

BUSINESS INSIGHTS SKILLS ALIVE!



SMART DIGITAL MARKETING STRATEGIES TO DEAL WITH RISING CUSTOMER EXPECTATIONS

with MANISHA SEEWAL

HUMANISING THE MODERN WORKPLACE



The disruptive culture brought on by technological innovations escalates the level of business competition: the more technologically-integrated a business is, the greater its focus on the bottom-line. It is more challenging today to cultivate a genuine human connection at work.

Singapore employees are the least engaged among major Asian markets with employee engagement levels remaining flat at 59 per cent, while Asia Pacific rises by three points to 65 per cent.

Studies show that in order to thrive in the modern workplace, organisations need to build a healthy, human environment where its people can grow. Part of creating a more human workplace is getting to know employees as complete people with goals, families, and interests. Human workplaces give priority to ideals like high-quality relationships, trust-building, and personal and professional growth.

When leaders take the time to translate these ideals into practice, a deeper bond and transformation is forged in the workplace.

Is Technology Killing Human Connectivity?

Technology has undeniably made us more connected than ever and revolutionised the way we work. However, all that hyper-connectivity has ironically made us less communicative: just think of office exchanges, self-checkout counters, and online purchases. Interpersonal interactions have been replaced with

screens. We sit at our desks typing e-mails trying to resolve problems through technology, when we could easily (and more effectively) walk over to a colleague for a face-to-face discussion.

While technology is harnessed to enable people to be more productive; efficient; and innovative, it must not undermine people's need to feel safe and cared for and remain internally and externally connected. Technology should instead facilitate the comfortable and expeditious flow of people, emotions, and ideas. Ultimately, it is still just a tool. On its own, technology does not have the power to make us feel less or more human. That is up to us.

Create a Safe Space for Employees to Bond

One way to build a more human workplace is to provide opportunities for bonding within and across teams. Research suggests that playing and eating together are good ways to foster cooperation. Companies like Google and Facebook organise shared games, sports, exercise, and meals while LinkedIn has encouraged employees to take their personal lives to work by hosting 'Bring in Your Parents Day'.

Intentionally getting to know co-workers as friends can give us a sense of belonging and help pull us through the day-to-day challenges of work and life.

Professor Jane E. Dutton from the University of Michigan finds that a high-quality connection does not require 'a

deep or intimate relationship'. A single interaction marked by respect, trust, and mutual engagement is enough to generate energy for both parties. However small they appear, those moments of connection can transform a transaction into a relationship.

People before Profits

It goes without saying that profits are important to businesses. But it is people who generate profits. Therefore, people must come before profits, and profits follow productive people.

When an organisation invests in its people, and shows kindness to them, employees will reciprocate with a sense of loyalty that is authentic. It is therefore important to cultivate individual strengths and treat each individual as a valued member of the organisation. Giving constructive feedback, mentoring, and coaching team members are indications that people are genuinely cared for. Leaders should take the time to reach out to their people when good things happen, not just when something goes wrong.

A simple 'thank you', 'good job', or even making time to stop by an employee's desk to speak to them face-to-face can help close the communication gap and empower employees to perform better in their roles. It allows them to feel that their hard work and sacrifices are valued.

Indeed, kindness goes beyond the pursuit of wealth and economic value. When we become less transactional and more relational, setting one another up for success, we discover that kindness humanises the technologically-wired workplace. It transforms a cold, ordinary workplace into a warm, human workplace.

In that kind of space, people will be more willing to invest in their work, innovate new ideas, and go the extra mile for the organisation. Where people are valued before profits, they become much more productive, and profits come naturally.

This article was written by **Dr William Wan** who is a Justice of the Peace and General Secretary of the Singapore Kindness Movement (SKM). He was a senior partner of a regional law firm and a managing director of a psychometric company headquartered in the USA.

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SIM PD X PERFORMANCE

PROGRAMME	DATES	FEE
Fish!™ Experience: Bringing Passion to Work & Life	Jun 7	SIM Member : \$642.00
		Non-SIM Member : \$738.30
How to Speak with Greater Confidence, Purpose & Impact	Jun 10 & 11	SIM Member : \$642.00
		Non-SIM Member : \$738.30
Presentation Essentials	Jun 13 & 14	SIM Member : \$909.50
		Non-SIM Member : \$1,048.60
Storytelling: A Powerful Tool to Inspire & Influence Change	Jun 13 & 14	SIM Member : \$856.00
		Non-SIM Member : \$1,027.20
Successful Sales Management That Works!	Jun 18	SIM Member : \$417.30
		Non-SIM Member : \$481.50
Organising Yourself for Maximum Effectiveness	Jun 25 & 26	SIM Member : \$749.00
		Non-SIM Member : \$866.70
Think On Your Feet®: Presenting Your Ideas With Clarity, Brevity & Impact	Jun 25 & 26	SIM Member : \$1,016.50
		Non-SIM Member : \$1,177.00
Assertiveness Skills Essentials	Jun 27 & 28	SIM Member : \$642.00
		Non-SIM Member : \$770.40
Critical Thinking & Reasoning	Jun 27 & 28	SIM Member : \$963.00
		Non-SIM Member : \$1,123.50
Working Effectively with All Personality Types	Jun 27 & 28	SIM Member : \$749.00
		Non-SIM Member : \$866.70

NEW

SKILLS ALIVE!

**SKILLSFUTURE CREDIT
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2019 SIM Membership e-Event Pass is **not** applicable.

**SKILLSFUTURE CREDIT
APPROVED PROGRAMME**

JUNE 14 (FRIDAY)

SIM MANAGEMENT HOUSE

9 AM – 6 PM

\$385.20 (100% CLAIMABLE WITH SKILLSFUTURE CREDIT)

REGISTER BY JUNE 7

For more information, please call Grace on 6248 9414 or email gracetan@sim.edu.sg

2019 SIM Membership e-Event Pass is **not** applicable.

Presenting with Confidence

Presenting to large or small groups, even a one-to-one session, may intimidate or frighten you. Yet good presentation skills are vital to your career success.

Oral presentations offer important opportunities to put all your communication skills on display; including your research, planning, writing, visual design, and interpersonal and non-verbal communication.

This workshop is specially designed to hone your skills in speaking confidently, delivering a compelling presentation and handling challenging situations. Customers and businesses want people who can express themselves clearly and confidently, and are persuasive and comfortable communicating with a wide variety of people, from top executives to operational workers. These are also important attributes organisations seek when searching for talents to promote.

LEARNING OUTLINE:

- Prepare and deliver effective presentations
- Engage and manage audience interactions from start to finish
- Master effective verbal and non-verbal communication techniques to increase impact
- Reduce nervousness and anxiety during presentations
- Deliver a clear, convincing and persuasive presentation
- Use effective and appropriate visuals aids
- Manage question and answer sessions confidently
- Raise your bar from an ordinary to a powerful communicator

The 5Cs of Effective Business Writing

Have you ever felt the need to choose between writing well and writing fast at work? The ability to put your ideas across accurately and effectively in writing is an important communication skill for every business executive. Sometimes the only exposure you may have to higher management is through your writing. If your email and letters are clear and concise, they convey an impression of someone with a well-organised mind, a person who knows exactly what is needed and how to make it happen. Messages that are vague, disjointed and weak may compromise your chance of being promoted and can tarnish your professional reputation.

Regardless of how seldom you need to express your ideas in writing, you should acquire and develop the skill to do it well. However, the ability to write clearly, understandably does not always come naturally.

LEARNING OUTLINE:

- Recognise and avoid common mistakes in email writing
- Master the 5Cs of effective business writing
- Develop clear and relevant subject headlines
- Express ideas clearly and logically that are easily understood the first time
- Write concisely following the KISS principle of good writing
- Develop a simple four-step writing format to inspire a coherent flow
- Practise good email etiquette to improve professionalism in your writing
- Acquire the skill to write effectively, professionally and confidently

WHO SHOULD ATTEND:

This course is suitable for all levels of staff including those who seek to improve their professional skills in business communication.

Betty Kan-Sekine is a Certified Professional Trainer (IPMA, UK), a Certified Neuro-Linguistic Programming Practitioner (NFNLP, USA) and an Associate Lecturer with SIM Global Education in Business Communication. She is a ThinkBuzan Licensed Instructor and an iMindMap Advanced Instructor facilitating Tony Buzan's Mind Mapping® technique. Betty is also a Certified Instructor of Dr Edward de Bono's Six Thinking Hats® Method and Lateral Thinking™ Application. She had attained a full Advanced Certificate in Training & Assessment (ACTA) under the Singapore Workforce Skills Qualification framework.

Betty enjoys a diverse cultural background having lived in the US and Japan for 17 years. She is fluent in Cantonese and Mandarin. She believes in the power of maximising one's potential by improving and changing oneself from the inside out. Her passion is in helping individuals be the best they can be.



SKILLS ALIVE!

Self-Leadership – How to Achieve Self Mastery for Lifelong Success NEW

Self-leadership puts together taking responsibility for our outcomes, setting direction for our lives, and having tools to manage our priorities. Self-leaders work at all levels of an organisation. They are front-line workers in every possible role – middle managers and CEOs. Self-leaders work hard to achieve their dreams without using the term self-leadership. However, they have clearly demonstrated that being in control of their behaviour and results, focus, practice and learning were necessary to achieve their goals.

TALK OUTLINE:

- What is self-leadership
- Knowing who you are
- Change management
- Knowing what you do
- Using what you know

Wade Azmy is a highly experienced business executive with global practice and exposure in general management, marketing, sales and business development with previous assignments involving businesses in Australia, New Zealand, Japan, China, Korea, Taiwan, India, Singapore, Malaysia, UK, USA and the Middle East for Hewlett Packard.

He focuses most of his resources on leadership development, coaching and mentoring of senior executives and board directors. He has a broad base coaching experience across multiple industries including banking, mining, oil & gas, pharmaceutical, telecommunications, information technology, construction, retail and universities.

He has a Master of Coaching Psychology from Sydney University. He developed the first government accredited Diploma of Executive Coaching in Australia in 2014. Wade is an engineer with various qualifications in corporate and business management, including a master of business administration and a diploma in corporate marketing. Wade is also a doctoral candidate and his research is focusing on future studies of strategic leadership effectiveness in engaging the workforce.



JUNE 21 (FRIDAY)

2.30 PM – 5 PM

REGISTRATION FROM 2.15 PM

SIM MANAGEMENT HOUSE

COMPLIMENTARY FOR SIM MEMBERS

\$40 SIM GE & SUSS ALUMNI

\$45 NON-MEMBERS

REGISTER BY JUNE 14

How to Make Good Judgements? NEW

The critical role of Value Judgement & VQ in making good judgements

“The quality of our thinking determines the quality of our performance and the results we achieve.”

How can I improve the quality of my relationship with people who are important to me? What can I do to succeed in my career? How can I be a better leader? How can I build stronger trust with my colleagues?

These are but some of the questions you may have, whether you’re a working professional, manager, business leader or fresh graduate. Our ability to make good judgments has a tremendous influence on our personal and professional success. This workshop is highly experiential and will help participants gain critical insights into their cognitive biases and asset. Participants will apply these insights to help them be more effective in achieving their personal or professional goals.

LEARNING OUTLINE:

- Discover how value science, value judgment and a valuegenic mindset can help us make good decisions to achieve personal and professional success
- Identify personal goals and attributes
- Recognise personal thinking biases (from VQ profile) and how it sabotages us
- Identify personal cognitive asset (from VQ profile) to help accomplish our goal(s)

Participants will be asked to complete a 15 – 20-minute web questionnaire prior to the workshop in order to generate VQ* (Value Quotient) reports, which will be used on the day of the workshop.
*VQ is a highly validated assessment instrument based on science of values (axiology).

WHO SHOULD ATTEND:

Individual contributors, supervisors, managers, leaders and anyone who would like to gain good awareness of personal cognitive biases and assets to achieve greater personal or professional success.

Chris Chew is an experienced learning & organisation development practitioner who helps individuals and organisations achieve sustainable performance through 'Mindset Shift & Mindfulness', using a unique value science (axiology) and brain science approach. He coaches and conducts training to help people tap into their cognitive strengths and minimising their thinking biases.

He has more than 20 years of experience working in large multinationals like Shell (covering retail, commercial, manufacturing, IT) as well as top Singapore institutions such as SIM (Singapore Institute of Management), where he has led initiatives such as organisational culture transformation, change management, talent & succession management, employee engagement and leadership development

Chris is the founder of ThinkE LLP and a certified NCRT, DISC, I-OPT facilitator, Results Coaching System Coach, ACTA certified trainer and adjunct facilitator at IAL (Institute of Adult Learning Singapore).

He holds a Master of Organisational Leadership (Leadership, Policy and Change) from Monash University, Australia as well as a Bachelor of Engineering (Hons) from Nanyang Technological University, Singapore.



JUNE 28 (FRIDAY)

2.30 PM – 5 PM

REGISTRATION FROM 2.15 PM

SIM MANAGEMENT HOUSE

\$48 SIM MEMBERS

\$58 SIM GE & SUSS ALUMNI

\$68 NON-MEMBERS

REGISTER BY JUNE 21

2019 SIM Membership e-Event Pass is applicable.

SKILLS ALIVE!

JULY 12 (FRIDAY)

2.30 PM – 5 PM

REGISTRATION FROM 2.15 PM

SIM MANAGEMENT HOUSE

\$35 SIM MEMBERS

\$40 SIM GE & SUSS ALUMNI

\$45 NON-MEMBERS

REGISTER BY JULY 5

2019 SIM Membership e-Event Pass is applicable.

Smart Digital Marketing Strategies to Deal with Rising Customer Expectations



Customer expectations are rising and brands are trying hard to keep up in a hyper-connected and real-time experiences driven world. Immediate gratification is the norm when interacting with brands.

Despite investing heavily in the latest technology such as Chatbots, AI, Robotic Process Automation (RPA) and being armed with valuable data insights, marketers worry that their tools and campaigns are not meeting their customers' expectations.

In fact, according to the fifth edition of Salesforce's global State of Marketing report, fewer than half (49%) of the 4,100 marketing leaders across B2C and B2B brands questioned believe they are providing an experience completely aligned with their customers' expectations.

TALK OUTLINE:

- Effective digital marketing tools and techniques
- Important metrics for measuring digital marketing success
- Improve digital marketing

Manisha Seewal is the Group Chief Marketing Officer for Carro, South East Asia's largest online car marketplace. She oversees the marketing function for Carro in Singapore, Indonesia and Thailand. Before Carro, Manisha was the Head of Marketing at Tokio Marine Life Insurance Singapore Ltd and has also led marketing teams of top insurers like Great Eastern, AVIVA, HSBC Insurance and Zurich Insurance.

She is a leader in MarTech space and a firm believer of simplifying technology to answer growing customer needs. Manisha has led several technological innovations, which includes Singapore's first ChatBot from a life insurer, called TOMI.

Listed amongst the top 50 women leaders in Asia, she regularly participates in key marketing events and has been on the judging panel for Marketing Excellence Awards annually from 2014 – 2018. Manisha is a highly sought-after speaker and a panelist at leading marketing events. She is also an Associate Lecturer at Republic Polytechnic, where she shares practical application of social & digital media strategies and crisis management with working adults.

Manisha was listed amongst 100 Most Influential Global Marketing Leaders in 2018. She received the Women Super Achiever Award in 2017, was listed amongst Asia's most Influential CMOs in 2016 and most Influential Brand Leaders in 2015 by World Brand Congress. She also received Women Leadership Excellence Award by CMO Asia in 2016.



**CUSTOM
PROGRAMMES**



47% of HR practitioners find it challenging to manage performance and provide professional development opportunities.

At SIM PD, we offer flexible, creative and engaging training pathways that are focused specifically to fit your company's needs and culture.

Contact us at pd.sim.edu.sg/corporate to find out more.

Visit to Trend Micro Asia Pacific, Middle East & Africa HQ in Singapore

Trend Micro (Singapore) Pte Ltd

250+ million endpoints. 500,000+ companies worldwide. One security software company.

For over 30 years, Trend Micro's unwavering vision has been to make the world safe for exchanging digital information. Security is their entire focus and it shows. This single-minded passion has inspired their innovations that keep up with the bad guys despite a changing IT landscape, riskier user behaviour and constantly evolving threats.

The depth of their experience remains unmatched. From the endpoint to the network to the cloud, they have got you covered with a connected threat defence recognised by analysts, customers and industry gurus of all kinds.

VISIT OUTLINE:

2.30 PM Arrival at Trend Micro Office

3 PM Target Attack methods and protection 2018 has shaped up to hold the inauspicious record for most data breaches in a single year. It is not a question of what if but when for targeted attack/APT. In this presentation will disclose the latest trends of each attack stages as well as the technologies to improve security posture. Q&A session

4.30 PM Light refreshments

5 PM End of visit



MAY 29 (THURSDAY)

2.30 PM – 5 PM

TREND MICRO (SINGAPORE) PTE LTD
6 TEMASEK BOULEVARD, SUNTEC
TOWER 4, #16-01 TO 05
SINGAPORE 038986

\$35 ITG MEMBERS
\$45 SIM MEMBERS
\$50 SIM GE & SUSS ALUMNI
\$55 NON-MEMBERS

REGISTER BY MAY 17

2019 SIM Membership e-Event Pass is applicable.

Note: All participants will be subject to clearance from Trend Micro (Singapore) Pte Ltd. All participants are to provide the following information: name, designation and organisation.

Limited to the 25 seats only. Registration is on a first-come first-served basis.

Essence of Mental Wellness Through Effective Stress Management

The number of people suffering from mental burnout is on the rise. There are more people seeking help for mental conditions such as depression and alcohol abuse. Learn to beat stress and manage your life more effectively. Find out how to have more joy and peace in 2019.

TALK OUTLINE:

- Understand the importance of mental wellness
- Understand what stress is about
- Identify the causes of stress
- Recognise the signs and symptoms of burn-out
- Master the effective and practical stress management techniques
- Identify how you can reach out to fellow colleagues under stress

Rayson Choo is a practicing psychiatric nurse and motivational speaker. He has been featured on numerous media such as The Straits Times, The New Paper, 938 Live and Lian He Zao Bao. His mission is to inspire the masses with his unique experience and knowledge in mental health and mind mastery.



JUNE 29 (SATURDAY)

9.30 AM – 12.30 PM

REGISTRATION FROM 9.15 AM,
AGM AND REFRESHMENTS AT 12.30 PM

SIM MANAGEMENT HOUSE

\$35 HCIG MEMBERS
\$40 SIM MEMBERS
\$45 SIM GE & SUSS ALUMNI
\$50 NON-MEMBERS

REGISTER BY JUNE 21

2019 SIM Membership e-Event Pass is applicable.

巴淡岛旅游攻略 – 2天1夜共度难忘美好时光

BMG: 2D1N Batam Discovery + Member's Get-together

巴淡岛, 一个大家都陌生的名字也许觉得没什么可看可玩的岛屿!

现在让企业管理学会的执委朋友们在这2天1夜, 带着你和家人重新认识这个实际上是不平凡又好玩的岛屿。其中当然少不了购物还有吃吃!

马上报名, 名额有限, 别错过2天1夜同游的机会!

注: 如要行程表请与我们接洽

只限首25位登记者, 请尽早报名以免向隅

SIM有权利在任何时候或不可预测的情况下做所有变动。

注: 在出国之前, 请预先确定您在的国际护照的有效期是至少六个月。



6月28 & 29日(星期五与星期六)

6.45 AM

集合/登记从6.45 AM开始, 8.20 AM
准时出发

参加者必须集合在
Harbourfront Centre

\$165 企业管理学会会员及直属家眷
\$180 非会员
(收费是双人房价钱, 如需单人房得另
加付费\$50)

报名截止日期: 须在6月14日全付款
报名截止日期过后, 报名费恕不退还。

2019 SIM Membership e-Event Pass is not applicable.

收费包括住宿、1个早餐, 2个午餐, 1个晚餐, 旅游保险费及小费。

CONNECTIONS

ALL THINGS MEMBERS

ANNOUNCEMENT
54th SIM Annual General Meeting

DATE:
May 30 (Thursday)

TIME:
6 PM Registration
6.30 PM AGM followed by reception

VENUE:
Lee Foundation Auditorium, SIM Management House
41 Namly Avenue, Singapore 267616

AGM papers and materials will be duly sent.

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Terms and conditions apply.

Please complete and return this registration form to Events Management
Singapore Institute of Management, SIM Management House, 41 Namly Avenue, Singapore 267616
T: 6246 6746 • F: 6462 5751 • E: pdevents@sim.edu.sg

You can also register online by clicking on respective events on the membership events calendar at pd.sim.edu.sg/ms

All fields are mandatory and data will be used for event registration only.

NAME: DR | MR | MS _____
NAME AS IN NRIC | PASSPORT

NRIC NO: _____

COMPANY NAME: _____

TEL: (O) _____ (M) _____

MEMBERSHIP NO: _____

EMAIL: _____

PLEASE INDICATE: INDIVIDUAL MEMBER CORPORATE MEMBER

SUSS ALUMNI (ALUMNI NO. _____)

NON-MEMBER SIM GE ALUMNI

INTEREST GROUP MEMBER (GROUP: _____)

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CHEQUE MADE PAYABLE TO SINGAPORE INSTITUTE OF MANAGEMENT FOR \$ _____

CHARGE TO MY: VISA MASTERCARD

CREDIT CARD NO: _____

NAME OF CARDHOLDER: _____

EXPIRY DATE: _____

SIGNATURE: _____ **AMOUNT: \$ _____**
AS PER CREDIT CARD

BUSINESS INSIGHTS		DATE	TIME	FEE (MEMBERS) SIM UNI NON
<input type="radio"/>	Presenting with Confidence	JUN 13	9 AM - 6 PM	449.40
<input type="radio"/>	The 5Cs of Effective Business Writing	JUN 14	9 AM - 6 PM	385.20
<input type="radio"/>	Self-Leadership – How to Achieve Self Mastery for Lifelong Success	JUN 21	2.30 PM - 5 PM	COMPLIMENTARY 40 45
<input type="radio"/>	How to Make Good Judgements?	JUN 28	2.30 PM - 5 PM	48 58 68
<input type="radio"/>	Smart Digital Marketing Strategies to Deal with Rising Customer Expectations	JUL 12	2.30 PM - 5 PM	35 40 45
PROFESSIONAL INTEREST GROUPS		DATE	TIME	FEE (MEMBERS) IG SIM UNI NON
<input type="radio"/>	ITG Visit to Trend Micro Asia Pacific, Middle East & Africa HQ in Singapore	MAY 29	2.30 PM - 5 PM	35 45 50 55
<input type="radio"/>	HCIG Essence of Mental Wellness Through Effective Stress Management	JUN 29	9.30 AM - 12.30 PM	35 40 45 50
<input type="radio"/>	BMG BMG: 2DIN Batam Discovery + Member's Get-together	JUN 28 & 29	6.45 AM	165 180

LEGEND

SIM – SIM Members Uni – SIM GE / SUSS Alumni Non – Non-members
IG – Respective Interest Group members only

Registration and Payment: A place will be reserved for you upon receipt of your registration. Please inform us in writing of any change in registration. Full fee will be charged if withdrawal is made less than one week before commencement. All fees are inclusive of 7% GST. All cheque/bank drafts must be made payable to 'Singapore Institute of Management', crossed and marked 'A/C Payee only', with the activity title indicated on the back. All registration and payment should reach us by the activity registration closing date.

Cancellation: SIM reserves the right to make any amendments, cancel and / or change the programme, speaker, date or venue if warranted due to unforeseen circumstances.

PDPA: During the course of your attendance at any SIM events, photograph(s) or video image(s) of you may be taken or recorded for news and publicity purposes. For detailed information, please visit <http://www.pd.sim.edu.sg/personal-data-protection-policy>

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