



RAZY WINDOW

VOL. 39



JEFF TAN

Pilot turned Entrepreneur

EDITOR'S DESK

Hello Crazy Window Reader,

First and foremost I wish you a great and smashing new year 2016!!

Couple of days back I **bought** four books that is one of the best new year investments, why? because books are much similar to coaching classes that you could play and pause at your own time.

I have also decided to remove some serious digital clutters from life, hence I am staying away from some unnecessary Facebook groups and email subscriptions. It's saving a lot of time and energy.

I believe you are trying something new this year to live a healthy, happy and happening life :)

Wish you a great year ahead!!

Love,
Ruby Shiv

TODAY'S GUEST - Jeff Tan

Jeff started REV in Shanghai to motivate and guide people to their peak performance.



Q: 26 years of service in Air force and a completely different industry now, why did you decide to leave air force ?

A: I didn't choose to leave! I joined immediately after high school and signed a contract to retire at 55. In the mid-90s, the Singapore government changed the rules and said that all officers will leave (not may choose to or can consider as an option but will leave) at 45. Their intention was to keep the military young and fighting fit.

To ensure a smooth transition as people couldn't suddenly walk out, my group (those born in 1961) was the first to leave at 45. So while I didn't choose to leave, I am very grateful for the push out of the door, and out of my extreme comfort zone as an air force pilot.

Ironically, a few years later the government changed the rules a little and allowed officers to stay beyond 45. I guess after a big hole of experience was created it was clear what we "senior citizens" brought to the organization. But again, I'm ultra grateful to have been pushed out as I grew into something I never imagined I could.

Q: What was the biggest challenge you faced while starting your company REV?

A: No business acumen, and no mentor to guide me. I was a theoretically business owner and even though my air force career had given me more than enough experience running a business, I had no SOP or someone more senior to guide me. I had read all the books and attended lots of workshops and seminars before starting REV, but nothing prepares you like the real thing!

Jeff served 26 years
with distinction as a
combat helicopter pilot
and flight instructor
with the Singapore Air
Force, rising to the rank
of Lieutenant-Colonel.

Q. How is REV helping people dream and achieve high?

A: We help create “REVolutions” in people’s minds by inspiring them to find their true self within, and then we guide them with practical steps to keep moving. As our tag line says, we help people to “Dream It - Live It”.

Of course, we include a very big dollop of logical steps and large helpings of knowledge from neuroscience with each serving of inspiration.

Jeff combines coaching with the mentality of a combat pilot, education of a therapist, and passion for life change of a Master NLP Trainer. A certified Neuro-Linguistic Programming Trainer and Certified Hypnotherapist, Jeff holds a Master Degree in Professional Counseling.

Q. China is the fastest-growing nation today, how favorable is it for the start-up environment?

A: You can start anything your heart desires, you can dream any dream you want and start it here. But I speak only from my 10 year experience in Shanghai as I’m not familiar with the start-up environment outside of this amazing city.

Q. Any advice to our readers on why it's important to find the real purpose in life?

It's not about finding your purpose in life, it's about living it every moment of every day.

**RESOURCES TO HELP YOU
FIND YOUR PURPOSE**

**SHANNON KAISER'S
ARTICLE ON
HUFFINGTONPOST**

**STRANGE QUESTIONS TO
HELP YOU FIND YOUR
PURPOSE**

For many, the quest is to discover why they're here on earth. Isn't it better to make the quest about living a purposeful life? Finding the purpose is but a means to living a purposeful life yet many forget part 2!

My suggestion to your readers? (1) Discover your purpose, and there's many how-to websites out there that appeals to every type of person, (2) instead of saying "is this my true purpose?" tell yourself "I'm not sure if this is my true purpose but I'm going to bring it for a test drive now", (3) keep your purpose statement handy and read it a few times a day when your emotional state moves away from neutral and when this happens ask yourself "am I living my purpose".

Doing this helps you understand your purpose and if it's indeed the one. If it is, keep going! If not, refine and adjust.

Money Discipline for 2016

1. **Track, track, track** - Track all your expenses for the month of Jan, review it on Feb 1. Tracking is a must.
2. **Financial goals** - Without a goal how will you know the target? Write down your goals today.