

GROW YOUR TRUST CAPITAL, MAKE YOURSELF KNOWN

Invest in goodwill and publicise yourself, says **R Narayanamohan**, *CPA Singapore*, Chairman, Singapore Indian Chamber of Commerce & Industry, and Senior Partner, Natarajan & Swaminathan.

You have achieved tremendous success in your career. What contributed to your success?

Success is a relative term and is a state of the mind; there is no reach to success. Whether you are in politics, business or other professions, I believe that if you build up your trust capital, you will achieve success. You can grow your trust capital by providing good, professional client services that are underlined by honesty, integrity and simplicity.

The value of the trust capital is huge, and you will receive the payback in your lifetime. For example, when people approach me for help, I am happy to provide them with free advice. Their companies may be too small to require our services, but they often recommend the big clients to me. I make it a point to remind younger accountants that they are ambassadors for their respective companies, and they should fly the (company) flag high – be helpful, be professional, build up the trust capital.

Making yourself known is also a principle that I live by. For example, each time I attend a function, I try to meet as many new people as I can. It's good to broaden your network. Similarly at work, I make myself known by clearly communicating to staff my vision and strategies. When the vision is shared, strategies can be properly executed.

How do you manage your time, given your heavy responsibilities?

Life is precious, so we need to make full use of every minute. We need to work hard, work smart and work fast, especially as we are in the service industry where timely, quality delivery is essential. It's not enough to make good plans; you must be able to execute them speedily. Give importance to the tasks on hand – make decisions fast so that things can get done quickly; of course you must also take responsibility for your decisions. I "work" 24/7. Even on weekends and after-office hours, I spend a lot of time on charity work and other commitments.



How do you manage the stress that comes with the responsibilities?

I don't view stress negatively. Stress is important as it makes us complete our tasks faster. Wherever I can, I try to "mix" my professional work with my volunteer work. For example, before I became Chairman of Singapore Indian Chamber of Commerce & Industry (SICCI), I was SICCI's Honorary Treasurer and Member of the Executive Committee. For many years, I've served as Honorary Treasurer for community groups including Singapore