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The Business Edge

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December 18th 2015: Why Does Passion and Purpose Matter in Business?

Passion gives you the fuel to stay the course, and when it may not seem possible, you do it anyway. People describe that when they are in the zone they are able to filter out background noise and it's easy to get lost in the work and not notice the passage of time. Passion must be channeled as a force for the greater good or else it can be counter-productive. How can passion and purpose play a positive role in your business? Tilde Guajardo, Founder & CVO of Womanars, discusses how she identified her own passion and purpose and the process she went through to turn it into a business, and how i

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Featured Guest



Tilde Guajardo

Tilde Guajardo is the Founder, Chief Executive Officer & Chief Visionary Officer of Womanars, an organization to empower and equip women to live the life of their dreams. Her passion is to inspire and educate women and girls throughout the world, and she believes the future belongs to those of us who are true collaborators in business and in life.

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