

#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, your purpose, and let your passion shine through.
- Highlight how you're doing things differently from your peers and within your industry.
- Share how your business has demonstrated growth. Use examples and evidence wherever possible (eg. revenue growth, awards, achievements, etc.)
- 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 persevere, grow and innovate.
- 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. Share how your business is contributing to making your communities more sustainable, diverse, equitable and inclusive.