

Lisa Siragusa: NRG TeleResources



At NRG we believe that business success is reliant on verbal communication and the need to connect with your co-workers, supplier and clients. It is our goal to “Inspire Communication”

It is my belief that “there is no better connection than a human connection”.

Lisa Siragusa
President, NRG TeleResources

Lisa Siragusa is a serial entrepreneur and incredible supporter of other women-owned businesses and diversity in supply chains. A certified WBE since 2016, Lisa is an active member of WBE Canada community, always ready to offer a helping hand to a fellow entrepreneur. We hope you are inspired by her journey.

WBE Canada: Why did you get into this business?

Lisa: The reasons that drive me to do what I do today is not entirely the same reasons why I became President of NRG. Approximately 16 years ago, after the birth of my first child the decision was exclusively based on lifestyle. I did not know how to satisfy my professional self, and still have control of my maternal responsibilities to the degree that I wanted. It was then I decided that in order to make this happen, I need to be in an environment where I was in full control of my ‘Mompreneur’ plan. However, as I established myself as a women business owner I realized that not only was I good at what I do, I had also created a venue that provides me a fabulous platform to give back to the community, through mentoring, advocating for women’s issues, and being a role model for my children and the next generation.

WBE Canada: When it comes to your business, what are you most proud of?

Lisa: Since inception (1999) NRG was a Prairie based company that proudly serviced clients within MB and SK. The strategic partnerships and plans that I had for NRG progressively stretched our client base nationally to include all the Provinces of Canada. **This significant growth transformed NRG from a local business headset company to a national telecom training and accessory partner.** Including strategic partnerships with 3 of Canada’s largest Telcos and numerous other telecom providers.

WBE Canada: As a business grows it has a tendency to focus on institution instead of inspiration. How do you prevent this from happening?

Lisa: NRG's Corporate Culture is to "Inspire Communication". It is our belief that effective communication is the best way to interact internally and when dealing with clients and outside business transactions. So undoubtedly, we focus on how we communicate, how to make it convenient and ensure we put into place the tools required to make this happen?

WBE Canada: How do you encourage creative thinking in your company?

Lisa: First and foremost, our hiring process is to bring on individuals who believe in what we do. When an individual has the passion for what they do, I believe they instinctively want to contribute and bring forth their energy.

WBE Canada: How has your WBE certification helped you in your business?

Lisa: The WBE networking events has allowed me to connect with other women business owners and Corporate members. Both have exposed me to business practices that have lead me to refine my internal business operations. These changes allowed me to be more confident in our company's capacity and the increase in NRG's efficiencies is also now conducive to scalability.

WBE Canada: What advice would you give to another woman at the beginning stage of building her business?

Lisa: Lean into your community to help you grow and learn. Also be patient, but persistent!

WBE Canada: What is your superpower?

Lisa: With business ownership it is inevitable that you will experience chaos. No one is immune to facing challenges. The rollercoaster ride – peaks and valleys – good days and the not so good. There can be so much on your mind which can easily overwhelm you. It has been through business ownership that I have developed my superpower of Calm.

Being calm helps navigate me through the rough and overwhelmingly busy days both personally and professionally. There can be so much on my mind; and I may appear quiet and collected on the surface. However, it is the true power of calm that guides me through it all.

WBE Canada: How do you continue to develop and grow as a leader?

Lisa: Simply listen. I believe that a great leader is one who inspires others to achieve their goals. Thus, every person has their own intrinsic motivations to reach their goals and listening to them helps me figure out what that is and guide them accordingly. To refine my skills I continue to network and surround myself with people who I feel are great leaders and read a lot of books.

WBE Canada: Has there been someone who inspired you and how?

Lisa: I do not feel it fair to answer this question with just one person; but simply acknowledge the characteristic that I admire most. I am inspired by people who are authentic in a bold way. Individuals who strive to be the best version of themselves.

WBE Canada: What is your favourite quote?

Lisa: It is my belief that "there is no better connection than a human connection".

WBE Canada: Are you actively involved in community work?

Lisa: As a strong advocate for Women in Business I am currently a member of the WBE Supplier Advisory Committee and an active volunteer with the Women's Business Network of Ottawa (WBN). WBN positions include Ambassador, planning committee member for the Businesswomen of the Year Awards (BYA) and participating on the BYA Selection Committee deciding upon the category finalists.

WBE Canada: What do you hope your legacy will be?

Lisa: I want to inspire people to be authentic and remain true to their heart whilst treating everyone with respect.

About NRG TeleResources

Everything NRG TeleResources (NRG) does is to support business communications. At NRG we believe that business success is reliant on verbal communication and the need to connect with your co-workers, supplier and clients. It is our goal to "Inspire Communication". This is all done by making our client's business communication process convenient and reliant with premium quality headsets, audio conference units, and other audio peripherals that are optimal for their needs. In addition to that, NRG serves our clients well by focusing on the customer experience, and our team takes the time to help them understand the technology well. This client focus strategy has progressively created a telecom training division within NRG, in which 3rd party telecom system training is facilitated on behalf of several telecom providers across Canada. Connect with them on their [website](#).



About WBE Canada

WBE Canada is a Canadian non-profit organization that is opening doors for women-owned businesses to supply chains across North America. It certifies Canadian firms that are at least 51% owned, managed and controlled by women and introduces them to opportunities with corporations. To learn more about how we support women-owned businesses, [click here](#). If you are a mid-size or large company looking to support women-owned businesses through procurement opportunities, we want to hear from you. [Click here](#) to learn more how you can get involved.