

The Culture Book



**Be Part of
Transformations
That Matter**



Updated On 2026

ABOUT US: WHAT INDUSTRY ARE WE IN?



We empower entrepreneurs and SME leaders to unlock greater potential through transformative learning, practical business strategies, and meaningful mentorship.

Since 2013, Vertex Mastery has been nurturing the growth of entrepreneurs and businesses through cutting-edge corporate training and mentorship. We help SME leaders ignite transformative ideas and drive rapid growth through practical, experience-driven learning. Each year, we host over 20 global events and deliver more than 50 personalized consultations. We're not just in the business of corporate development, we're in the business of unlocking human potential and building a community of inspired changemakers.

WHY THE NAME?



We didn't start with this name. We started as **Ultimate Breakthroughs** — and as we grew, we chose a name that describes the destination, not just the promise.

Vertex • the peak. The highest point of the triangle. The summit every business owner is climbing toward.

Mastery • because at the peak, you don't just know things. You've mastered them.

The one place where business owners come to master everything they need to reach their peak.



WHO WE SERVE



OUR FOUNDERS

We don't call them clients. **We call them Founders.**



	Brad	Adam	Faye
Who	2nd/3rd-generation entrepreneur	1st-generation entrepreneur	Growth-driven entrepreneur
Values	Freedom · Results · Growth	Growth · Frameworks · Personal Development	Personal Development · Growth · Leadership
Hates	No framework, system, structure	Hype, mess, trends	Money-minded, disconnected, unemotional leadership

The Coffee Check — *would we genuinely enjoy coffee together? Business is a long relationship, it should start like one.*

The Vibe Check — *can the team see it working? Do values align?*

OUR PROMISE TO FOUNDERS



THE 3 C'S

Clarity → Certainty → Confidence. That's the climb to the vertex.



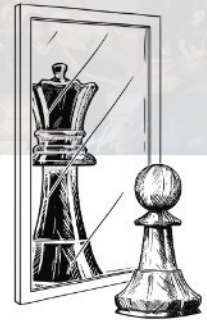
CLARITY

You know exactly what you want and the direction to take. No more fog.



CERTAINTY

Frameworks and methodology so every step is the right one. No more guessing.



CONFIDENCE

The belief to act: grow your business, free yourself, become a founder with true freedom.

WHAT WE DO



3 WAYS WE FREE THE FOUNDER

Who we serve: SME founders with **RM5M - RM50M annual revenue** — leaders with direct influence over culture, direction and team wellbeing.

Every year: **20+ global events** and **50+ personalized consultations**.

FOUNDER FREEDOM

We free SME founders from their business so they fall in love with it again.

CORE TEAM BUILDING

Build core teams that lead — founders free their time, people flourish.

POSITIONING & BUSINESS MODEL

Category King” territory: escape the price war, reap real profits.

A MESSAGE FROM OUR FOUNDER



Hi Heroes!

Welcome to Vertex Mastery! I left university at 19 and invested over 1 million USD learning from the world's best mentors — Blair Singer, Tony Robbins, and many more — because I believed business education could awaken something bigger in people. This company is that belief, made real.

You're not joining a job. You're joining a tribe of Heroes on a mission to awaken the human spirit in 8 million people. This book will show you who we are, how we work, and why we celebrate every win — big or small.

Let's climb.

David Chua

FOUNDER - VERTEX MASTERY

scan to know
more about us!



A handwritten signature in white ink that reads 'David Chua'.

Business Leadership
Communication Strategist

PURPOSE

Free the owner. Love the business. Let the people flourish.

MISSION

Transform 188,000 SMEs by 2030.



THE JOURNEY TO VERTEX

2013-2017 Start

The beginning of our journey, co-hosted the first Start It Right Forum to kick off the Vertex movement.



2018 Rising

Launched our first flagship program, Video Hero, which later expanded into 8 countries through licensed partners.



2019-2021 Take Bold

2019, Launched SpeakerHero sales influence course.

2020, Introduced Titanium Titans mentorship initiative.

2020, Hosted Unstoppable Entrepreneur Summit with 2,000+ attendees.

2021, Ran our first MOSE program, generating over RM500K in 3 days.



2022-2026

Expanding 行业唯王

2022, Became exclusive license holder for MOSE Malaysia.

2022, Launched the Category King™ course, creating a new standard for positioning training.

2023, Ran our first MOSE program in Malaysia.

2023, Acquired Sean Business International's program IP.

2023, Launched Category King Japan Edition.

2024, Released Ultimate Team Development Program

2024, Launched Category King Thailand Edition.



THE VERTEX WAY: WE DON'T TEACH. WE SHIFT.



At Vertex Mastery, we draw deep inspiration from visionary thinker **Buckminster Fuller**—particularly his concept of **precession**: the idea that real impact doesn't come from chasing outcomes directly, but from creating intentional side effects that shift everything around us.

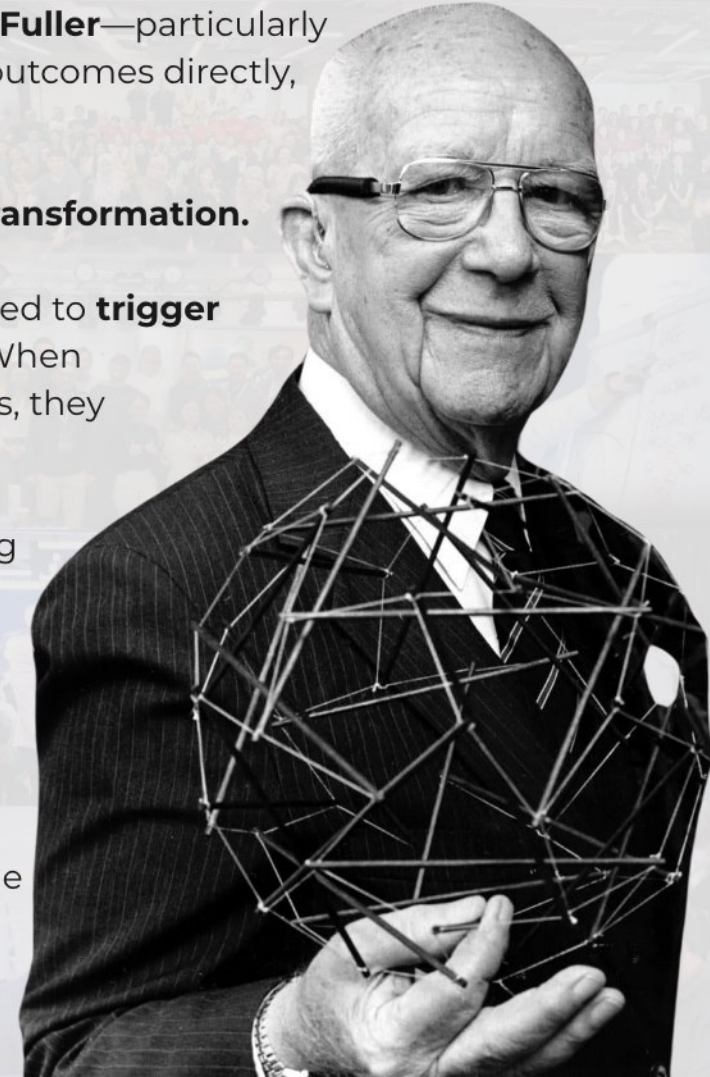
That's why we don't just teach information. **We create experiences that cause transformation.**

Our breakthrough activities aren't random exercises. They are deliberately designed to **trigger new ways of thinking, unlock emotional clarity, and reveal strategic insight.** When participants step into discomfort, confront inner limits, or challenge their patterns, they create space for entirely new possibilities to emerge.

Just like the honeybee doesn't aim to pollinate flowers—but ends up transforming the ecosystem while chasing nectar—**we believe that when entrepreneurs focus on who they are becoming, everything else follows: Growth. Clarity. Breakthroughs.**

This is why our programs aren't just educational. They are transformational.

And this is how we help entrepreneurs not only change their business, but change the way they lead, decide, and live



MEET THE TEAM OF VERTEX MASTERY



vertexmasterycareers.com



THE TEAM



WE ARE A TRIBE OF HEROES

A Hero is someone who shows up for others when they need us the most — when they're at their lowest. Not when it's convenient. Not when it's profitable. **When it matters.**

We believe this with everything we have: everybody can become a Hero.



HUMBLE

Big enough to serve, secure enough to learn.



RESILIENT

Knocked down nine times, stands up ten.



NON-STOP LEARNER

Growing continuously, every single day.



OUR LEADERSHIP TEAM



OWN YOUR ROLE. OWN YOUR RESULTS.



Ivan Chiam
Interim COO



Shevone Seow
Asst Ops Manager



Joey Liew
Sales Lead



Mohd Shyafiq
Creative Director



Lim Jin Kang
Marketing Head

The Leadership Code — the 4 R's + the Walk

Resilience — no matter how tough it gets, we don't fold.

Results — end results speak louder than hard work and smart work.

Real — real heart-to-hearts. We call it out, and we can be called out.

Responsibility — accountable for good AND bad consequences; we make it right.

WALK the Walk — a living example. See it. Hear it. Feel it. Do it.

THE TEAM

OPERATIONS TEAM



Athirah
Operation Executive



Marini
General Admin

PEOPLE



Seline Sin
HR Executive

MARKETING TEAM



Adam Soon
Senior Marketing Executive



Wei Choon
Marketing Executive

PROGRAM TEAM



Qis
Program Executive



Claire Tan
Program Executive

COACHING



Melissa Yip
Assistant Coach

CREATIVE TEAM



Faiz
Creative Producer



Danish
Video Editor

CULTURE



At Vertex Mastery, we are an **open, joyful, and communicative team**, deeply committed to the growth of every individual.

We play together, work together, and celebrate every achievement together.

When we play, we play with full presence and joy. When we work, we give 100% focus and do our very best.



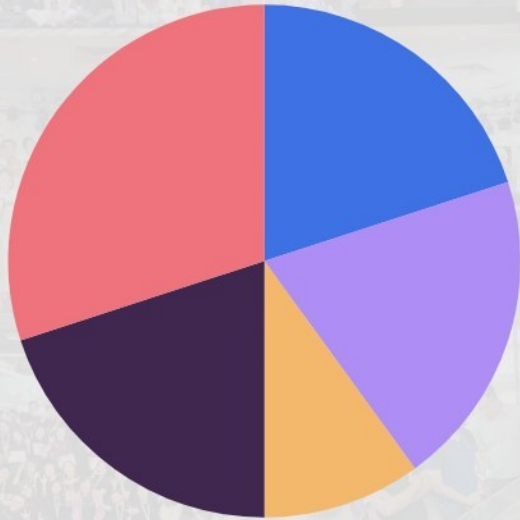
Every success here is shared. Every growth story is personal. Every moment is intentional.



OUR CULTURE FORMULA



CULTURE ISN'T A VIBE. IT'S A SYSTEM



30% COMMUNICATION

We talk, we listen, we speak up. Honest feedback and open conversation across roles and levels.



20% GROWTH MINDSET

Celebrate effort and outcomes. You'll be encouraged to experiment, reflect, and improve, every day.



20% LEARN

Tools, mentors, and environments for continuous learning. Knowledge is your weapon.



20% ABILITY

Execution matters, and so does the ability to think, solve, and act with responsibility.



10% TEAMWORK

We win together. You don't need to be perfect, you need to be present.

CODE OF HONOUR

Mission First



Accountable



Step up



Tenacity



Expressive



Resourceful



You Matter



At Vertex Mastery, our Code Of Honour is the very soul of our mission, a **living promise that unites us in a shared pursuit of excellence.**

It's the pulse of **equality and openness**, where every voice is heard and every idea valued. This code fuels our dedication to **empower, to innovate, and to continuously evolve, holding us accountable** for the impact we make and the value we create.

It's not just a standard we meet; it's the standard we set for ourselves, defining our essence as a team on a mission to transform lives and shape the future.

MISSION FIRST

I put our company vision first, and I make sure I align with the company mission & purpose. In whatever I do, I ask myself this question:

Does it transform the SMEs?



ACCOUNTABLE

1

I am responsible for all that I do. I will not deny, blame, shame, complain and justify.

2

I am willing to take calculated risks and be answerable for all that I do and outcome of my decision.

3

I own it to do whatever it takes to make it right.

STEP UP



- 1 I'm committed to proactively challenging myself and embracing every experience with a willingness to grow and improve.
- 2 I live with intention to improve myself every day.
- 3 I celebrate ALL wins, BIG or SMALL, and share them with others.



TENACITY

- 1 I believe in what I do, the role I play, and the company's purpose and vision, and I do it with determination.
- 2 When I face the unexpected at the toughest of times, I stand in the heat and get the job done.

Expressive



- 1 I effectively use non-violent communication to express my thoughts or feelings directly to the other party or person.
- 2 I quit taking it personally (QTIP), so that I don't let incidents affect my emotions or destroy relationships.
- 3 I focus on expressing and fixing the problem, not attacking the person, so there's no drama or politics in the workplace.

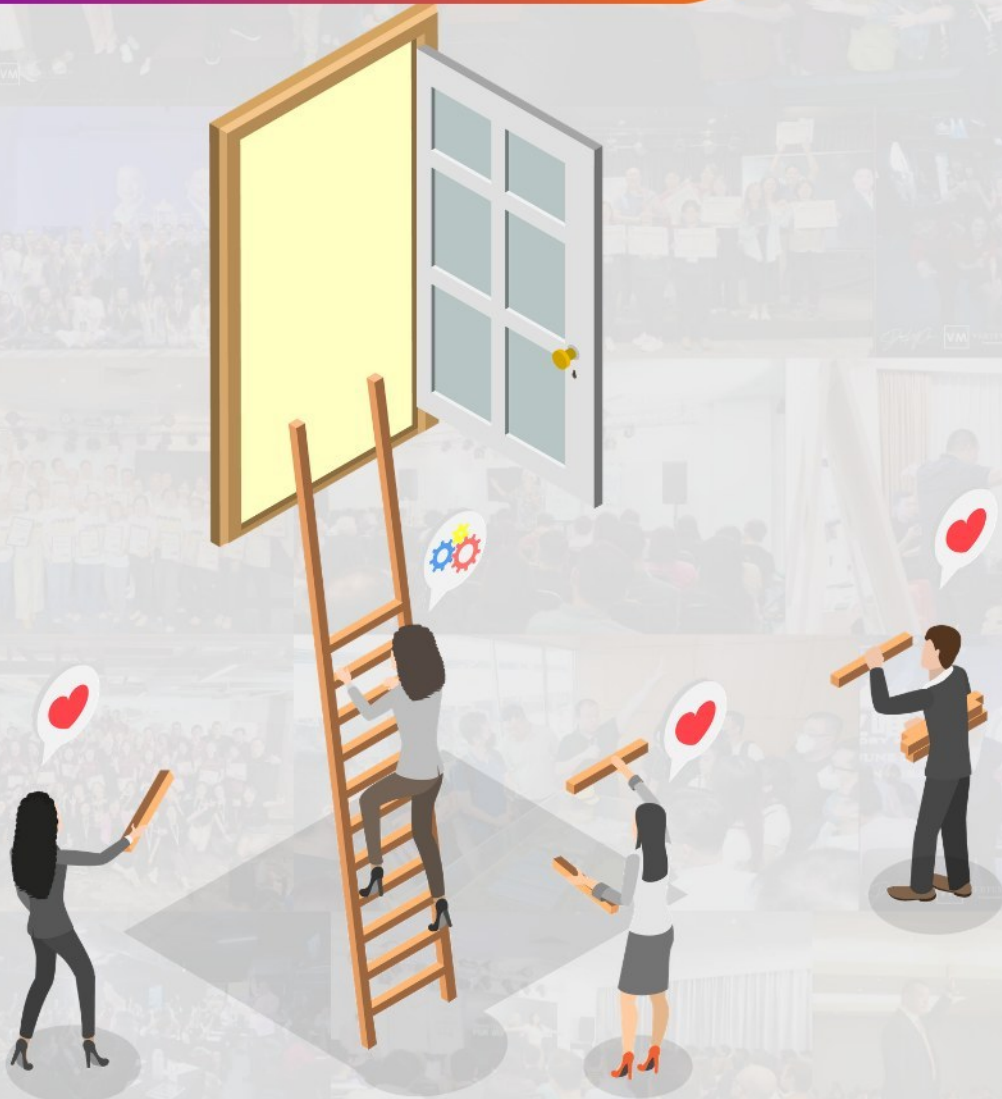


Resourceful

- 1 I work smart, not just work hard.
- 2 I use all resources available to me and think creatively.
- 3 I use and adapt AI in my work process to help me achieve my result quicker, better, and faster.

CODE OF HONOUR

You Matter



1 I take care of myself and my team; my presence and energy shape the team.

2 I encourage the team and myself when we forget our value in the team.

3 I ask for support when I am overwhelmed, instead of suffering in silence.

THE HERO TEST

TICK 5 OR MORE? YOU'RE ONE OF US.

- ☐ *I love growing and learning – non-stop*
- ☐ *I'm willing to be competent and to perform*
- ☐ *I'm expressive and real*
- ☐ *I love both personal AND business development*
- ☐ *I'm not afraid to share and express my emotions*
- ☐ *I love seeing other people grow – and I push them to grow*
- ☐ *I celebrate ALL wins, big or small, and share them*
- ☐ *I use AI and smarter tools to kill every repetitive task*



HOW WE OPERATE IN VERTEX MASTERY

vertexmasterycareers.com



HOW WE OPERATE

WHERE ARE WE?



**Menara EcoWorld
(Next to Lalaport KL)**

Unit 39-01, 39-02,
39-07, 39-08, 39-09

WHAT IS OUR WORKING HOUR?



Monday - Friday
(Alternative Saturday)

11am - 7pm
(Flexible Working Hour)

WHAT IS THE DRESS CODE?



**Smart
Casual**

WHAT LANGUAGE WE PRIMARILY USE TO COMMUNICATE?



**English &
Chinese**

COMMUNICATION RHYTHM



THE HEARTBEAT OF THE TRIBE

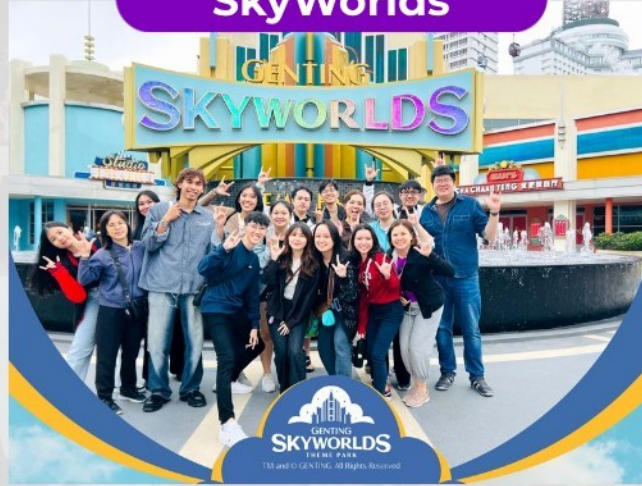
CADENCE	RITUAL	WHAT HAPPENS	TIME
Daily	The Daily Huddle	Standing: Top 3 for the day, the ONE focus, anything you're stuck on	< 5 min
Weekly	The Leadership Huddle (Wed am)	Target, priorities, data, dashboard, opportunities & obstacles	60 min
Weekly	Departmental Huddle	All-team: updates, brainstorm, Ask Us Anything, on-track check	60 min
Quarterly	The Quarterly Review	Worked/didn't/improve/shut down/double down	1 day
Annual	The Hero Retreat	Personal goals, fun, bonding, reflection	1-2 days
Annual	The Summit	Company goals, KPIs, targets, key priorities	2 days

YOU MATTER

Badminton Night



SkyWorlds



At Vertex Mastery, you are more than your role — you matter as a person.

From birthday celebrations to sports and team bonding activities, we create moments for our people to connect, recharge, and enjoy the journey together. Because a strong culture is built not only through the work we do, but through the relationships we build along the way.

Birthday Celebration



Pickleball Night



CELEBRATING OUR SUCCESS

Go Kart Racing



CNY Dinner



Fluid Bear DIY



Superpark



Escape Room



CNY Dinner



Fluid Bear DIY



RECOGNISING OUR PEOPLE

Team Appreciation



Internship



CNY Angpao



Japan Trip



CNY Angpao



Tokyo Disneyland



Blackpink Concert



LEVEL

WHAT

Letters

Personal Written Recognition

Peer shout-outs

At huddles and team meetings

Values Award

For the Hero who best lives the MASTERY code

Annual Award

Best Employee, Best Supporter, Best Growth, Top Performer, Most Commission, Energizer

Milestones

Celebrated at 3, 5, 7, 10, 15 years

BEHIND THE SCENES

Ice Bath



Meal Break during Event



Behind every breakthrough is a team working, learning, laughing, and growing together. These behind-the-scenes moments reveal the real heart of Vertex Mastery — the preparation before every event, the ideas exchanged between teammates, the challenges we overcome, and the small wins we celebrate along the way.

This is where trust is built, creativity comes alive, and ordinary moments become part of something meaningful. Because the magic our clients experience begins with the people behind it.

Bomber Jacket For Team



FireWalk Prep Team



International Speaker Event



Ice Bath Prep Team



LEARNING & DEVELOPMENT

Brain Storm Session



Speaking Course



At Vertex Mastery, learning is part of how we grow.

Beyond hands-on experience, coaching, and exposure to real business challenges, we also provide **training scholarships** to support our team's personal and professional development. We believe that when our people continue to learn, they become more confident, capable, and ready to create greater impact.

China Course



Achievement



AI Claude Workshop

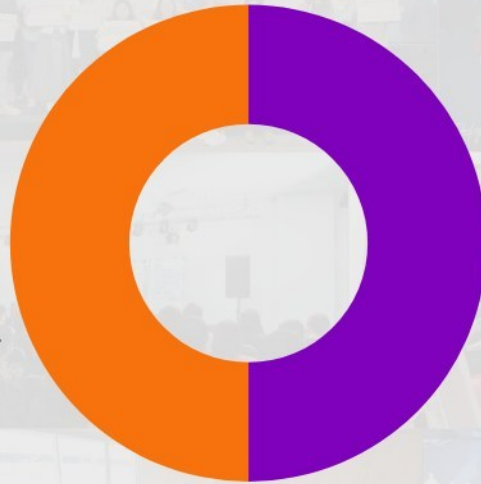


PERFORMANCE PHILOSOPHY

THE 50 / 50

**KPI Performance
50%**

The results you deliver.



**Culture Fit
50%**

*How you live the MASTERY Code and
the Hero identity.*



Monthly 1 on 1 with your direct report - Quarterly department review.

You can't outperform a bad attitude here — and you can't out-vibe missing numbers.
Heroes do both.



GROWTH INVESTMENT

WE FUND YOUR RISE

01

The Scholarship Fund

Sponsored external courses, certifications, and seminars.

02

Learn From Us — Free

Funded access to Vertex Mastery's own programs. What founders pay for, Heroes get.

03

The Laptop & Phone Fund

Upgrades funded whenever your work outgrows your tools.

04

The Home & Car Fund

We co-fund your journey toward your own home and car. Heroes secure at home perform at their peak at work.



TALENT TO CEO PROGRAM



WE DON'T BELIEVE IN WAITING 10 YEARS

Your career here is measured by **results** and **team cohesion** — not tenure. Do your role today; become a CEO in 1-2 years if you truly master everything. Progression can take **as little as 3 months**.

L1

Talent

Take on small tasks; work independently with clarity and responsibility.



L2

Talent

Make decisions and manage projects; own outcomes.



L3

Talent

Solve problems, get results, lead projects, coach juniors.



CEO / HOD

Set strategy, lead teams, build systems, shape company growth.



BENEFITS . PERKS . RITUALS



Socso



**Annual Leave
8 Days ++**



Scholarship



Overseas Work Trip

Normal Benefits



Extra Benefits



KWSP 13%



Performance Reward



**Dental & Optical
Allowance**



Ownership

REFERRAL REWARDS

Refer a **salesperson** who passes probation

REWARD : RM 10,000



Any other role stays past probation

REWARD : up to RM 1,000



BENEFITS . PERKS . RITUALS



TEAM ALIGNMENT

SuperPark



Sleep Over



Escape Room



Sky World



Networking Event



TEAM REWARDS WE'VE ACTUALLY DONE

Tokyo Disneyland



Japan Trip



Blackpink Concert



BENEFITS . PERKS . RITUALS



OUR RITUALS

CNY Bonus Season



Birthday & Celebration



Welcome Lunch



Have a ritual you'd like to introduce? Bring it to the team • That's how these started.

SALES EXECUTIVE



Basic RM2,500 + Unlimited Commission

By communicating and interacting with entrepreneurs, we recommend suitable solutions and assist them in attending Vertex Mastery's live events smoothly.

Able to analyse and teach

At least 3 tickets sold

Probation
RM 2,500

Monthly collection >100,000

Executive
RM 2,500
+ Commission
RM300-16,000/pax

Senior
RM 4,000

+ Com + Leader Reward
UNLIMITED

CSO
RM 8,000

+ Profit Sharing
UNLIMITED

DIGITAL MARKETER



Basic RM2,500

Observe and analyse market trends, and create materials that captivate our target audience, sparking curiosity and attention among potential customers who are a precise match for our products.

At least 3 months

Probation
RM 2,500

At least 6 months

Executive
RM 3,200

At least 18 months

Senior
RM 4,000

+ Project Reward
RM5,000-10,000

CMO
RM 8,000

+ Profit Sharing
UNLIMITED

EVENT EXECUTIVE



Basic RM2,500 + Reward

Orchestrating end-to-end event planning and execution by aligning internal and external stakeholders, ensuring operational excellence and delivering an outstanding experience for all participants.

At least 3 months

Probation
RM 2,500

At least 6 months

Executive
RM 3,000
+ performance Reward
RM200-500
(Base on KPI)

At least 18 months

Senior
RM 5,000

Able to lead onboarding,
retention initiatives, feedback
systems

COO
RM 8,000

+ Profit Sharing
UNLIMITED

TALENT TO CEO PROGRAM



PERFORMANCE /
REWARDS

Progression to next phase can
be as little as **3 MONTHS** (with
sustained excellent results)

L1 TALENT

Able to take on small tasks

L2 TALENT

*Able to make decisions and manage
projects*

L3 TALENT

*Able to problem solve, get results &
lead projects*

CEO/HOD

*Able to lead departments &
company*

ABILITY /
SKILLSET

The **Talent to CEO Program** at Vertex Mastery is a fast-track career path where performance, initiative, and mindset, not age or experience, determine how you grow from task executor to company leader.

We're not just hiring employees, we're developing future CEOs.

TALENT TO CEO PROGRAM



L1 TALENT

Able to take on small tasks
🎯 Learn to complete work independently, with clarity and responsibility.

L2 TALENT

Able to make decisions and manage projects
🎯 Begin taking ownership of work, communicate with teams, and manage small projects.

L3 TALENT

Able to solve problems, get results & lead projects
🎯 Lead full projects from start to finish, coach juniors, and deliver consistent results.

CEO/HOD

Able to lead departments & company
🎯 Set strategy, lead teams, build systems, and shape company growth.

Why is this different?



You don't waste years climbing a ladder — we promote fast, if you're ready.



Earn while you grow, grow while you earn.



Learn from world-class mentors (Blair Singer, Tony Robbins lineage).



Roles are shaped around your strengths.

TALENT TO CEO PROGRAM

In Vertex Mastery, we don't believe in waiting 10 years for a title. If you're hungry to learn, ready to lead, and don't want to waste decades climbing the traditional corporate ladder, this program is for you.



Digital
Marketing



Human
Resource



Operations



Events

Through the Talent to CEO Program, you'll:

-  **Fast-track your career** through real projects, real mentorship, and rapid feedback.
-  **Grow while you earn**, your income scales with your performance.
-  **Learn from world-class experts**, including trainers mentored by Blair Singer, Tony Robbins, and top Asian business coaches.
-  **Shape your own career path** based on your strength, passion, and execution ability, not just a job title.

Whether you're a fresh grad, career switcher, or future entrepreneur, this is where you build the muscle, mindset, and momentum to lead.

THIS IS **PROBABLY NOT** YOUR PLACE IF...



**IN THEIR OWN
WORDS:**

**WHAT IT'S LIKE TO
WORK IN VERTEX
MASTERY**

vertexmasterycareers.com



HEAR FROM OUR TEAM



"Working in VM isn't easy. It pushed me beyond what I thought I was capable of emotionally, mentally, even creatively. But every stretch came with support and reflection. I've had more breakthroughs here in 1 year than in my entire uni life. If you want comfort, this isn't it. But if you want **transformation**, it's everything."

- Liz (Head of Events)

"I joined VM with a clear intention to grow but I didn't expect how fast it would happen. Within 6 months, I was leading internal projects, presenting my ideas to the team, and contributing directly to real outcomes. Initiative is seen, supported, and rewarded here. **If you want real growth, this is the place.**"

- Shevone Seow (Head of Product)



"At VM, people here are expressive, real, and ridiculously committed to growth. You'll hear things like 'QTIP' or 'celebrate all wins' and they actually live it. It's the first place I've worked where the **culture isn't just words on the wall. It's how we show up every day.**"

- Seline Sin (HR Executive)

JOIN US



Be Part of Transformations That Matter

