



# THE GRIT ADVANTAGE : A REPORT BY



# WHY IS MILO DOING THIS?

For over 70 years, MILO has been bringing the goodness of energy to Malaysians - and championing their successes in sports and beyond.

It's unsurprising to learn that most Asian societies, including Malaysia, place great importance on academic achievements and the development of skill sets for students and young professionals alike.

However, the character traits responsible for sustained success are often ignored or undervalued.

So MILO took on the task to discover what makes success happen – the most critical traits that drive success in life in the 21st century.





We didn't want to repeat common knowledge & preach qualities every Malaysian mother is familiar with.

We wanted to dig deeper.

And when we did - we discovered **GRIT.**





# SO, WHAT EXACTLY IS GRIT?

“

Grit is the ability to stick with and pursue a goal over a long period and is an important indicator of achieving anything worthwhile in life. It is a better indicator of success than talent.

”

Angela Duckworth

Malaysian parents understand the importance of raising well-rounded individuals with diverse experiences and acknowledge the importance of sport. But when push comes to shove, they prioritize academics, lessons and post-school tutoring above anything else.

This results in most kids leading 'sheltered' lives and being ill-equipped for the real world.

Most crucially, they are unable to develop **GRIT** - the ability to persevere and endure - the key quality that sets the truly successful apart from the rest.



# WHAT WE SET OUT TO STUDY?

We needed to validate our initial assumptions and discover the extent of this 'Grit Deficit' among Malaysian students and young professionals.

To do this, we commissioned a study from Kantar with the aim to:

- a) Understand on what educators from different institutions perceive the behaviours of current students, importance of GRIT and the traits to be successful
- b) Understand on what do employers from various industries perceive young professionals today on the importance of GRIT and key traits when looking into potential hires

# HOW WE CONDUCTED THIS STUDY



BY SPEAKING TO

1. 103 teacher/professors /other educators
2. 200 HR/talent acquisition/senior management involved in recruitment



FROM

Peninsular Malaysia : North (Kedah, Penang, Perak, Perlis), Central (Selangor, Kuala Lumpur), South (Negeri Sembilan, Melaka, Johor), East Coast (Terengganu, Kelantan, Pahang)



ABOUT

Traits observed by Educators and Employers among the current generation

Factors preventing them from achieving success

The importance of GRIT in achieving that success



VIA

Online, self-answered survey



**DURING** : September, 2020



# OUR FINDINGS FROM EDUCATORS

#1

# SCHOOLWORK ISN'T ENOUGH



assert that **a balance of academics and extracurricular activities** ensures a well-rounded child, and is critical to setting children up for success.





#2



## LESS HACKS AND SHORTCUTS, MORE FOCUS

71%

say **students look for hacks and shortcuts to deal with hard work** when it comes to their studies.





#3

# PASSION GETS STUDENTS GOING BUT GRIT TAKES YOU ACROSS THE FINISH LINE



believe **“determination to pursue one’s goal and never give up”** is the most important early predictor of success.





## FAILURE IS CRITICAL TO SUCCESS



**63%**

believe **students easily give up when they face failures or setbacks.**



**71%**

feel **“embracing failure as part of the learning process”** is one of the most important qualities to prepare children for success.



#5

## GRIT BUILDS PASSION AND CHARACTER

93%

believe **GRIT is critical in character building** and fulfilling one's passion.





#6



## THE GRITTY KID IS THE COMEBACK KID

54%

say **GRIT** helps a child's  
**progress** to deal with real life challenges.



# OUR FINDINGS FROM EMPLOYERS



#1

# JUST GOOD GRADES NOT GOOD ENOUGH



will **hire well-rounded individuals**  
who complement academic achievements with life skills  
vs those with only good grades.



#2



## FRAGMENTED CAREER PATHS FRUSTRATE EMPLOYERS

79%

see **fragmented career paths and too many job switches** among young professionals fueled by an ambition to climb the corporate ladder fast.





#3

## FAILING TO DEAL WITH FAILURE

55%

say **young professionals lack confidence** or give up easily when facing setbacks.

#4

# COURAGE AND CREATIVITY IS KEY



believe **courage to learn from mistakes** is key to leadership.



highlight **the importance of creativity** to overcome challenges.





#5



TEACH GRIT TODAY  
TO TOMORROW'S  
PROFESSIONALS

72%

say **schools and universities should inculcate patience and a sense of purpose** in our children to prepare them for future success.



#6

# GRIT BUILDS CHARACTER. AND CHARACTER BUILDS SUCCESS.



say **GRIT is necessary in building character** to deal with real life challenges and achieve success.





# CONCLUSION

Our study indicates that a majority of Educators and Employers agree that:

- GRIT is a critical factor for the success of students/young professionals
- There is a significant lack of GRIT among current generation of Malaysian students / young professionals
- The GRIT deficit is a major reason for poor performance and underachievement, unhappiness among students/young professionals



- Students / young professionals who maintain a balance of academic performance with co-curricular activities are more likely to develop GRIT and achieve future success over those having a singular focus on academic excellence
- Traits such as determination in pursuit of goals, a never-give-up attitude and an ability to rebound from setbacks as telltale markers of a student/young professional with GRIT



# WHY IS THIS IMPORTANT TO YOU?

In a world where success is no longer defined by just intelligence, and where 85% of jobs that will be essential by 2030 do not yet exist\*, how can you equip your child with the tools to be successful in the future, no matter what lies ahead? The answer is GRIT, a critical trait that gives your child the ability to forge a determined path to success despite obstacles or failures.

Unfortunately, our young generation today suffer from a widespread deficit of GRIT. Instead of staying the course, they give up easily when things get hard, and switch from interest to interest without building real skills or passion. The values children learn from a young age are the values they take with them to adulthood, so their inability to focus on long-term goals and to see things through today creates unprepared adults of the future, without the necessary skills to face the volatility and uncertainty of the world ahead. As such, it is critical to instil GRIT now as a tool to future-proof your child.

This report attempts to uncover and identify the critical factors that build the GRIT quotient among children and young people, and the values that parents and educators need to instil to build a GRITTY new generation bound for success.



**THANK YOU**

