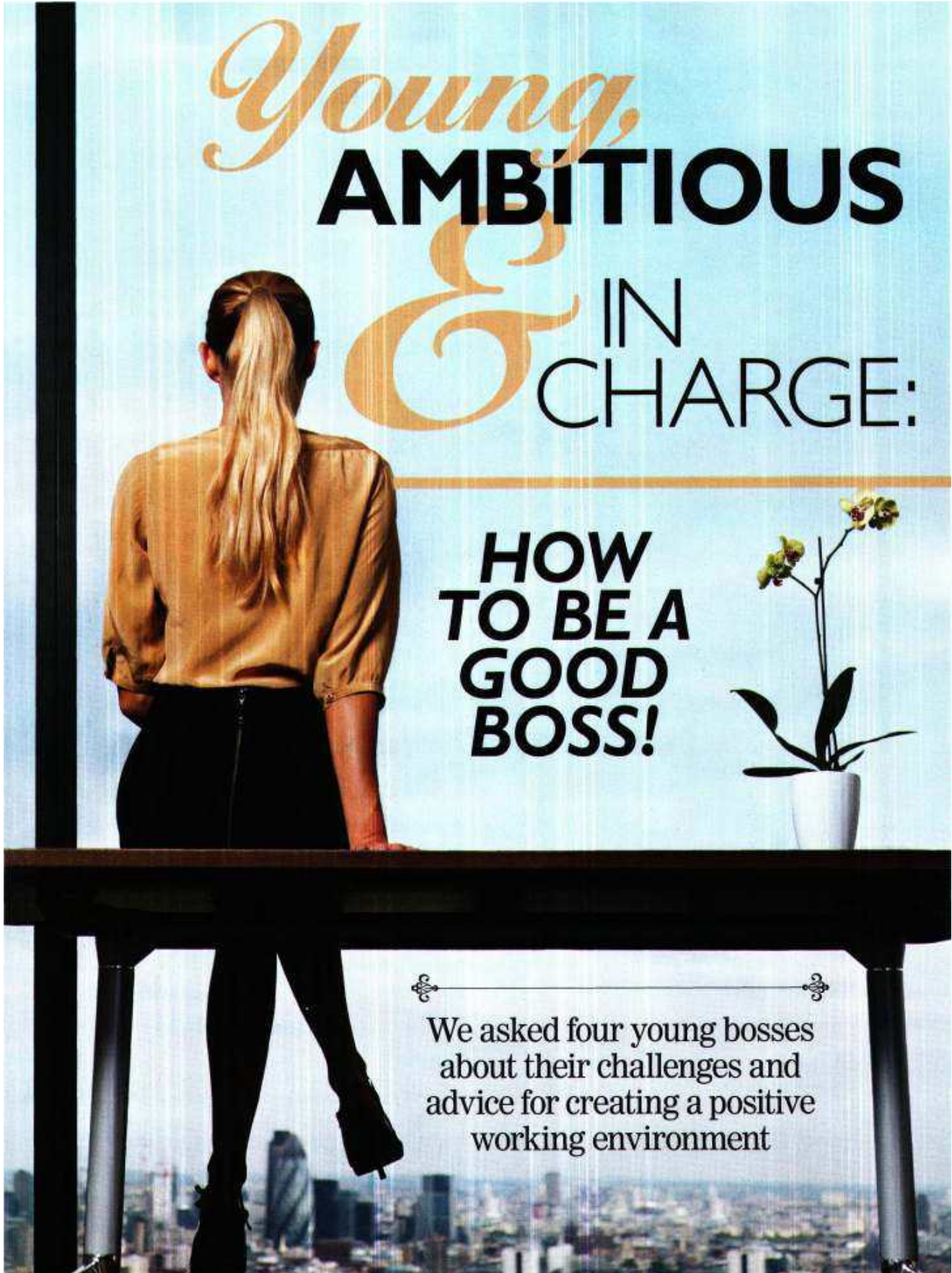


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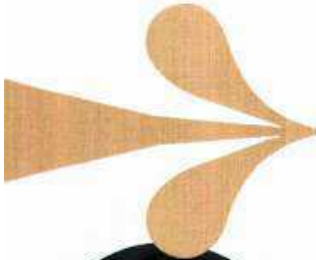


Young,
AMBITIOUS
& **IN CHARGE:**

HOW TO BE A GOOD BOSS!

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We asked four young bosses about their challenges and advice for creating a positive working environment



A recent study has revealed that a third of young women plan to start their own venture – so how do you become a stellar boss?* Amanda Gome, publisher of startupsmart.com.au, an info website for new businesses, says, "A good boss needs to find great people and give them the tools, resources and authority to execute the business' strategy. Every day they need to motivate, inspire and listen to their people."



Anthea Hendry, 28,

HYPOXI AUSTRALIA

Hendry established Hypoxi – a fat-loss and cellulite reduction treatment – in 2004. After losing 18kg with Hypoxi in London, she decided to obtain the distribution rights and set up shop in Australia.

What has been your greatest challenge as a young boss? Having people take me seriously. I think it's sometimes hard to find the line between being authoritarian and coming across as a complete bulldog.
What mistakes have you made and how did you learn from them? In the early days, I was too friendly with colleagues. This made it increasingly difficult to pull them into line when it was necessary.
How do you deal with staff disputes? Communication is definitely the key. I'm a strong believer that talking it out face to face works best. I really try to steer clear of any email confrontation, where the tone can be misinterpreted.
What's your top tip for aspiring entrepreneurs? If you want to make your business work, be prepared to throw your absolute all into it!



Carly Crutchfield, 29,

CCORP

Crutchfield founded CCorp in 2006 and it's now one of Australia's largest and fastest growing property developers, with more than 35 staff – not bad for a girl who left school at age 12.

What mistakes have you made and how did you learn from them? One of the first was spending too much time writing business plans, income projections, product charts, etc... I was so busy planning, I didn't see that my business was going down the drain.
How do you make your workplace a great place for your employees? We have a staff gym in our office and a personal trainer and yoga instructor. We also have a staff chill-out space.
How did you get your start in property? I found a developer and convinced him to let me work for him. He became my mentor and showed me that you can create and achieve anything.
What is your best tip for aspiring entrepreneurs? Persistence. You'll have challenges, stress, you'll be overwhelmed, you'll think you can't keep going. But you can.



Zoë Warne, 29,

AUGUST

Warne cofounded August, a digital creative agency, with her partner Daniel Banik in 2005. The company now has 15 staff, has won numerous awards and services clients like Australia Post, Bunnings Warehouse and ABC.

Who was your mentor before you became a boss? I learnt a lot from the way my mum ran her catering company. She taught me a lot about work ethic, discipline and listening to clients, as well as organisational skills.
How do you make your workplace a great place for your employees? We hold regular group events such as tenpin bowling, exhibitions and free movie nights. It also doesn't hurt to have a table tennis table in the office!
How do you deal with staff disputes? If issues arise, the first step is to hear each side of the story and allow each person to voice their concerns. Then deal with the problem swiftly and decisively.
What achievement are you most proud of? Creating a company culture where our staff support each other and at the same time push each other creatively and technically every day.



Lauren Chang Sommer, 31,

MOI MOI FINE JEWELLERY

With her sister Alana, Chang Sommer turned her four-year-old company into a multimillion-dollar enterprise, with a store in Sydney's QVB and a wholesaling division.

What has been your greatest challenge as a young female boss? In the early years I found suppliers, potential employees and even some customers were quite suspicious of us because we were young.
What mistakes have you made and how did you learn from them? Taking advice from so-called "experts" that we paid a lot of money for. I now go more on my gut feeling, and I'm more confident in making quick decisions, which is vital in business.
How do you deal with staff disputes? I always try to be honest and nip everything in the bud as soon as any conflict or issues occur.
If you could only give one tip for aspiring entrepreneurs, what would that be? Taking a line from Sir Richard Branson, "Screw it, just do it!" **Emma Krieger** □