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### Looking into the future with Colin Ong

It's the 21st century but are you still living in a world where you are baffled by 'blogging' and can't quite figure out '3G'? Economist, researcher and trainer, Mr Colin Ong is a man of many talents. Running his own research and training company, and conducting workshops of various titles at the CCs, he clues you in on not just what's making news in business and technology today but also what's emerging next.

Whether you are running your own small business, thinking of running a business or just somebody who is interested in being up-to-date with what's happening in the world, Colin will very likely have a whole lot of fascinating insights and experience to share with you.

Trained as an economist, he is Managing Director of his own telecommunications research company, MR=MC Consulting. From economics, he has branched into a bit of HR research and also new technology and media such as corporate blogging, 3G, 4G and artificial intelligence. He regularly conducts talks and training for PMEBS, senior management, and tertiary level students on subjects such as telco innovation, creativity, and crisis management, and at 38 years old, is considered one of the youngest trainers around to be running his own company.

At the CCs, Colin tailors his talks to absolutely anyone who is interested in getting an insight into current topics such as franchising or corporate blogging, delivering information in a very easily digestible way.

#### Bringing a unique perspective

What distinguishes Colin's training from others is the fact that his material comes directly from his own research, often bringing a fresh, new perspective on much talked about topics. And so passionate is he about what he does, that he will very often cover topics in much greater depth than expected.

“My company has to recreate itself very quickly otherwise many of our courses become outdated very quickly. Whatever case studies I provide during my workshops normally cannot be found in books,” Colin explains. “We try to go into the very futuristic side of the way the world is moving. We try to project three years ahead and then bring it into the here and now, making it understandable.”

### **Always a step ahead**

In fact, Colin always has one eye on the future, which is one reason why he heads the Singapore and Indonesian chapters of the World Future Society. This society brings together futurists from around the globe who are strategic thinkers, looking at geopolitical events and how they will affect different parts of the world over the next ten years. “We give scenarios of what we think may happen, for instance regarding terrorism and economic issues, and share our knowledge with decision-makers,” he says.

As a researcher, Colin believes that sharing knowledge is important. “If you are not able to translate your research for others to understand, then your efforts are not serving any purpose,” he explains. So next time you find yourself in a conversation peppered with bewildering jargon that makes no sense to you, head down to the community centre and let Colin shed some light on the matter!

**Colin will be conducting two new workshops at Bukit Timah CC in April under the Modern Living Global Pop Culture theme. [Understanding Indian Franchises](#) and [Understanding Amercian Franchises](#) will help those interested in undertaking Amercian and Indian franchise business operations.**