

Strategies for success – Moira Forbes

Success leaves clues, regardless of what industry or discipline we are in and regardless of whether



we are reflecting on work, sport, family or relationships. Moira Forbes, Editor of Forbes Women magazine, which has global circulation, is a witty, committed, down to earth businesswomen and mother, who I recently had the pleasure to meet. She has a great attitude to enjoying every aspect of her life and a determination to fit it all in and somehow make it work. In doing so she is kind to herself and accepts that work/life balance is not really achievable for working parents as they have to juggle so many balls. Perhaps work-life integration is a better goal. What is important, she advocates, especially for women is that each of us finds what works for us and our family and that we learn to live with the choices we make.

Here are my 3 takeaways from meeting Moira Forbes

1. **Be ruthless about prioritising your time**

Schedule your day and ensure your time is in line to your priorities. Do the important things first. At the end of each day, check in to see if you made best use of your time. Do the same reflection at the end of each week – get the learning, do not repeat the same time-wasting behaviours the following week. This reminded me of another great tip I got from an extraordinary successful leader which was ‘to only do what only you can do’ – and delegate the rest.

2. **Do not spend time in the ‘turmoil of indecision’**

Take decisions and move on. Once you take a decision be at peace with it. Leaders take decisions quickly and stick with them. This gives confidence and certainty to staff and colleagues. It allows people to focus. Uncertainty breeds confusion and destabilises teams and organisations. Moira also said that in making decisions she has learned to ‘override your gut at your peril’- she advocates learning to trust your gut as it is only part instinct and the rest is the wisdom of experience. Learn to listen to your gut and let it help inform your decision making.

3. **Choose the right leader for the right position**

If the wrong people are in charge of the company, nobody benefits. It does not matter whether it is a team, a service, an agency or even just a project group, leadership is critical. If the wrong people are in leadership positions, services stagnate, staff become demotivated and do not perform to their best. Fortunately, while some leaders are born, most leaders can be developed. That requires them to be willing to get out of their comfort zone, overcome their fears, stretch themselves and most of all be committed to contributing.

For more information on my CORE leadership development programme, email me at lynne@lynnepeyton.com