



Giselle Rufer

The Woman & The Watch

Giselle Rufer is the creator of Delance Swiss watches for women. It is with this article that Giselle wants to introduce Delance to Canada in such a way that all women and men who read the article will rush to find out where they can immediately buy a Delance.

We asked Giselle to share a little about her personal self before we delved into the professional one. We learned that she can multitask, and has a wonderful and contagious smile!

She knows a little about a lot of things and has the ability to combine what she learns. Giselle loves to read, and absorbs details that might come in handy at a later date. She is the consummate networker. She likes people, enjoys listening to their stories, and she encourages them to dream those dreams that might take them to heights they've never imagined. Giselle is happy to share her resources, her contacts and her story. She too has dreams and those dreams are part of her, both personally and professionally.

Giselle loves to travel around the world, visiting old cities, absorbing the atmosphere, meeting new people, sharing their stories and telling hers.

Family is important to her, so when Giselle isn't traveling she enjoys playing with her grandchildren, walking, swimming and listening to music.

Giselle created a special watch to raise money for "Pink Ribbon" her favourite charity. She readily admits she supports all charities that focus on women's issues. She is actively involved in a local association that provides coaching for women in business and is a member of BPW, (Business and Professional Women) a worldwide association where she is often a motivational speaker.

Passionate about helping women, Giselle is collaborating with Micheline Locas, a businesswoman from Montreal. Their mission is to build a network of women here in Canada that will help support women entrepreneurs in French African countries. Once the pilot project has been completed and the results can be measured, Giselle hopes to see it roll out to help women in French speaking countries around the world. While it is all still in the planning stages, Giselle is willing to dedicate her time and talent to make it work.

We asked her what was her greatest accomplishment to date, and she found it difficult to answer, she has so many accomplishments that make her proud. From a personal perspective, her answer was simple, "It has to be mentoring and coaching my daughter Rachel, she is now the principal ballet dancer in "Les Grande Ballets Canadiens de Montreal". Giselle is a very proud Mother with a very talented daughter!

We all have rules we live by, when we asked Giselle for hers, they were five simple words.

Authenticity Loyalty Commitment Love Family

These words say a great deal about Giselle. The best advice she ever received or gave is "Believe in yourself, you are great" The translation from French to English might change the word "great" to important, wonderful or talented.

We asked for five words that would best describe Giselle and we quickly heard "Spontaneity, imagination, energy, generosity and tenacity." As we move forward with her story we will see just how important those traits are for a woman who has created THE watch for women around the world.

Giselle's advice to women everywhere is "Be all what you can be. Be confident in yourself. Learn as much as possible on many different things. Don't let anyone tell you that you are not able to do what you want to do. Remember: if you can dream it, you can do it! It's a very a very old saying, and Giselle Rufer, the creator of Delance Watches, and a motivational speaker around the world, walks her talk and shares her success story which proves that dreams do come true.

Where it all began

Giselle created the company in 1996 in Macolin Switzerland, but she had the idea for many years. It was watches that caught her attention, for many reasons. The first one was because she was convinced that it was Time for women to be recognized. She wanted to symbolize the Time and the Values women share all over the world with a marvelous piece of art. She visualized something significant, like a mini-sculpture, or a precious jewel that could be a constant reminder of "time and value" a mentor and reminder for women everywhere. Because Giselle is an engineer specializing in watch creation and a woman, it was natural to want to create a timepiece, something unique, original and memorable.

She began her creativity in a very small way in her flat. Using her network of suppliers and partners she was able to keep her costs relatively low. She invested all of her own money and borrowed from family and friends. She admits that some friends couldn't understand her dream and those friends are gone. She knew if she failed, she would be sleeping under a bridge somewhere! But, Giselle didn't fear failure; she believed in the dream and knew it would become a reality.

In the beginning of her career Giselle was an employee of a famous watch company. She made a very good salary, but she could not make any decisions. Knowing Giselle and the words that best describe her, she had to take charge of her own destiny. "Spontaneity, imagination, energy, generosity and tenacity were the words she chose, and today she is using all of them in her leadership role with Delance."

Today, she is the CEO of her own company; she makes the decisions on where she goes, what she creates and how much time she is going spend working.

We asked Giselle, "What goals do you have for Delance?" Her answer: "I want the Delance watch to be seen as THE watch for women around the world. I want to establish a worldwide distribution network. The Delance watch exists, the Delance Company exists; now it's my responsibility to make both the watch and the company famous all around the world! The Delance watch is my masterpiece, the resume of my life, my talents, my skills and my experiences. This was easy for me because I was inspired; it was my dream for such a long time. I've survived the difficulties and created my dream, it's a company called Delance."

I was delighted when I was given the opportunity to write about Giselle Rufer and Delance, I thought it might be relevant to ask her to share a little about how we met, and why we have kept in touch with each other for so many years. I believe it is one of the reasons for her success. Below is her memory...

"It was in Italy during a conference for women. You already were a very successful and famous speaker and I was just launching Delance watches. What you said about connecting was exactly what I wanted to do, but did not know exactly how to do it. I know I'm a born networker. I grew up in a big family in a small city where I developed my connecting skill early, but it was all just instinctive. I needed to know how to expand my networking skills to include everyone I met.

I came to you, a little bit afraid and you were so open, so lovely that I bought your book and took the documents you had to share. We talked and soon discovered that we are "Soeur de Coeur" "Sister in the heart". We have met again and again at many different conferences all over the world and we have stayed regularly in touch via email. You always encourage me. I give your key for networking to all my friends. We don't see each other often but I know that you exist and that I could ask you for help if needed. I hope that you would ask me too."

Giselle and I do stay in touch and this article is an example of international networking!

Spontaneity, imagination, energy, generosity and tenacity