

The success secrets you've been waiting for...

6 Atlantic Canadian Women Share The Best Advice They've Ever Received



LINDA BARTLETT
chair of the Board, Mountain Equipment Co-op

ON LEADERSHIP

"Success as a leader is proportional to how well you listen as opposed to how well you command." Peter Robinson, Mountain Equipment Co-op's CEO, gave me that advice in my early years as a director. Since I have been chair, it has proven to be powerful in building relationships, navigating challenges and ensuring that the organization provides outstanding service to members.



CARON HAWCO
president, Caron Hawco Communications Inc.

ON BALANCE

A winner is someone who has achieved both personal and professional success. These worlds must be in balance. As a rule, when I can devote time to both my personal well-being and business, it all seems so much easier to manage. I also try to balance the way I operate my business – balancing my commitment to customers, to quality, to my team and the community. You don't find balance: you work for it.



NORMA-LEE MACLEOD
producer, CBC Television

ON PREPARATION

You can never over-prepare! Preparation brings confidence, and confidence shines through. When you know you've done your homework, you can relax and focus on the moment with a mind free of doubt. Ask yourself this question, borrowed from Eminem's 'Lose Yourself': "If you had one shot or one opportunity to seize everything you ever wanted in one moment, would you capture it or just let it slip?"



BARB STEGEMANN

communications manager, Trade Centre Limited and author of "Culture Shift", a monthly column in the business section of the *Chronicle Herald*

ON FOCUS

Brian Burke, the former CEO of the Vancouver Canucks was giving a talk at a conference on economic development I was attending in B.C. He was sharing his 10 commandments on doing business. And one of his commandments was to "be intense". This was a very, very big thing for me to hear from this bold and fearless leader who is a renowned visionary and intensely honest about his desire for everyone on his team to seek excellence of themselves. Up until Brian Burke spoke those words, I had always been told that I was intense, but it was made as a negative comment and I was embarrassed about being this way. Brian Burke gave me "permission" to be intense. I went up to him afterwards and thanked him and vowed from that moment forward I would never apologize for naturally being intense about my work and my beliefs. And once I made the switch in my mind, no one ever again commented on how intense I am. Giving ourselves permission to be authentic and if that means being intense is a good thing and it's an important thing in meeting success.

JUDY SPARKES-GIANNOU

president, Maxxim Vacations

ON HONESTY

Be candid! Whether it's your employees, suppliers, clients, business partners (especially when they are related) - be candid! Candor saves time, energy and never leaves them guessing - it has proven to me time and time again to be the most effective tool I use in business on a daily basis.



SUSAN ROGGEVEEN & JODI NUTBROWN

owners, Just-Us Girls Fashion Cafe

ON MULTI-TASKING

"You are a duck - floating gracefully above the water while paddling like mad underneath." This advice has helped us during our fast growth and high goals while maintaining excellent customer service. It is important to maintain your dignity and grace while dealing with five issues at once.