate product when it comes to the point where customers judge product not only for its quality but also how it can benefit the society as a whole. Room to Read’s help for underprivileged girls impresses me the most as it reminds us how lucky we are to be born in a place where education is offered to all, regardless of gender and family status. With knowledge and dedication, it is now up to us on how we can perform and contribute. As mentioned, let’s continue our good cause for ourselves, family, community and the world. Carol Lai.

John, thank you for reminding us to not take our fortunes for granted. Your sharing was particularly poignant for myself, as it took place in Ho Chi Ming. While volunteering at an orphanage at this very same city years back, I had my first realization of my “unfair” advantage of being born to a middle-class family in Hong Kong, vs. being born to a prostitute in a developing country. You reminded us that as leaders, we have a responsibility to create a sustainable future, every little way we can – from monetary donations, to something as simple as donating old school books to charity. Thank you! – Samuel Hui

Hi John, Thanks for your sharing. I was surprised and touched from your presentation. Your purpose also inspired me what I could plan for my future. Hope we could inspire more people to benefit to them for better future. Thank you! Maggie Liu

Hi John, I was impressed by your comparison with the like of Starbucks, yet with an impact far more than selling more coffee, the more libraries Room to Read opens, the more children benefits. Also, considering the difficulties to open a library in a rural area versus opening a Starbucks in the urban area, your focus on scale and impact has clearly delivered on your ambitious to help more children. Your team and you have inspired us a lot. William Kwan

Hi John, thank you for you sharing! I'm incredibly lucky to be born in Hong Kong in this day and age. And I was lucky to have a good education opportunities. I believe that world change start with educated children. With your support, girls able to stay in school by the Girl Education Program in developing countries. With your help, they can reach their potential, also creating the next generation of female role models. Sharon Pang

Thanks John for your sharing. You inspired us that we shall not just invest for revenue and profit for ourselves. We shall live with a purpose by making effort that contributes to the community and make happiness of the less fortunate. A small meaningful contribution by each person makes a difference. Charles Yeung

Hello John, thank you for coming to make our InnoVIETour management trip 2017 to be more fruitful and perfect with full of respects.

I started realize the power of books from the followings:

1. Nobel Peace Prize winner Malala Yousafzai said "Instead of sending guns, send books. Instead of sending weapons, send teachers."
2. Just happened not long ago in HK, several men were captured by the authorities because of publishing a booking which talking about the highest person in a country..... one of them is still being unreleased.
3. Is from you. You further broaden my horizons!

In HK, how many allies do you have as HKBN? Really hoping more and more HK corporates will join you and make this world better.

Thank you very much once again!

Ringo Leung

John, I asked you if the team members under your organization were less or even not connected to the good cause and what you would do to them. Your answer was particularly inspiring to me because you mentioned we have to set a good role model as a leader first. It reminded me not only should we implement program to educate our members, but we also have to initiate and participate as well. I am sure through the team's effort, the good cause could be better illustrated and realized. Thanks again for your sharing in Vietnam. Mingo Tsang

John, thanks for your wakeup call! My mother, who is now 86, always regret that she has no chance to school. She is blind in front of books throughout her entire life. She worked very hard (14-16 hours daily) to exchange for the education for her 5 sons (including me of course) and reminded us always about her regret. No doubt, my mom would want me to support the others who has no chance to study. Now, we and our kids have chance to read many books, but what for? "Purpose" may be the answer. Looking forward to another wakeup call from your new book. Ben Yeung

Hi John, really thanks for your sincere sharing and inspiration. You recall my mission to gather more teammates to keep improve our working environment and then spare more time to serve other necessary parties in Hong Kong. I do think that the team or company will become stronger and stronger by sharing the same mission in their work. Mau Chun Lau

Hi John, thanks for sharing your journey. I am a big fans of Microsoft so I am really surprised by your action and vision to leave Microsoft and start Room to Read. I always believe education is very essential for the poor to change their life, especially for the woman. And it's good to hear some name

of companies which share the same vision for social responsibilities. We should definitely use their service or partner with the companies with the same vision. Wilson Yeung

Hi John, your bravery impressed me very much as sometimes the choices especially about balance work & interest is extremely difficult to determine. Everyone in the world should have this right to learn, so you quit your work to act on this right. I believe you already found your way to make your life more meaningful. Also, I can see your family's support behind you, all of you are the heroes for the children. I really hope your action can touch & motivate more peoples pay forward such effort, as even a very little contribution makes our world a better place to live. Vincent Wong

Hi John, Thanks for sharing with us at Ho Chi Minh City. I'm deeply impressed by your big move during your golden career age and admire your dedication for the good of the poor. Your talk inspires me and make me rethink my purpose of life. Your achievement in education charity is prominent and your belief that all people should have equal right and opportunity to education irrespective of their social status arouses my sympathy. Last but not least, after learning your "Purpose Meets Profitability" thinking, they're not contradicting themselves but acting as a catalyst with each other. I'm firmer than ever believer that HKBN's core purpose of "Make our Hong Kong a Better Place to Live" is the right direction for the company and individual Talents as a whole. Thank you. Gary Leung

Hi John, I was first inspired by Mark Zuckerberg's Commencement address at Harvard and now inspired by your speech on purpose with an even broader meaning. As a finance professional, I always praised that "Room to Read" is one of the companies which has the highest profit margin, i.e. 84% of the donations goes directly towards programs. After your speech, I have a deeper understanding of our omission to "Mark Our Hong Kong a Better Place to Live" and of course there will be a lot for HKBNers to leverage our mission to inspire more companies in Hong Kong to follow this purpose path. Looking forward to learning more from your new book. Andrew Wong

Thank you, John, after listening to your talk about your past and your individual drive, I found new perspective in my own life. I am the single child in my own family and my parents did go to school in old time China but none-the-less, they give me the full resources to attend school and spent time on my upbringing which brings me to success today. Now I am the father of a four-year old boy and three-year old girl and I deeply know, if we deprive a positive mindset to our children that they can change the world for the better, inversely we will destroy the world. Thanks John. Dick Chau

Hi John, thank you for your sharing. It is always a tough work to build up something in developing countries especially in rural areas. Your speech brings me back to a "Charity visit" of mountainous area school when I was university student. It is a long-term commitment rather than a one-off charity event. Your speech inspired me a lot. Ivan So

John, thanks for your sharing. Your presentation touched me. I will shared with my older son when I return to Guangzhou, as this is a treasure that I can pass to him. Children are our future, let us make the world better and better. Nancy Tsui

Hi, John. I am glad to hear your speech in person, some of points you said did gave me more thoughts for sharing. I totally agreed your point every person should have their purpose of life and in work. The definition of this is a matter of relative importance that is different to people and it may change across time upon personal experience, family / friends impact etc. About the concept of "Purpose migration", I would also think about the process of change / migration is also a key element for continuing the path to the goal of Purpose that we want. To sustain our purpose, I think "recognition + satisfaction" obtained from the Purpose are like a pair of chopstick, missing either one is not worked. Nowadays, many young people didn't know the term "appreciation" and think most of things are taken as granted, which is all wrong. I think what you are doing now is another way to remind everybody what we want and ask should work hard with positive mindset and purpose to obtain. Thanks for your sharing. Elaine Lau

John, thanks for your sharing which really inspired me. Your presentation made me think about how I can drive my purpose at some moment in my life which can change the world better and not only focus on day to day making money. Don Li

Hi John, Thank you for your great sharing! I'm impressed by your big move from Microsoft to set up "Room to read" and to build nearly 20,000 schools so far in developing countries. You also inspired a group of talents who have the same vision and mission to fight for the poverty on the education as well. You created a platform for the kids to learn and developing their potential which can help them to improve their lives and the world. I'm looking forward to your new book and definitely will sharing with my kids. Ken Chang

John, thanks for your inspiring speech. I've got 2 kids, 7 & 5 years old, I'm glad they were born in HK to have a happy childhood & a good education opportunities. You reminded us that everyone can try to change the world, the most important thing we need is to define our own Purpose. I am sure I will share your Purpose with my family & kids, so that we can work together to inspire & influence others to make our world a better place to live! Thanks again for your sharing, Henry Li.

John, thank you for the inspiring speech. I was amazed and fascinated with your determination on doing something great for the children in different parts of the world. When I talked to my friends about Room to Read, they were so interested in the program and would like to support. Education is the key to the future, I believe Room to Read will continue creating influences to others; and in fact, changing lives of numerous children. Kelvin Lai

We all have heard of "Change the world by changing yourself first". You are the practitioner of this. You gave up your career in Microsoft, set up Room to Read and determine to make a difference to the world. Instead of just running a NGO, you show the world that purpose and profitability are not in two different worlds, they can be coexisted – a way business leaders can choose for themselves. Thanks for giving us the talk. Your enthusiasm and courage remind us "doing good" instead of just "making money". Annie Chan

Thanks for your sharing. Purpose is a great way of motivation. There are different needs from the society – deprived families, children, elderly, disabled persons, etc. I wish to help in many areas. But my own specialty and experience may not be an effective match to the specific needs of the community. I am glad that there is CSI (Corporate Social Investment) setup in HKBN to help the community of different levels in a systematic and professional approach. In this way, my own contribution in work is not just for the company and customers, it helps the company to contribute to the society. The more people helped by the company, the more job satisfaction I will enjoy. WL Fok

Hi John, your speech on Purpose really inspired me as it never come to my mind how it influences a corporate and can help the business at the same time. Your research definitely helps HKBNers to think how to strengthen our Purpose. Personally, you have got me thinking how my purpose drives my life and career? Tim Kwok

Hi John, thanks for the sharing, which is mind-blowing! Luckily me & my siblings who had the chance to receive education under the struggle of our parents. So inspired by – "purpose as a company's competitive advantage and also as a way to improve the world". It is the win-win-win paradigm that would make this a success & sustainable. Looking forward to your new book to share with my kid & friends! Ben Hui

John, your talk has really made an impact on how I view the purpose of my life. In the past, I always thought that purpose has to be something big and grand, something that makes positive influences on lots of people as to change the world. However, after your talk, I realized that purpose can start with something very small and personal and I do not need to be a superman to save the world. Honestly, you inspired me to start thinking what I should do for my parents (who are living thousands

of miles away), my close relatives (who do not have their next generation to take care of them) and also people that are close to me and in need. Adrian Watt

Hi, John. Thanks for your sharing. After the meeting, I have a deeper understanding the importance of “Purpose” and “Scale” and how these concepts can be applied to both business and daily life. Your achievement has inspired me a lot to think about the purpose of my work and life. David Wong

Hi John, thanks for your sharing about “Purpose”. It is really inspired us to re-define the purpose of our work and personal life. Earn profit is not the only purpose on a company rather we can complimentary balance between earning profit and contributing to our society. I will definitely share your Purpose insights with my family, friends and also other business partnerships. The more people know your Purpose, the more people can be inspired and influence others to contribute to the society. Thanks John. KP Yeung

We are so grateful for you filling the world with love and hope, and making it a better place to the fortunate and the less fortunate. Hope you can enlighten and influence more people through your words and actions. Your inspiring speech further reminds me that “It is more blessed to Give than to Receive.” June Lam

Hi John, loved your presentation, I think if more companies were to use more of it’s heart rather than just the ‘brains’, and have more conscience, then the world will be a better place to live.... add oil... Billy Yeung

Hi John, thanks for your time to share your great work and great ideas with us. I’m inspired by your move from Microsoft to setup Room to Read, as you have made such incredibly positive impact to the world. Let’s work together to make our world and future better! Yoyo Ng

Hello John,

We, call ourselves “HKBN Big Boys Club” formed by 7 members across Acquisition Sales, Customer Service& Customer Premises Engineering department, enjoyed so much from your presentation on 18thOct 2017, which really makes this date to be memorable!



There are too much take-aways from your presentation, such as how you set your library number target to be doubled than Starbucks, motivating people to turn PURPOSE into profit making business, reminding us how Volkswagen to be when people misuses PURPOSE in their business, etc..



One thing to be so true is that, HKBN’s core purpose looks too small from what you have decided & chased for. However, we truly believe that we have the same PURPOSE, which is to utilize our resources & knowledge to make the place we are living to be better! Wish you all the best & let us together to turn more happy faces in the world!

Cheers from HKBN Big Boys Club

From Mikron Ng, Alex Chu, Calvin Ng, Jacky Mei, Ryan Li, Boris Yip & AnGuS Chan



Hi John, your sharing reminds me a quote from Charles Handy that “The future is not inevitable. We can influence it, if we know what we want it to be”. Marco Li

Hi John, thank you for your sharing and really inspire me to build up a move for pursuing my career and thinking for the good of the poor. Do it or not, I cannot give you a formula for success, but I can give you the formula for failure, run the walk and kick start to success. Ken Kwong

Hi, John...nice to hear your experience and sharing. You are so brave to sacrifice your stable life and earnings for the improvement of other countries or society. Believe that you will have a great success and ... you really influence the rest of my life thinking. Andy Lau

Hi, John. Thanks for your sharing. If you want to change the world, the best way is nurturing kids. Several years later, they become strong forces to support you and generate many new ideas to change the world. I think you really chose the right strategy. Let's fight for a better future for our kids. Dik Shek

Hi John, thanks for your sharing. You did show us that everyone has the power to Change the World. I believe most people will share your story after hearing your presentation as it's a true case. I'm ready to share it with my family, colleagues and friends. Hope we can inspire more people and move towards win-win-win. Jacky Chan

John, thank you for inspiring me to work on something that would benefit HKBN in long run. In March, I got to know your work at Room to Read and what's happening around the work about the Purpose migration. To me the examples you shared were amazing and inspiring to me and immediate triggered my thought to take action because I believe HKBN could be a showcase in Hong Kong when I look around the businesses in our homeland. There's a long way to go, but having you speak in our management trip gave us the spark to deepen our purpose and ensure “Make our Hong Kong a Better Place to Live” is not just lip service but is something we mean more than anything. I wish 5 years from now when you are writing a new book, or editing a new version of your upcoming book after a great success, HKBN would be showcased more and you could be proud of making this impact to our Purpose journey. CY Chan

Dear John, thanks a lot your sharing during our InnoVIETour management trip 2017. We were inspired that there is quite a lot commonality to excelling in charity and commercial business being establish core PURPOSE and take ACTION to drive the RESULT are the key successful factors. In community service side, we are already regularly making donation and support through the church and Rotary International to build new schools in Cambodia and Mainland China, we hope that we could learn more from you to make the world a better place to live. Brian and Peter

Hi John, thank you for your sharing. Your presentation made me think about my life and my job, I will pay more effort to “Make our Hong Kong a Better Place to Live” and not only focus to making money. Your presentation also inspired me what I could plan for my future. Eddie Ng

Hi John, thanks for your sharing. Purpose of “Room to read” is very inspiring and influential. I think it is same as HKBN's mission: “Mark Our Hong Kong a Better Place to Live”, to give people choices and

<p>opportunities. In impoverished areas of China, there are many children in need of our help to give them opportunities to learn, as these people do not have access to education. I hope to see more “Room to read” in there. Queenie Chan</p>
<p>Hello John, thank you for your sharing. It was very impressive and pushes me to think border and deeper. It has also sparked us as a group of HKBN Talent into thinking what we can do more to contribute to the community and the World. Certainly, I will start by to sharing some of our ideas to my family, friends group as well as business partners. Believed that it could be more powerful to change the World better if more people/corporate aware and woke up by our inspiration. Cheers~ Martin Shum</p>
<p>Thanks for your fruitful sharing! I am glad to hear the inspired history for NGO development. I really impress that those children have a chance for education and support that will change in their lives. We must treasure nowadays in Hong Kong, we have such comprehensive resources and we should make more contributions to the society. Jacky Lo</p>
<p>Hi John, you really inspire me that education is very important to empower children & their family impacts which will impact their future generations. After your sharing session, I had a review on how I am going to raise my 2-year old daughter. It is impressed upon me to educating my daughter what is positive social behaviors and ethics, beyond just focusing on academics. Esmond Yuen</p>
<p>Hi John, thank you for your sharing in Ho Chi Minh City. You are so incredible and inspiring. You let us know “Purpose” and “Profit” is not an opposed concept, instead “Purpose” makes the business more impactful and increases profits. Hope many other companies will be inspired by you and change the world together. Fantastine Shum</p>
<p>Hi John, thanks for your sharing. I’m impressed by your dramatic change from Microsoft to Room to Read in order to make a difference to the world. You reminded us that everyone can contribute a little bit to change the world. Let work together to inspire & influence others to contribute to the world – Tony Chan</p>
<p>John, thanks for your sharing. I was especially impressed by your presentation of Purpose and I also shared your story with my family. As a father, I totally agreed that the purpose of study is not pursuing high score, but the learning experience is more important. Absorbing wider range of knowledge, make positive impact to others, dare to try new things even learn from fail should be taught to children. Just like what you said, knowledge makes people safer, healthier and more self-sufficient, and I firmly believe that educating children is the most critical investment that we can make in our lifetime to ensure positive world change. Benny Tang</p>
<p>John, thanks for your inspirational sharing. The children in HK are very lucky that there is a well developed education system here with many available resources for them to read varies types of books. I will definitely share your story to with children in HK, especially those who have less initiative or interest to read. I hope your story can inspire and encourage them to treasure the resources they have on reading since there are still many children in the world who have difficulty in finding a "Room to Read". Alex Chow</p>
<p>Hi John, thanks for sharing on "purpose" how it can make for win-win-win-win to person, company, community and world. We utilize Atlassian to manage our development processes and I feel good to know more their purpose to affect the world in your talk. It inspired me to think how I should define my purpose to have better life and career. Jethro Au</p>
<p>Hi John, Two key things I am still very much remember and found very true. “Purpose” & “Enough”. Every company / organization or personal needs to have his own purpose to survive and to maintain. And all the friends or colleagues will then have the common bonding together and build new things</p>

together. Enough, it turns everyone to think and act differently and give us a broader view of our life.
Rex Hui.

Hi John, thanks for your great sharing. It's inspiring and always remind me how lucky my two young daughter are. They were both born into a middle-class family in HK and able to earn their degree when they grow up (I guess this will be my purpose) and hopefully they will use their knowledge and have a positive impact for our society in future. Sam Leung

John, really appreciated for your sharing, as it was truly inspiring and widen my eyes on things that I can do to help others. Your determination and commitment on helping those in need deeply touched us. To be able to have a purpose in life that can change many people's life is certainly a blessing! Best of luck and really looking forward to seeing you in the near future! Best regards, Trasan Shiu

With Appreciation,

HKBN InnoVIETour management team.