

PrimeTime Member Spotlight

June 2008

Each month *Connections* talks to a PrimeTime member to find out more about who they are, what they do, and their association with PrimeTime.



This month we spotlight

Suzanne Bocking
Director, Body Temple

Personal talk ...

Connections: Where are you from originally, and how long have you been in Singapore?

Suzanne: I'm from Sydney, Australia. I have been in Singapore for 7 years this time and it's my second time here.

Connections: Have you lived in other foreign countries? If so where?

Suzanne: I have worked on projects for extended periods in Hong Kong, Japan and the UK.

Connections: What brought you to Singapore?

Suzanne: My employer, when I was in Change Management.

Connections: What do you enjoy most about living here?

Suzanne: I love the weather, the ease of getting around and the different people I meet from all over the world.

Connections: What are your interests and hobbies?

Suzanne: I love to write (writing my first book at the moment - very excited), rollerblade, mountain bike, go to the movies and spend quality time with friends.

Connections: Which are your favourite restaurants/shops/places to go?

Suzanne: Bukit Batok is a must for nature lovers. I love Al Hamra for Middle Eastern food in Holland Village and in Bukit Timah plaza on B2 there is an amazing women's fashion shop with designer clothes at regular prices.

Connections: What one thing would you like to accomplish in your lifetime?

Suzanne: Become a wife and a mum.

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Professional talk ...

Connections: What did you do before you started your own business?

Suzanne: I was Director of HR and Change Management for Asia

Connections: Please tell us about your business.

Suzanne: Body Temple is a private company created to meet the needs of women seeking holistic personal training combined with health and nutritional guidance, adding to the development of a balanced and sustainable lifestyle. Body Temple services include personal training, nutrition and health consulting, group fitness training classes, pre/postnatal exercise care and specialised training focused on mothers and corporate executives with more restricted schedules. We are industry leaders and the only personal training studio in Singapore dedicated solely to women and their needs.

Connections: How long have you had your own business?

Suzanne: 3.5 years.

Connections: How did you get started?

Suzanne: I jumped straight in. I left my full-time employment and started something that I saw a need for.

Connections: What were the toughest challenges you've faced as an entrepreneur with your own business?

Suzanne: Being a single woman I didn't have a guy to do some of the negotiations, which may have worked out more favourably had I been a man. Also the lack of camaraderie and not having people around to share ideas with was very tough as I came from a large organisation. And, it was a real challenge having to set up all the processes and procedures from scratch. Now it's much better as it feels like my team and I are a family.

Connections: What do you enjoy most about having your own business?

Suzanne: My team - I love them, we have wonderful relationships and are very open with one another. I have worked hard to set Body Temple up as a place where the team wants to be every day and it's paid off. The clients are wonderful too. Like attracts like and the results our clients achieve constantly amaze me!

Connections: Have any of the PrimeTime programs helped you in starting or growing your business?

Suzanne: Yes - the Small Business Group meetings were great and the 2nd Thursday meetings were useful for networking.

Connections: Any advice for those thinking of starting their own businesses in Singapore?

Suzanne: Do it! Singapore is an amazing place that has so many grants and assistance for first time business owners. Try to keep your overheads low initially so that you have flexibility to be mobile and able to make changes as you grow. Keep focused on your passion and you can't go wrong. I have had so many opportunities to expand into new areas and I have always asked myself one question: does it empower women? If so I'll consider it - if not I'll have nothing to do with it.

PrimeTime talk ...

Connections: When did you join PrimeTime and how did you find out about it?

Suzanne: I joined 4 years ago, through a girlfriend who also has her own business

Connections: Which subgroups do you belong to?

Suzanne: The Small Business Group - and I enjoy the Personal Power Lunch (PPL)

Connections: Do you volunteer at PrimeTime? If so, in what areas have you become involved?

Suzanne: I have given a talk at the PPL and I usually give vouchers at fundraising events.

Connections: What are the main benefits you get out of your PrimeTime membership?

Suzanne: Networking. I have also used the hot jobs list to attract 3 employees so that has been really fantastic.

Connections: What was the most interesting or inspiring PrimeTime event you've attended?

Suzanne: I liked the one on franchising - it was terrifically insightful. Also I love the year end party – it's inspiring how many terrific women there are in this world.

Thank you Suzanne!