



“My life motto is the same as ours at Dow Design: Great, not just good.”

Donna McCort

57, CREATIVE DIRECTOR OF DOW DESIGN

I'D NAME MY AUTOBIOGRAPHY: *I Shop, Therefore I Am*'

TO ME SUCCESS MEANS: Bringing beautiful things into the world. Here's to more Apple-like things, and less Microsoft Word-like things.

MY MOST TREASURED POSSESSION: My chow chow, Floyd. He's big, hairy, difficult to manage, and uber-affectionate. Just how I like my men.

THE GENDER STEREOTYPE I CAN'T STAND: Brides. Those ridiculous big puffy white dresses and veils. Why are we trying to look like a cross between a virgin and a princess? It's so tacky.

BEST ADVICE I'VE BEEN GIVEN WAS: If in doubt, say no.

MY DEFINITION OF A FEMINIST IS: Anyone who has the brains and the guts to acknowledge that women are not treated equally with men in many important areas, and there are still changes to be made.

BIGGEST 'PINCH ME' MOMENT: Winning the Best Awards for Anchor milk packaging way back in 2001. Thank you Mary Lewis of Lewis Moberly London! Mary has been called the mother of modern brand packaging, was the first female president of D&AD and has worked on brands like Champagne Bollinger, Le Bon Marché and Jasper Conran, winning hundreds of awards along the way. Her idea-based work was a big influence for us, and she happened to be a special guest judge for the NZ Best Awards that year.

I MADE MY FIRST DOLLAR: It was actually \$4.60, picking strawberries for a whole day. I knew right then that manual labour was not my thing.

BIGGEST FRUSTRATION FOR WOMEN IN THE BUSINESS WORLD: Being given equal kudos as men. For some reason a man can say something much less smart but be seen as carrying more mana.

THE 'MISTAKE' I LEARNT THE MOST FROM: A perm when I was 14. You shouldn't trust every hairdresser.

MY SECRET TO ACHIEVING A WORK/LIFE BALANCE: Think of exercise as just as non-negotiable as brushing your teeth. And don't feel guilty that you have to leave work to 'brush your teeth'! It's actually good for your work.

IN FIVE YEARS' TIME I SEE MYSELF: As a great doyenne of design!

BEST MEMORY WITH MY MUM: Watching *Grass Roots Rugby* together. This programme would often be on her TV when I visited. NOT a programme I would have normally looked at in, like, a million years, but the salt-of-the-earth types it told stories about, their humility, their community spirit, and their simpler values were all truisms of my mum. Things I loved about her, and were good to be reminded of.

DREAM WINTER GETAWAY: A treehouse in Trancoso, Brazil, near the surf, which would be a two to three-foot swell.

FAVOURITE BOOK: *The Bell Jar* by Sylvia Plath.

SIGNATURE SCENT: Arpege by Lanvin.

MOVIE WITH THE BEST ENDING: *The Getaway* with Steve McQueen and Ali MacGraw, climbing out of the garbage together.



Penny Elliott

37, FOUNDER OF PENNYCOMINS.COM

I'D NAME MY AUTOBIOGRAPHY: *Latte Lane to Kona Coffee*. And my sequel will be *Rich AND Relaxed*, because you can have both.

TO ME SUCCESS MEANS: Having all you desire. Being able to do work that you love and have time for loved ones, all while pushing yourself to be the best version you can be. Throw in a few adventures and loads of abundance and you have success.

MY MOST TREASURED POSSESSION: My Rolex that my Grammy brought me. Every time I look at the time I think of her and the inspiration she was.

THE GENDER STEREOTYPE I CAN'T STAND: Women need to be the mother of the company. Infuriating.

BEST ADVICE I'VE BEEN GIVEN WAS: See it all dear, see it all – my Grammy. Done is better than perfect – my coach Emily Williams. The body goes where the body takes it – me!

MY DEFINITION OF A FEMINIST IS: In

business you can have masculine energy with authenticity, get things done and not be nasty about it. Keeping a balance of feminine and masculine energies is a true skill that women have. Wearing a long ribbon in your pony tail while hitting the trails running as hard as you can. You can be pretty and push yourself.

BIGGEST 'PINCH ME' MOMENT: Reaching six figures in my business in a year, something that I built from scratch, I shocked myself. Standing on the start line of the Ironman World Champs in Kona, Hawaii – it took me nine years and 17 attempts to get there; a dream come true.

I MADE MY FIRST DOLLAR: Selling grapes on the side of the road in Pokeno. I bet some readers will remember that as we sold a lot of grapes over Easter each year. More famous than the ice creams.

BIGGEST FRUSTRATION FOR WOMEN IN THE BUSINESS WORLD: Not knowing and truly believing their worth. They have what I term the 'little girl voice' when it comes to money. This could be when negotiating their pay, their position or closing deals. Lacking the confidence around money is the biggest limiting factor for woman in business.

MY SECRET TO ACHIEVING A WORK/LIFE BALANCE: Knowing (and believing) my worth and then being effective with the money I make in the time I have. This then allows me to have time to play! Outsourcing to people is key too. Use others' strengths to move the needle in your business. I also schedule everything – right down to buying the groceries. If it is scheduled then it will happen. Most women schedule business tasks yet forget to schedule in their 'me-time'. Both are equally important.

IN FIVE YEAR'S TIME I SEE MYSELF: Helping thousands of woman around the world to remove the icky feeling in sales and growing their businesses and in turn their confidence. Speaking from the stage and creating a ripple effect of the Rich and Relaxed movement.

BEST MEMORY WITH MY MUM: Her saying my wedding dress was exquisite, putting Kate Middleton's to shame. Hilarious! Or else going show shopping together and hanging out – she loves shoes.

DREAM WINTER GETAWAY: Skiing in Canada – I love Lake Louise. A good day on the slopes. Ice skating in the ice castle and lights, then snuggling in front of the fire with a glass of red wine and reading a juicy book.

FAVOURITE BOOK: *The Big Leap*, by Gay Hendricks. *The Confidence Code*, by Katty Kay & Claire Shipman

SIGNATURE SCENT: Chanel No.5

MOVIE WITH THE BEST ENDING: *Titanic!* When she throws the necklace in the ocean as an old lady. Precious.

LIFE MOTTO: Rich and Relaxed; you can have both!

THE 'MISTAKE' I LEARNT THE MOST FROM: My father going bankrupt and our home being repossessed when I was five. I learnt then subconsciously that I wanted to make money on my own terms and be in control of my life.