

Women Leaders (Entreprendre magazine)

Sylvie Giguère is named leader of tomorrow by *Entreprendre* magazine

*Bell's Vice-President – Sales, Quebec Commercial has been included in a prestigious group of 100 women leaders who have left their mark on our society, as selected by *Entreprendre* magazine.*

What do Céline Dion, Monique F. Leroux, Joannie Rochette, Véronique Cloutier and Bell's Vice-President – Sales, Quebec Commercial Sylvie Giguère have in common? They are among the 100 women leaders of tomorrow featured in a special edition of the Quebec *Entreprendre* magazine.

This special edition's glowing profile of Sylvie Giguère recounts her career path. Born in Quebec City, the daughter of a local businessman, Sylvie knew very early on that she was destined to become a leader. At the age of 14, she decided to learn English, convinced that bilingualism would be her passport to securing a management position. To achieve this goal, she spent the next few years studying at the well-reputed University of Western Ontario.

After working at IBM Canada, SHL Systemhouse, LGS Group, SAP and Cisco, Sylvie joined Bell in 2004. Driven by a healthy ambition for collective success, she religiously follows her 3F rule: faith, *fun* and fortune! Faith because it is important to believe in what you do to help mobilize a team and attain goals; *fun* because pleasure must be an essential part of work; and fortune because it is important to be compensated for efforts that generate benefits for the company.

Sylvie goes on to explain in this article that she likes to veer off the beaten path, take risks and do things differently. Very little *status quo* for Sylvie! In her opinion, her greatest professional success has been the transformation of the Bell Medium Business team, which has been ongoing over the past year within Bell Business Markets.

And despite a busy schedule, Sylvie always finds time for talented women in search of a coach—she's convinced that coaching and mentoring are excellent ways of developing the next generation of leaders. She does not hesitate to respond to this need, as it echoes her very own need at the beginning of her career.

While Sylvie takes pleasure in acknowledging the progress made by businesswomen over the last few years, she contends that today's female leaders still need to prove themselves more than their male counterparts. She concludes by advising women to avoid falling into the trap of ultimate perfection and attempting to do everything themselves if they want to succeed in combining their professional role with the responsibilities of motherhood and marriage.

Entreprendre magazine's special edition featuring *100 Women Leaders of Tomorrow* is currently on sale.