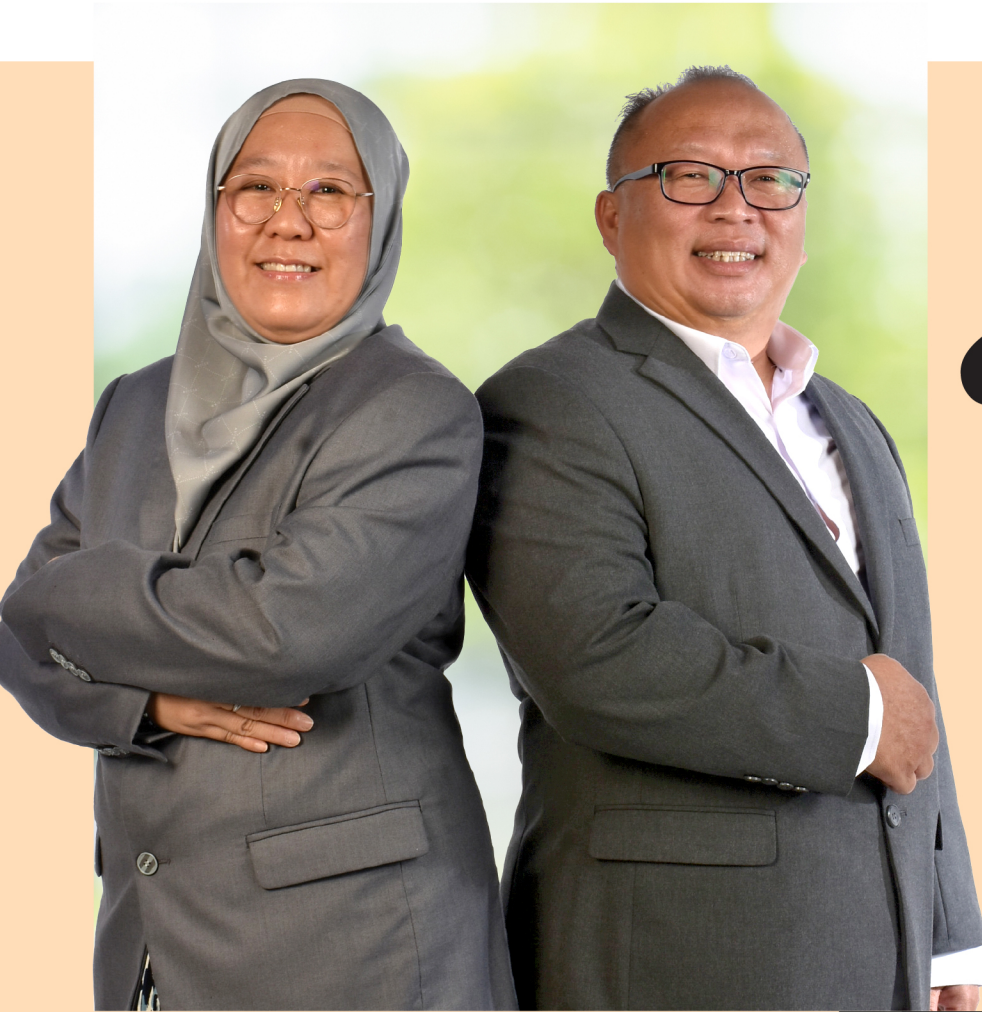


An unforgettable moment with BE Founders, Ir. Lee Suet Sen & Ho Huey Chuin



“

Health is like money, we never have a true idea of its value until we lose it”

RCCA Suffian Ali & RCCA Nur Yiizzaty Islam  
Former Hotelier & Teacher

**A Life Defined by Stability**

RCCA Suffian Ali and RCCA Nur Yiizzaty Islam built their lives on a foundation many would admire, shaped by discipline, responsibility, and a clear sense of direction. Suffian rose through the hospitality industry to become an operations manager, a role that demanded precision, resilience, and unwavering commitment. His days were structured around relentless responsibilities, often leaving little room for himself. Yet behind the title was a reality few could see. The weight of constant pressure, coupled with ongoing health challenges such as vertigo, began to take a toll. Not just physically, but mentally as well. Nur Yiizzaty, on the other hand, was a dedicated teacher, committed to shaping young minds. Together, they represented stability, a steady income, clear career paths, and a predictable future.

From the outside, everything appeared secure and well-established. Yet beneath that stability was a quiet realisation. In fulfilling their responsibilities, they were sacrificing something deeply important: their time, flexibility, and the freedom to shape the life they truly desired.

**When Awareness Sparks Change**

As the years passed, Suffian and Nur Yiizzaty began reflecting more deeply on their journey. It was not dissatisfaction that sparked these thoughts, but a growing awareness that their current path had its limits. In 2023, during one of the most challenging periods of his health, Suffian came across AULORA products on TikTok. His intention was simple: to find a solution. As his condition gradually improved, something within him began to shift. What started as a journey towards recovery slowly evolved into a deeper sense of purpose. He made a personal promise that if this could help restore his health, he would share it with others. That promise became the beginning of something far greater.



Car Fund

His first exposure to the BE environment, particularly during Mega BOS, became a turning point. For the first time, he experienced more than just a business platform. He found a sense of belonging. It was not the results that moved him, but the people. The energy, the sincerity, and the genuine appreciation made him feel seen and valued. He often says, “If God gives me one chance, I will give others a thousand chances.” To him, sharing knowledge and opportunity is a form of sadaqah jariah, a continuous act of giving. Every life impacted, every success story, and every moment of happiness shared with others brings a deeper sense of fulfilment.

**The Courage to Embrace a New Path**

Their journey took a significant turn when they were introduced to a new perspective that challenged everything they had believed about success. The decision to transition was not an easy one. Before committing fully to BE, Suffian sought the blessing of those closest to him: his wife, parents, and children. There were concerns, especially from his children, who questioned the stability of leaving behind a secure career in hospitality. Yet, he made a firm promise

to himself, "Give me one year. If I don't succeed, I will return." That one year became his proving ground. He pushed beyond his limits, embraced uncertainty, and gave his all. In time, he not only proved his decision right but gained something far more meaningful, the freedom to choose his own life.

The path, however, required resilience. Building across Sarawak meant travelling long distances, navigating poor road conditions, and enduring physically demanding journeys. "There were times I had to sleep by the roadside," he recalled. Beyond the physical challenges, he encountered individuals who could not read, write, or count. Yet, his greatest concern was never their limitations. "I was afraid they would give up," he said. "So I stayed with them, guided them, and believed in them." His philosophy remained simple: "I don't chase the title. The title will come." And it did, so quietly that he did not even realise when he achieved RCCA.



Attended the BE Leadership Meeting



BE Extravaganza Success Travel (BEST) Milan with Founders

### Building a Life with Purpose and Growth

As they continued their journey, Suffian and Nur Yiizzaty began to see a clear shift in how they viewed success. What they were building was fundamentally different from what they had experienced before. It was no longer about trading time for income, but about creating something that could grow beyond their individual efforts. With the guidance of a structured BE Education system and a supportive environment, their actions started to gain momentum.

This growth reshaped how Suffian saw his future. His vision shifted from personal success to building a lasting legacy, one that can continue to benefit his children even when he is no longer around. As a father of four, he encourages them to pursue higher education, keep learning, and one day return to grow with BE International. He often reminds them, "Go anywhere you want in life, achieve anything you want in your career, but always come back to BE." Because while the opportunity may not be obvious at first, the sweetness of success begins from the very first step.



BE THE LEGEND Convention



### A Future Redefined by Choice and Impact

Today, RCCA Suffian and Nur Yiizzaty are living a life that reflects the courage they once chose to embrace. No longer confined by rigid schedules, they have created a lifestyle defined by flexibility, purpose, and the ability to prioritise what truly matters. Their story stands as a powerful reminder that transformation does not always begin with hardship. Sometimes, it begins with awareness, the courage to recognise that even a stable life can be expanded into something more meaningful, and the willingness to take that first step towards it.