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## PERSONALITY QUIZ

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*In this*

**ISSUE**

**DELICIOUS CAREER OF  
THE FOOD STYLIST**

**WHY TAKE A  
GAP YEAR?**



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## STUDY FOR A PROMISING FUTURE IN HEALTHCARE AT THE INTERNATIONAL MEDICAL UNIVERSITY

The International Medical University (IMU) is Malaysia's first and most established private medical and healthcare university with over 23 of dedicated focus in healthcare education. The University is the first university in Malaysia that offers conventional and complementary medicine, all under one roof. Established in 1992, the University enjoys an international reputation, and provides a high standard of education at pre-university, undergraduate, postgraduate and continuing professional development level.

IMU pioneered the world's first Partner Medical School programme, allowing a student to start their education in Malaysia while completing and earning a degree at a world renowned partner university. Over the last 23 years, IMU has grown from a medical college with 5 partner universities in 1992, to an internationally recognised higher education institution with more than 30 world class university partners in Australia, New Zealand, Canada, US, Ireland, China and UK. Through this collaboration, IMU has provided the opportunity for more than 3,000 students to complete their degrees at these prestigious universities.

The main campus of IMU is located in Bukit Jalil, Kuala Lumpur, Malaysia. Since 1999, IMU has established clinical schools in Seremban and Kuala Pilah (Negeri Sembilan, Malaysia) as well as Batu Pahat and Kluang (Johor, Malaysia).

IMU's Learning Model is grounded on its core values, which fosters students' development into knowledgeable and competent healthcare professionals who are critical thinkers, reflective and yet proactive. The aim is to create healthcare graduates that are committed to lifelong learning and imbued with a sense of good citizenship, leadership and ethical behaviour. In its continual quest for academic excellence, moving into research was a natural progression with medical and healthcare-related research, as well as education being areas of key focus. IMU's research efforts are further enhanced with the launching of the Institute of Research, Development and Innovation (IRDI) in September 2012.

The university had a major breakthrough in 2010 with the start of its Healthcare Centres which allowed IMU's staff and students to receive and treat patients. The Healthcare Centres, which serve as a teaching site for IMU students, bring the disciplines of allopathic (Western) medicine and those of complementary and alternative medicine together under one roof.

Today IMU is an integrated medical and healthcare institution, offering education, healthcare and research in partnership with some of the world's most respected individuals and universities in the field of medicine and healthcare.

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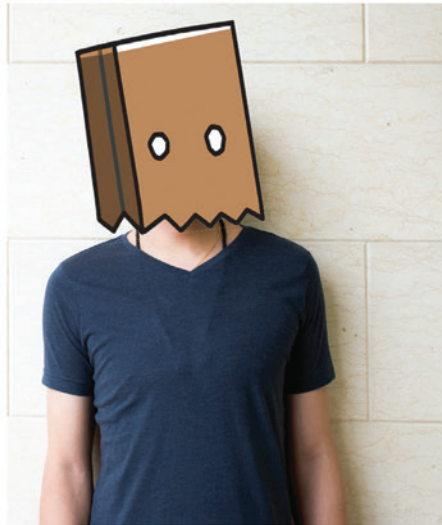
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# #JFDI



## S@#t

Shite. Poop. Doo doo. Poo. Dung. Dookie. Many variations, but they all mean the same thing. S@#t, much like failure, smells. It comes in many shapes and forms; sometimes hard and painful, other times, slimy and runny. But, make no mistake - poop is still poop. And, it smells bad.

In case it's not already obvious, the hashtag is a play on Nike's slogan, "Just do it." Often times, people talk a lot of crap, without getting much of it done. Whine, complain, debate, argue, justify, analyze, assess, offer feedback - it doesn't matter how you sugarcoat it, all talk and no action won't get you very far. Read up on any successful entrepreneur and you'll find an unmistakable tendency for doing vs. over-analyzing.

In July's Guidebook, we dared you to act to realize your defining moment. In this issue, as you take stock of where you stand in your pursuit towards your defining moment, #beinspired by Justin Borja, our #featuredstudent and all-round talented bloke, as well as this issue's #featuredmentor Ching Wei, Group CEO of iMoney. Clutter through the crap to chase your dreams and read up our seven habits to make you a more effective person. Also, read up how a minimalist life can make you more successful by focusing only on things that matter.

We know your road to success is a long and arduous journey. There'll be hater, naysayers, and rejections along the way. You'll likely also be thrown so much s@#t, - from toxic people to crappy managers - like a bad case of diarrhoea resulting from a mix of sambal and durian gone wrong. Just when you think you've reached the breaking point, sit back, breathe, keep calm and remember that often times, it's not challenges that make us fail; quitting is what makes us fail.

Word of advice - If you smell or even sense s@#t near you, disinfect it, like the virus that it is. If that doesn't work, run. Run fast and as far away as you can so you don't in turn become, well, s@#t too. I leave you with two of my favorite quotes which I hope will inspire you to get rid of s@#t and JFDI.

***"Defeat is a state of mind; no one is ever defeated until defeat has been accepted as reality." Bruce Lee***

BRANDON LEE

Editor-in-Chief



Ashley Teo, Contributing Editor



**Endotherm, enigmatic,  
clinomania & goofy**

Definitely the goofy one, this science nerd Biology major adds her wacky and fun personality to this team. She believes she's not a good neuromatch for a 9-to-6 desk job. Fun-loving, funny, and full of laughter, she brings positive energy to this team and is always on the lookout for trustworthy leaders. This Minecraft geek abhors paranoid and nitpickers, so she does whatever it takes to avoid them. Oh, and words cannot express her love and passion for Fridays. That's when she transforms into an Olympic star if sleeping was a sport.

Hanna Gulabo, Contributing Editor



**Avid traveller. Culture  
lover. Life explorer**

Coming from Social Sciences found herself in Marketing & Communications. She brings her passion for people and personal development to implement ideas that make a difference. Hanna is a big-picture thinker that highly values freedom, trust and respect in every aspect of our lives. She also loves learning other human perspectives and creating order from chaos. She believes that every person is a creator of her own destiny and that the best part about life is constantly developing and moving towards your goals. So "If you don't like where you are, change it! You're not a tree."

Julian Ritom, Graphic Designer



**Ayy Imao**

Born just three days after Halloween, Julian has a keen interest in all things supernatural ever since he was a little hobgoblin. From UFOs to EVPs, from Japanese sea monsters to African shamans, his mind constantly seeks answers to things that cannot be rationally explained. Dealing with an educational publication such as the Easyuni guidebook has led Julian to use the scientific world to rationalise what cannot be seen or understood.

Also, he's good at design stuff. Just don't ask him about that drawing he did on the night of 12 September, 1997.

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oh stop  
it, you!

# Food Stylist: Making the Basil Blush



The messiest foods often taste the best, but a Sloppy Joe spilling over with cheese might not look so tasty on a magazine cover or a T.V. screen. That's where specialists come in, namely a food stylist (yes, it's a real job, we promise!), who actually sculpt, polish, and primp food so that it looks yummy to people, even when they can't smell it.






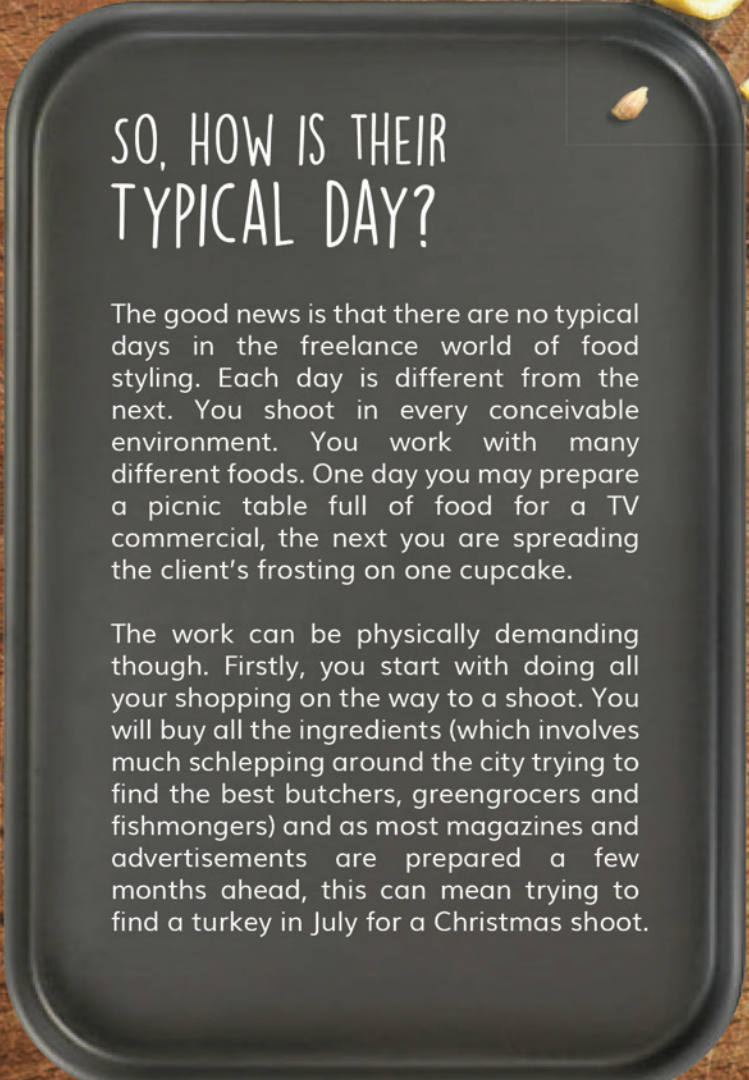
## WHAT IS A FOOD STYLIST?

We know what you're thinking - all food stylists have to fake it quite often to make the food look better. They probably do things like paint chickens with motor oil to make them look scrumptious. Well... while that's not exactly untrue, it only paints a small part of the full picture of what a food stylist is.

Alright, so maybe you weren't thinking that a majority of food stylists do this. Good, because our description really applies to only about 30% of them.




Food stylists are normal people (for the most part), with a strong passion for all things related to food. Buying it. Preparing it. Cooking it. Styling it. Photographing it. Being lauded for it. Being paid for it. And, kinda in that order. Oh, and eating it too, of course! It takes these stylists years and years of practice to master their skills to make even the skinniest looking chicken thigh look juicy and succulent. Being an awesome food stylist requires not only attention to detail and a creative mind, but also an intricate eye to take the best photographs with a strong understanding on lighting and depth. From choosing the right plate, deciding when messy (or organized clutter, #oxymoron maybe?) to knowing which lenses to choose right up to having the right cutlery and appropriate colours, a food stylist must combine knowledge of styling and photography.



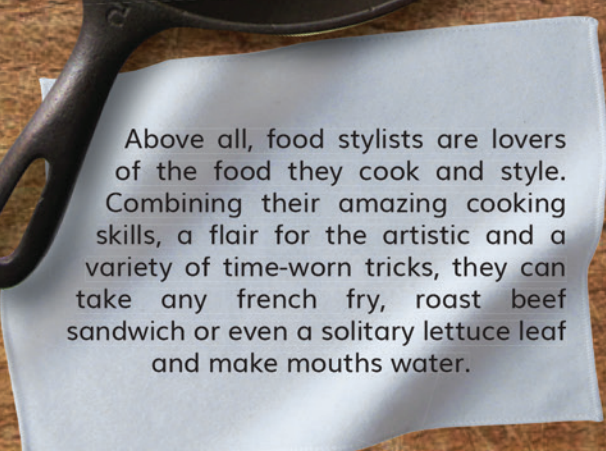
## SO, HOW IS THEIR TYPICAL DAY?

The good news is that there are no typical days in the freelance world of food styling. Each day is different from the next. You shoot in every conceivable environment. You work with many different foods. One day you may prepare a picnic table full of food for a TV commercial, the next you are spreading the client's frosting on one cupcake.

The work can be physically demanding though. Firstly, you start with doing all your shopping on the way to a shoot. You will buy all the ingredients (which involves much schlepping around the city trying to find the best butchers, greengrocers and fishmongers) and as most magazines and advertisements are prepared a few months ahead, this can mean trying to find a turkey in July for a Christmas shoot.



Then there's of course, the cooking - organising five or six cooked dishes, with accompaniments, into a day's shoot. Tough at the best of times, but harder when the recipes aren't working (which surprisingly happens more frequently than you might think).



Above all, food stylists are lovers of the food they cook and style. Combining their amazing cooking skills, a flair for the artistic and a variety of time-worn tricks, they can take any french fry, roast beef sandwich or even a solitary lettuce leaf and make mouths water.



## HOW DO I BECOME QUALIFIED?

There are a number of ways to become knowledgeable and skilled at the craft. Many food stylists go straight to culinary arts university, or participate in a training program at some kind of culinary institute. Being a good home cook is not enough. Try finding one school that offers strong cooking and baking skills. It is better to take the stairs rather than the elevator. It might be easy to rise to the top quickly, but you need to have a strong foundation to be able to stay there

Also, just because you can technically walk into your kitchen this very minute and whip something up, doesn't mean that it's easy to become a professional at this art. There's a reason there are so many shows about food —there is a lot to learn. There are a gazillion different styles of cuisine (barbecue, Chinese, French, Italian, German, Greek, etc.), just as many preparation methods, and sometimes there's even science involved. How to make ice-cream that doesn't melt? What can I add to make cereals hold up better before it gets soggy?



## HOW MUCH CAN I EARN?

Like most in the food service industry, you can make okay money, but generally not great money. Of course, if you're the well-known food stylist on Instagram, you could potentially make an excellent living. That's however, the exception rather than the rule.

Considering that most food stylists work in more modest establishments in more modest regions, you're looking at a salary of MYR 50,000 a year on average. It's probably MYR10,000 less if you're still an amateur in the process of working your way up to the "big money." The bosses of the food stylists are usually companies that deal with media, advertising agencies and magazines like Good Housekeeping, Ladies' Home Journal, Rasa and Saji to name a few. Large food corporations like Giant, Tesco, Parkson, McDonald's and Bistro hire in-house food stylists too.



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In Malaysia, your odds of getting into the food styling business are good. Malaysians are easily tempted by mouth-watering food photography and packaging and that's great news for you. So, you'll always have job opportunities, no matter freelance or full-time.



# 5 Bizarre Styling Tricks to Fake Perfect Food

## STEAM FOR SOUPS, COFFEE AND OTHER HOT FOODS

Heat up water-soaked cotton balls in the microwave, and they can produce steam for several minutes. Then, hide the cotton balls behind food for a steamy look.



## THE PERFECT BITE

For a television commercial where an actor bites into the product, a food stylist has to prepare food in volume. Food stylist Ricki Rosenblatt recalled one "bite-and-smile ad" that required cooking 300 hamburgers in five hours.

## PERFECT PANCAKES

Pancakes can absorb the syrup poured on top of them. Stylists prevent the soggy look by spraying pancakes with fabric protector spray Scotchgard before pouring the syrup.



## CHARRING ON MEAT

Under-cooked food tends to look better in photographs, so food stylists fake a burnt appearance on steaks and other meats using eyebrow pencils or eyeliners.

## RED BERRIES

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# Chief Listening Officer

Making ideas visible



Do you enjoy creeping? Do your Spidey senses tingle when you know someone's subtweeting you? Then you might like this job, which entails lurking on social media to see what's being said about your company or brand. You have to respond to complaints, feedback and discussions, but that's just so Olivia Pope, isn't it?

**#itshandled**





## What is a CLO?

This person is the air-traffic controller for social media and other content channels. He/She stays on top of breaking news, gossips and chats and disseminates information while engaging the audience with its brand.

Typically one rung higher than a social media manager, CLOs closely monitor social platforms and conversations to keep an eye (and ear!) on what's being said about their company or brand. Their work enables a fast response to any and all complaints, issues, or misinformation.



## Why Is It Awesome?

This job didn't exist 10 years ago. According to Forbes, the first-ever Chief Listening Officer position was created in 2010. And, it's on the rise. As more organizations rely on social media and online channels for market research, customer service and consumer marketing, the position of a CLO will only become more important.



## Average salary in the USA:

**USD 31,000 -  
USD 95,000**

## TIPS

Social Media is no longer a FAD or just another trend that will fade away. It's here to stay and it's up to a CLO and his/her company to listen to what's being said about his/her brand!!!

## Why Is It Awesome?

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## Qualifications

A Chief Listening Officer has to be a master of a wide variety of skills - public relations, communications, marketing and business. Hey, guess what? We just listed some of the Master's degrees that would make you qualified to be a Chief Listening Officer. Generally, a master's degree is a minimum requirement, such as business administration, marketing or human resources. Additional experience in the social media and behavioral sciences would also be helpful for this career.

## "Chief Listening Officer" Two Names You Should Know in 2015



### **Beth LaPierre - CLO at Eastman Kodak**

Each month, Beth monitors 300,000 mentions of Kodak on Facebook, Twitter, message forums, YouTube, blogs, and elsewhere on the Web. Then, she decides which department needs the information and feeds that information through.

When fans of a popular Nickelodeon children's program started complaining on TV blogs about Kodak pulling ads due to a transgendered character, LaPierre contacted PR and then swooped in to correct the false report. "With a chief listening officer, you can ensure immediate actions are taken before things spiral out of control," says LaPierre.

### **Susan Beebe - CLO at Dell**

Susan's job is to listen to Dell customers and consumers and give all the intel to her Dell colleagues. She makes sure the right people in the organization are aware of what the conversations on the web are saying about Dell, so that Dell can take action as appropriate.



## **Every CEO Must Be A Chief Listening Officer**

At some point we all will have bosses who won't communicate well, making it much harder to understand what they wanted and all the more challenging to do our own jobs well. Here's the truth, though: Often, CEOs spend little time to seek out the thoughts of customers or employees who are further down the chain of command. Paradoxically and dangerously, the sheer time demands of serving in a leadership role can undermine the overall effectiveness as leaders (Too bad many leaders still choose to neglect).

As A. G. Lafley, the former CEO of Procter & Gamble said, every CEO needs to be the chief listening officers in the organizations - every day. There is ample reason to listen more to the consumers and employees than the CEO who keeps promising a turnaround – especially amidst a long string of large quarterly losses and declining sales.



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READ ON TO FIND OUT



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