

# #StandWithOwners

## **#StandWithOwners application tips**

As you complete your application, here are some tips on what makes an application stand out:

- Tell a compelling story about your business. Be sure to share with us the reason you started it, how you've made it as a business owner in Canada, and let your passion shine through.
- Demonstrate how you've adapted to stand out from your peers and grow your business.
- We're looking for business owners who see technology as a way to differentiate and grow their business, beyond conventional means. Showcase how technology has helped you grow and innovate.
- Share how the team around you, whether employees, mentors, volunteers, family, friends or other support networks help contribute to your success.
- TELUS is a global leader in social purpose, we're looking for like-minded business owners who are contributing to their communities in a meaningful way. Show how your business makes its community more sustainable, diverse, equitable, and inclusive.