



*presents*



A GUI Leadership Development Programme



GUTS 2.0 is a 20-week intensive FULL-TIME Grounded Leadership Programme, happening from April to August 2017. Hosted at the rustic, sustainability-driven Kampung Kampus, this Fellowship programme consists of grounding in the GUI leadership philosophy of the Thinker, Warrior and Farmer, an internship at a local start-up and the execution of a community-based project at a heartland neighbourhood. This programme is geared toward honing resilient SG100 leaders.



*For the yet-to-be initiated...*

## **who are we?**

Ground-Up Initiative (GUI) is a 9-year-old non-profit organisation. It is founded to nurture resilient, grounded stewards of our society by empowering them to discover their sense of purpose. Besides championing social innovation, sustainability practices and thought leadership, GUI has incubated a series of diverse social enterprises as tangible expressions of her values. We work with the Public, Private and People sectors; including schools, corporates, government agencies and community leaders.

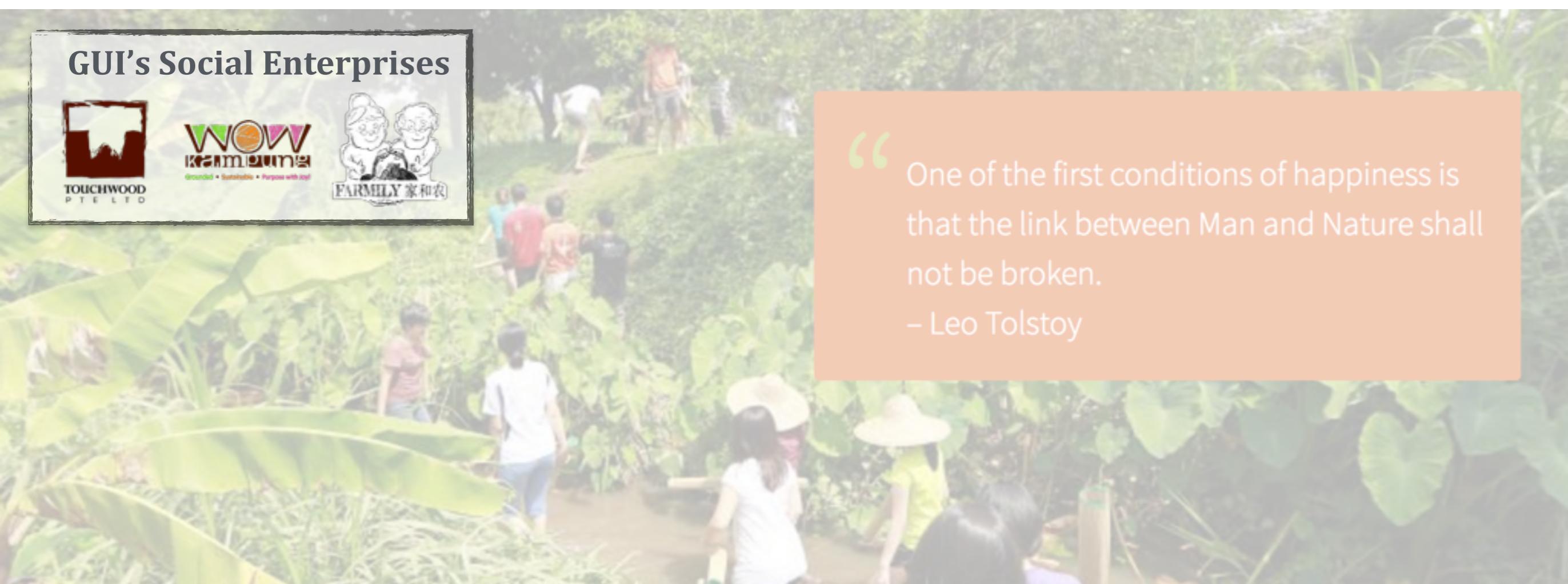
GUI is run by 15 committed full-time team members, from young to not-so-young, a diverse group of individuals in terms of culture, perspectives and skills. The team is supported by a regular stream of active volunteers. GUI is led by the Kampung Chief, Mr Tay Lai Hock, a successful corporate man turned backpacker, now disruptive social mover.



### **GUI's Social Enterprises**



“ One of the first conditions of happiness is that the link between Man and Nature shall not be broken.  
– Leo Tolstoy





“It is a space containing amazing stories of people's evolution:  
“GUI has made me a better son, husband, citizen to the  
country and a person living on this earth.”

~Cai Bingyu, 32, Architect



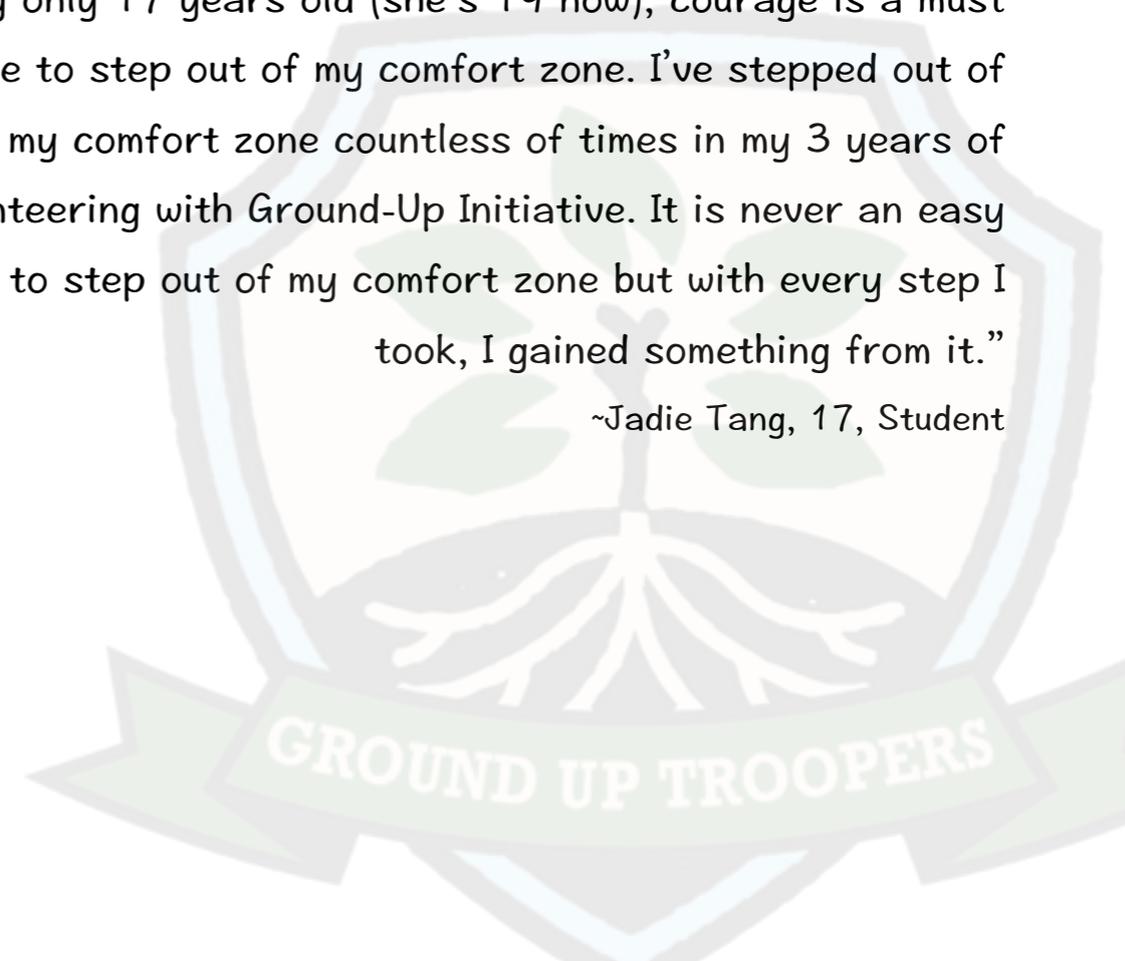
“In future, connections between  
Singapore and Southeast Asia will  
become increasingly important. We  
will need people who can be open-  
minded and adaptive, and empathetic  
to act as links between countries. GUI  
offers the potential for these  
connections to grow while  
emphasising the human spirit and  
empathy under all these connections.”

~Ng Huiying, 24, Volunteer



“Being only 17 years old (she's 19 now), courage is a must  
have to step out of my comfort zone. I've stepped out of  
my comfort zone countless of times in my 3 years of  
volunteering with Ground-Up Initiative. It is never an easy  
task to step out of my comfort zone but with every step I  
took, I gained something from it.”

~Jadie Tang, 17, Student





# Kampung Kampus

*Home of Ground-Up Initiative,  
Home of the Ground-Up Troopers*



In a land-scarce Singapore, GUI has created a **nature-inspired educational campus**, which is being consciously architected on an ambitious 26,000 sqm space in the heartland of Nee Soon. Members of the GUI community together with volunteers continue to build and sustain our Kampung Kampus everyday.

## **Leadership matters.**

~Tay Lai Hock, the Kampung Chief.





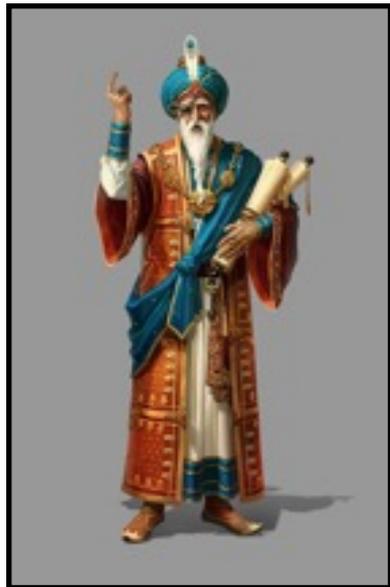
## WHY Ground Up Troopers (GUTS)?

As a young generation that grew up in peaceful Singapore we've developed a comfort that shrugs the perspective of what it takes to build a resilient nation. Our environment arguably protects us from building resilience. Tendencies are that we take those whom we love and hold dear for granted. Our people, our land, our culture. Present Singapore is flourishing, but what about **SG100**?

We have good leadership, let's go for **GREAT** leadership! We need leaders who are corruption-free, of high integrity, and able to achieve results. But what we really want is **GREAT** leaders. They are those who possess the ability to empathise, question the status quo, rally, and go the long haul. We want **GREAT** leaders who do not flee in times of stress, not give up in times of failure and even not afraid of taking the road less taken. GUTS invites you to experience leadership exemplified from the ground-up. Where **resilience, resourcefulness and a sharing spirit** are the key traits of **Grounded Leadership**.

GROUND UP TROOPERS

# Lending from wisdom of the old, a Grounded Leader needs to be



Thinker  
**能文**  
*fathanah*  
*intellectual wisdom*



Warrior  
**能武**  
*amanah & tabligh*  
*trustworthiness & advocacy*



Farmer  
**能动土**  
*saddiq*  
*truthfulness*

## *The Thinker*

A learner who critically analyses, challenges assumptions, innovates and influences others by his/her ideas.

## *The Warrior*

One who bears fortitude, protects, acts on his/her beliefs, one who influences others by rallying others to a common goal.

## *The Farmer*

One who cultivates, has a deep connection his/her environment, has foresight, and influences others by his/her patience.

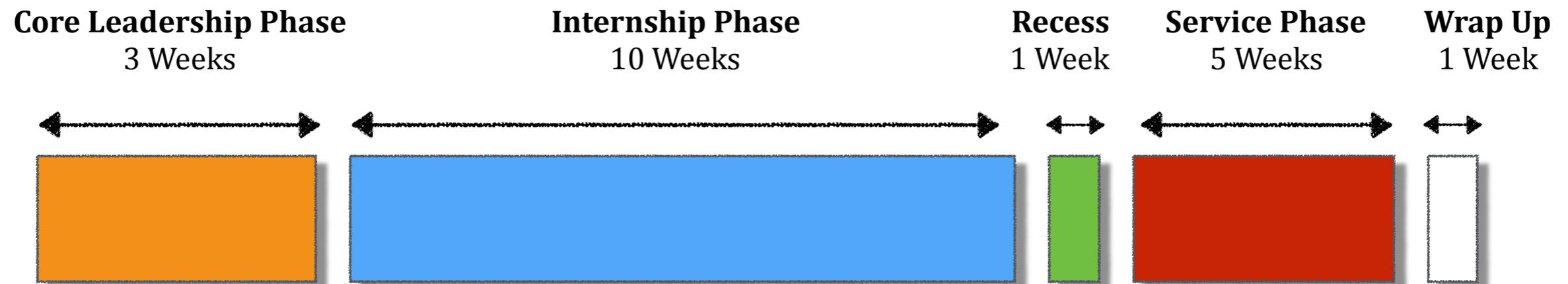
**GUTS** was founded as a response to **fill the gap** for grounded leaders we need foreseeing **SG100**. You have what it takes if you are someone who has the courage to care, take on responsibility and respond to needs greater than your own. We invite you to be part of this leadership from the ground-up, with a community of **like-minded** individuals.

GROUND UP TROOPERS



# GUTS FELLOWSHIP 2.0 SCHEDULE

## 20 Weeks



### Core Leadership Phase

Immerse in the GUI culture, ecosystem, community and the Thinker, Warrior, Farmer Leadership Philosophy.

Application-based workshops, close proximity dialogues with industry influencers and people who have ventured on “the road less taken” in every way. We will challenge you to rethink, redefine and reconstruct your perspectives.

### Internship Phase

You will be attached to an extraordinary start-up from our special selection of Sector Partners. They each represent a role and a force in society. The common thread amongst the Sector Partners is their humble roots of resilience.

You will be immersed in a mentorship-focused internship, where you will be exposed to real needs, doing real work, challenged to analyse your daily experiences, innovate business processes and discover more grounded ways to engage various situations.

### Service Phase

You will be put to the test to crystallise all that you have learnt and experienced. Leading your small team, learning to serve, motivate and transfer some of what you have learnt to complete a community project.

Community projects assess your ability to rally your fellow participants, resources, organising capability to make Singapore a wholistic society.

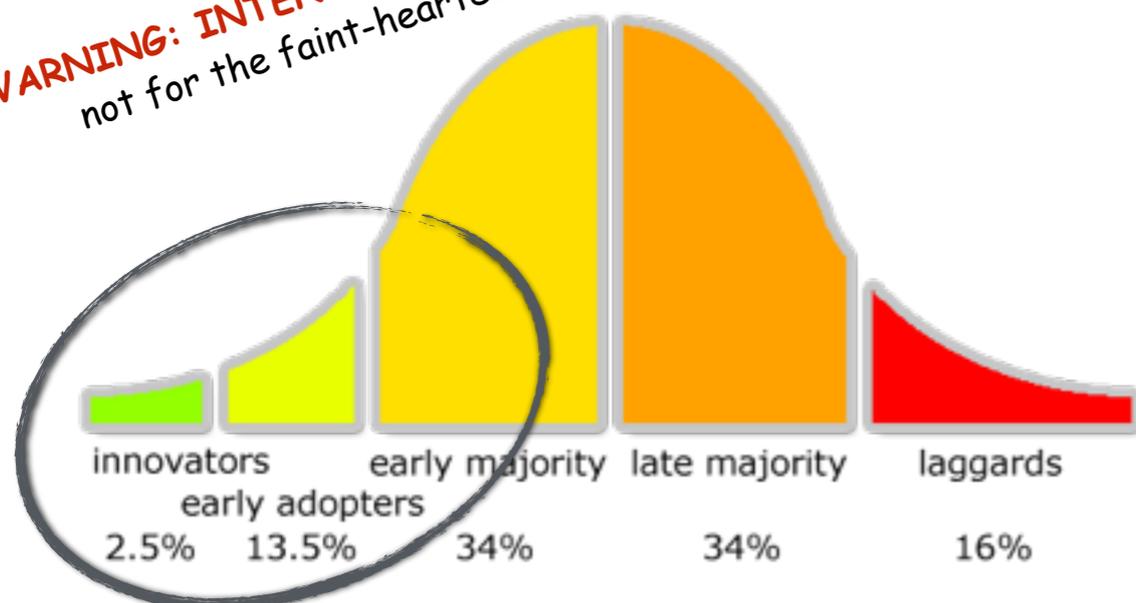


## Who are we looking for?

**19-30 year olds, able to commit to a full-time, 5-day week programme** (i.e. gap year, between jobs etc.) , **who are:**

1. Open-minded
2. Able to take on toughness
3. Seeking to surpass personal boundaries
4. Seeking greater sense of direction
5. Seeking to make a bigger impact in society and nation.

**WARNING: INTENSE PROGRAMME**  
not for the faint-hearted!



## After GUTS, then what?

**GUTS prepares you to be a grounded leader with a good grasp of self and your context; ready to pave the way forward.**

We foresee 3 potential ways forward:

1. Take this experience into the mainstream world and benefit your work and daily life.
2. You are inspired to create your own start-up, initiative or project. Knowing that you have an ecosystem and bond from GUI you can tap on.
3. Come back to serve within GUI, Sector Partners or create your own Start-up within GUI.

GROUND UP TROOPERS

# Timeline

## What To Expect



JAN 17

FEB 17

MAR 17

APR 17

**Recruitment**  
27th Dec16 to Mid Feb 17



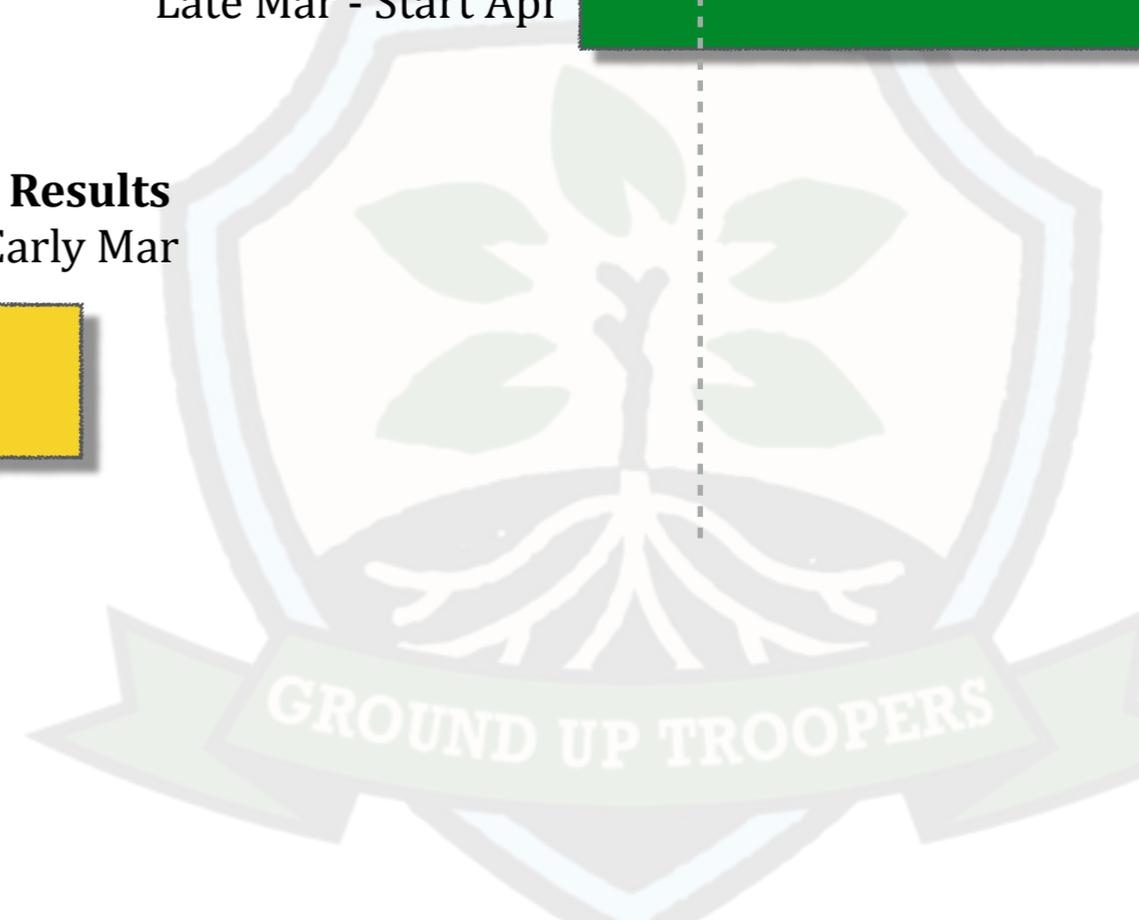
**Interviews**  
Feb

**Interview Results**  
End Feb - Early Mar



**KICK OFF!**  
Late Mar - Start Apr

**GUTS 2.0**  
Apr to Aug



this is  
**THE REAL DEAL!**



GUI sees a gap in Singapore's current brand of leaders and is convinced that we need something more! We are looking to nurture the **next generation** of Grounded Leaders. GUI sees her role as an incubator to nurture the leaders that will take on that mantle of tomorrow — the mantle required for SG100. We need **GUTS** to invent a tomorrow that has yet to exist. We must dare to be a disruptive force that serves the greater good!

**WE INVITE YOU!**

Contact us: Eugene Goh, [eugene@groundupinitiative.org](mailto:eugene@groundupinitiative.org), +65 90016819

To sign up: [tinyurl.com/GUTS2-0](https://tinyurl.com/GUTS2-0)

Registrations close early February.

