



Spanx for the memory

By Sunil Bali

You may not have heard of 43 year old Sara Blakely. Blakely launched a start-up with \$5000 in savings to becoming the youngest self-made female billionaire in history.

She grew her bottom line by quite literally removing her customer's bottom line. You see, Blakely gave the world Spanx: the world's first invisible pants. Given her notable first in the Global Rich List, you might think that Blakely is a completely driven alpha female.

Interviewers have remarked on her incredible energy and passion for helping women look and feel their best, but also on a vulnerability, empathy and honesty, which they have found most endearing. These qualities are reflected in Blakely's answer to the question, "What advice would you give entrepreneurs?"

1. **Pay it forward.** Solve people's problems, make their lives easier, make them happier and the money will follow.
2. **Go with your gut.** It seems to know things your head doesn't.
3. **Push through your fear.** Blakely says she was terrified when she started her business and still pushes herself through her fears every day, which include flying all over the world, despite a chronic fear of flying.



4. **Spend time each day on your own:** ideally at least half an hour in silence. Blakely says that the best ideas always come to her while she is having her evening soak in the bath or whilst driving. The drive to her office only takes six minutes, but Blakely often takes a longer, scenic route which takes over forty minutes. In a similar vein, the one thing that you'll find in billionaire Warren Buffet's diary on any given day is a white space: "I make sure that I have a *Me-ting* booked with myself every day," says Buffet. "I usually go for a long walk and find that all sorts of wonderful ideas pop into my head."
5. **Believe in your work and treat failure as a key part of the process.** Blakely said she heard the word "No" over a thousand times before someone first said, "Yes" to her idea.

If it's good enough for the world's youngest self-made female billionaire....

© Copyright, Sunil Bali

About the Author

Sunil is a Performance Coach, Speaker and Author.

Ex Head of Talent for Vodafone Group and Santander, and having been responsible for hiring over 50,000 people and has had the pleasure of working with some great entrepreneurs, professionals and leaders.

Co-ordinates

E-mail: sunil@sunilbali.com
Web: www.sunilbali.com

LinkedIn:

uk.linkedin.com/in/sunilbali



Important Notice

© Copyright 2015, Bizezia Limited, All Rights Reserved

This article appeared in Better Business Focus, published by Bizezia Limited ("the publisher"). It is protected by copyright law and reproduction in whole or in part without the publisher's written permission is strictly prohibited. The publisher may be contacted at info@bizezia.com (+44 (0)1444 884220).

The article is published without responsibility by the publisher or any contributing author for any loss howsoever occurring as a consequence of any action which you take, or action which you choose not to take, as a result of this article or any view expressed herein.

Whilst it is believed that the information contained in this publication is correct at the time of publication, it is not a substitute for obtaining specific professional advice and no representation or warranty, expressed or implied, is made as to its accuracy or completeness. Any hyperlinks in the article were correct at the time this article was published but may have changed since then. Likewise, later technology may supersede any which are specified in the article.

The information is relevant primarily within the United Kingdom but may have application in other locations.

These disclaimers and exclusions are governed by and construed in accordance with English Law.

Publication issued on 1 February 2015