

The Dialogue

An audio experience by the
World Business Dialogue

Guest

Key Takeaways Episode 3



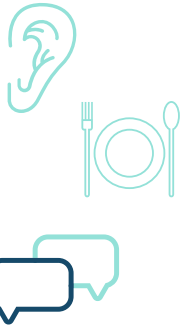
Swish Goswami
Founder of Trufan

We are happy to welcome Swish Goswami in the third podcast episode of "The Dialogue". Swish is a 23 years old serial entrepreneur from Canada, LinkedIn-youth-editor, UN Youth ambassador and founder of Trufan, a successful social media branding platform amongst other things he did so.

Although he is just at the beginning of his 20s, Swish does not think that his young age is an obstacle for him.

Swish says that he as a **young** entrepreneur can **enrich discussions with new perspectives**, insights and experiences.

- 1) A leader has to **listen**, to the wishes of his employees as well as to them of his customers.
- 2) Leaders **eat last**. Swish says that it means that "if you are truly a leader you should care more about how to make your employees lives easier."
- 3) It is **talking to other leaders** so that you can learn from their experiences.



Experiences as a young leader

Main Characteristics of a leader

University & Leadership & Entrepreneurship

Leading through Corona

There is much valuable experience you can gather in college community, i.e. by taking over a leadership position in a university club.

Additionally, university can foster entrepreneurship by **involving entrepreneurs who give a lecture**. But they should not glamourize entrepreneurship by only focussing on the founders like Bill Gates or Elon Musk, but **only on the founding team behind** them.

As a digital marketing agency, Swish's company Trufan is not negatively affected by the Corona crisis. However, they have **evolved their business model** and **changed their focus** from Fortune 500 companies to smaller businesses.

In Swish's mind, overcommunication is key for remote work. "We try to **overcommunicate wherever we can**," he says.

"I **don't** believe you can teach entrepreneurship **in school**.
I **don't** think you can teach entrepreneurship **in a course**."

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