

In the spotlight

Women's Leadership Circle Member Profile, Juggy Sihota

BY ANIKA TRUTER

Juggy Sihota is a passionate member of **The Vancouver Board of Trade's** Women's Leadership Advisory Council who defines success as being truly happy with both her professional decisions and contributions to the community.

As an executive with TELUS Health, Sihota is a wonderful asset to the Vancouver business community, because she recognizes that one of her responsibilities as a leader is to help create more leaders. With that in mind, she takes great satisfaction in encouraging and assisting with the development and mentorship of future leaders. Sihota adds that formally recognizing her employees' success brings her a great sense of pride.

Sihota says integrity and work ethic were instilled in her from a young age. She says she grew up admiring her mother's sense of bravery and kindness, and over the years, she has aspired to adhere to her mother's fierce alacrity in the face of adversity.

When asked about her favourite WLC memory, Sihota said it was attending former U.S. Secretary of State **Hillary Rodham Clinton's** keynote address earlier this year. Sihota

says she not only admired Clinton's pertinent speech, but also the immense amount of work on the part of the WLC to help prepare for the event. Sihota referred to the event as a "momentous occasion" for the WLC, adding that she "was so very proud to be there as a woman, as a business leader, and as a WLC advisory board member."



Juggy Sihota

Sihota says she loves working in the health-care industry because she is vehement about working toward positive change. She says she calls upon personal experience with the imperfections of the Canadian health-care system to propel her. Although many feel cynical about the challenges facing Canada's health-care system, Sihota says it's important to see these issues as an opportunity for advancement.

Sihota is currently working on making home health-care monitoring services more widely available for patients living with chronic diseases. By developing this service, she says she hopes clients will see an increase in their quality of life as they experience freedom from the conventional hospital setting.

Juggy Sihota is Vice President of Client Experience Strategy and Development at TELUS Health and a recipient of the Business in Vancouver Forty Under Forty Award.

What do golfers and business owners have in common?

BY ANTHONY TAYLOR

There's no such thing perfect golfer, and there's no such thing as a perfect businessperson, either. With practice and experience you can become very good, but never perfect.

Recently I played my first round of golf, and let's just say it was a learning experience.

Here are some of my thoughts on the parallels between golf and entrepreneurship.

It's a game of habit. You have to be consistent with your practice and consistent in how you play. Create routines and systems for your business, and you'll reap the benefits.

Minor adjustments can go a long way. Before you can

make changes in your game, you have to be aware of what's going on and where improvements are possible. You can get a coach in golf, or a consultant in business. They'll bring an outside perspective, and make you or your business better.

Club choice is key, depending what you're trying to achieve. Both in business and in golf, different situations call for different tactics. That's when the experience comes in and you know what tactics to use and when you use them.

No two rounds are alike. Whether the pin moves, the weather conditions change, or your mood is slightly different, no two games of golf are identical. The same is true in business. You might have operations that are fairly consistent, but the conditions that your business operates in (both internal and external) will vary from day to day, and year to year. Be sure to adjust accordingly.

Focus on your own game. Whether you play well or you play terribly, you're the only one to blame. In business, you're the one who dictates your success, and it's important not to get thrown off by what other people are doing around you. Focus on your game, and do your best.

In other words, don't worry about being *perfect*, just worry about becoming *better* in business.

As I found out recently, I'm certainly a better businessperson than I am a golfer. That said, I suppose the better businessperson you are, the more time you have to golf... so I guess I'm on the right track.

See you on the links!

Anthony Taylor is the principal consultant at SME Strategy Management Consulting and is the events chair of The Vancouver Board of Trade's Small Business Council. For more on the program, visit boardoftrade.com/SBC.



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