

THE LEADERS

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TechTalk: Why be ONLINE?

A portrait of Miss Yasotha Krishna, a woman with long dark hair, wearing a dark blazer and a necklace. She is looking slightly to the left of the camera with a calm expression. The background is a light-colored wooden wall.

MISS YASOTHA KRISHNA

Ms Yasotha Krishna is the embodiment of a successful woman CEO – composed, disciplined, well dressed and punctual. Her company, Zazen Health Solutions, is an up-and-coming health and wellness centre, with a stable foothold in Malaysia, and already eyeing the markets overseas. In just four years, Zazen has opened more than thirty outlets around Malaysia.

Her company's going places but she is very modest when it comes to Zazen's successes. "Well, I'll not call it success yet as I feel I am still on the way. But where I am right now, can partly be attributed to the trainings and seminars I went with my teacher and chairman, Mr Dhyani Vimal."

"He has taught me a lot of basic values that I have tried to embody in my growth as an entrepreneur. To constantly being able to give the best you have, in whatever that you do." That is the key, she says. "Give all of yourself and it will take you a long way in building a career or building success."

Yasotha also says that the key to Zazen's business success is education. "We educate the public on the technology that we provide and on the importance of health and wellness. Understanding our customer's needs and the trends of where things are going is the basis of our business."

She is also justifiably proud of her company. The primary

difference between Zazen and its competitors, she says, is the customers' trust. "Customers trust us to give them the best services. And not only do we give them solutions, we also give them some education as well. We share with them the importance of staying healthy."

Nevertheless, there are roadblocks along the way, admits Yasotha. "In my experience, perhaps 1 out of 50 people will say that they exercise, and modern life is, as you know, is stressful. As such, many people do not really know about self health, or take the time to find out about health solutions. So, Zazen seeks to educate the public."

However, she is adamant that this is not a challenge. "I see it as a responsibility to educate the public on these important issues," she says proudly.

She advises young entrepreneurs to earn their success through hard work and dedication. "You can't do it overnight. There are skills required and developing these skills takes dedication. It is an ongoing process of learning."

But it is good to have mentors to help you along the way to success, she says. "It is good to have someone tell you 'I don't think this is a good idea'. In that sense, I feel very lucky to have had mentors who looked out for me. People, who held their hands out to me, and taught me so many things," she closes.



MASTERCLASS WOMAN ENTREPRENEUR OF THE YEAR

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