

# The Truth About Entrepreneurship – Black Swan CEO Rupa Jha On Growth & Leadership

**Host:** Fiza Hassan, Business Consultant, Black Swan Business Set Up Services

**Guest:** Rupa Jha, CEO of Black Swan Business Setup Services

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## **Glimpse of the Podcast:**

In this insightful podcast, Fiza interviews Rupa Jha, CEO of Black Swan Business Setup Services, as she shares her journey of resilience, sacrifice, and leadership. Rupa reflects on choosing her family's happiness over personal ambitions, the importance of empathy in business, and why creating a supportive work environment leads to success. She emphasizes the need for accountability through KPIs rather than micromanagement, the power of creativity in driving business growth, and the significance of a growth mindset in adapting to change. This engaging discussion highlights key entrepreneurial values and the philosophy of true leadership.

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**Fiza:** Welcome to today's episode! I'm Fiza, and we have an incredible guest with us—Rupa Jha, CEO of Black Swan Business Setup Services. Rupa, thank you for joining us today!

**Rupa:** Thank you, Fiza! I'm excited to be here.

**Fiza:** So Rupa, you have a fascinating journey from overcoming personal challenges to becoming a successful entrepreneur. Can you take us back to when you had to make a tough choice between continuing your education and supporting your family?

**Rupa:** Absolutely. You know, for me, the unhappiness of my family was something I couldn't bear. I was a good student, and despite financial problems, there were many people willing to sponsor my education. If I had wanted, I could have continued studying. But then, I thought—who would take care of my family's happiness if I spent 5 to 10 years focusing only on my education? I decided to drop my studies and start working at a young age to fulfill basic needs and ensure my sisters had what they required.

**Fiza:** That's a huge sacrifice. It sounds like putting others' happiness before your own is a core value for you.

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**Rupa:** Yes, absolutely. Even in small things—like if I got selected for my school's best dance troupe and my best friend wanted to do a solo performance, I'd choose to support her. If I had a great job offer but my boyfriend wanted me to stay in the same city, I'd choose his happiness.

Over time, I've realized that this is just who I am. Even in my company, if I see someone unhappy, I take the time to check in. If they aren't in good spirits, I make sure to understand what's wrong. Because at the end of the day, every profession is about making someone happy—whether you're a politician, a doctor, or a business owner. If you aren't bothered by someone else's unhappiness, you won't be able to do anything big in life.

**Fiza:** That's a powerful perspective. You also emphasize accountability in your company. How do you measure it without micromanaging?

**Rupa:** I truly dislike micromanagement, which is why I believe in Key Performance Indicators (KPIs). Instead of constantly monitoring employees, we set clear, defined goals and conduct occasional check-ins.

In today's world, you can't be the kind of boss who frowns at someone for being on social media or taking a break. Everyone works differently—some prefer completing all tasks at once, while others take breaks in between. And guess what? Some of my top performers are the ones who seem to be doing the least—they scroll their phones, chat, walk around—but they still bring in the best results.

It's all about trusting people to achieve their goals in their own style. If the KPIs are met, how they work doesn't matter.

**Fiza:** That makes a lot of sense! If you had to choose between a smart person and a kind person for your company, who would you choose?

**Rupa:** That's a great question! Once, Jack Ma said that it's easy for stupid people to work together, but it's difficult for smart people to do so. Businesses need smart people to grow, but smart people come with smart problems—ego clashes, personality conflicts, and differences of opinion.

The key is to recruit smart people with high emotional intelligence (EQ). When people have empathy, they accept differences, support each other, and resolve conflicts easily. A team like that can dominate any industry.

**Fiza:** Speaking of intelligence, you've mentioned that you love creativity and experimentation. But isn't experimenting risky for businesses?

**Rupa:** Oh, I love creativity! And yes, it comes with risks, but the rewards are worth it. Even AI learns and adapts, so why shouldn't humans? If your team members can't adapt, you might as well replace them with AI!

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Creativity gives startups an edge over traditional competitors. It creates virality, which brings attention, and attention brings money. Whether you're a politician, a gangster, or a business owner—everyone needs attention. And in today's world, the hardest thing to get is attention. Creativity is the bridge to that gap.

**Fiza:** That's a unique way to put it! But if creativity is so powerful, why do some creative people still fail?

**Rupa:** Creativity alone isn't enough. You need a growth mindset and the ability to embrace change. The world is changing fast, and businesses that adapt grow faster.

At Black Swan, we constantly observe competitors, take client feedback, and implement changes quickly. Some people who leave my company say, "Things weren't stable here." But those who renew their contracts say, "Things were never boring here."

The difference? Mindset. Growth requires change. Look at human development—we go through uncomfortable phases like teething, puberty, and aging. Growth is never comfortable, but it's necessary.

That's why I look for people who aren't afraid of change. Because you grow through what you go through.

**Fiza:** That's such a great philosophy! Thank you, Rupa, for this insightful conversation. I'm sure our listeners have a lot to take away from this discussion.


**Rupa:** Thank you, Fiza! I had a great time.

**Fiza:** That's it for today! In our next episode, we'll dive into more intriguing topics. Stay tuned and follow us for more. Until next time!

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