

THE HAPPY WORKPLACE

MR GRAEME SIOW & MR JAKE WONG

One Dash 22 Pte Ltd

Strong friendships can develop into full-fledged working partnerships, through individuals with similar beliefs and faith. Directors of One Dash 22 Pte. Ltd., Mr. Graeme Siow and Mr. Jake Wong, are the two friends behind the film and multimedia company. Incorporated in 2005, the fully in-house film and multimedia company essentially develop corporate videos, TVCs, viral/online clips, documentaries, short films and animations, with their main product being the stories they tell for their clients in the form of those videos and animations.

The two aspiring men first met during their stint in the army, and although both of them left at different times, they met again eventually to work on a video project, followed by a second one and before they knew it, a company was formed. "The two of us shared similar beliefs and a deep rooted faith in God. They have constantly guided us through the hard times and when we faced tough decisions," explained Mr. Siow. Since its incorporation, the company has experienced positive growth, evolving from what used to be just the two of them, to a staff count of almost 50 people, two offices, and a whole lot of equipment that they cannot keep up with.

Rather than possessing any special or unique qualities that make them stand out, they believe that instead, they are simply sincere in their desires to do their best for their clients, fulfilled through constantly being there for them, for their requests or needs, as well as providing them with the utmost flexibility as much as possible.

It is apparent that to the two friends, they regard relationships and the welfare of their staff very highly, as compared to raking in profits and making it big. As Mr. Wong expounds, "While there were many projects and revenue related achievements, I think the best thing that we have ever achieved thus far was that our company was the place where two of our ex-staff actually met and fell in love. They got married and recently had an adorable baby. We could not be any happier for them."

They are currently embarking on their long-term goal of creating a working environment that produces of the happiest employees in the world and are well on their way to reaching it.



“AS THE BEATLES SAID
“ALL YOU NEED IS LOVE.”

UP CLOSE & PERSONAL

What made you pursue a business in this field?

While we both came from a media background and were trained in video production, it was still what we believe to be fate that led us to this partnership and setting up of the company. I think that's the only way to explain how we both met up again and decided to do this together.

Were there any notable challenges that you had to overcome?

The most prominent of all would be the lack of capital. I always find it amusing how it is so difficult to borrow money from banks when you need it the most and how easy it is to borrow from them when you need it the least.

Basically, we only managed to survive the early years through a lot of begging and borrowing.

What is the main driving force and motivation for you?

Knowing that the employees of the company are happy is everything that keeps us going.

What advice would you give to aspiring entrepreneurs?

Find a business partner you can trust with your life.

How do you measure success in life?

Not by any other method, but by how many people's lives you can change for the better.