



Who Do You Want In Your Cupboard?

I received a lovely testimonial recently from a client, the Lord Mayor of Liverpool. This wonderful lady has a way with words, and she ended her call by saying to my Operations Manager that, "everyone should have a Dawn in their cupboard".

It got me thinking...who would you want in your cupboard? Do you have someone in your life that you can rely on, who is always there to help you find the answers when you're feeling a little lost?

A quick sweep in the office found that nearly everyone has at least one person they'd want to keep in their metaphorical cupboard, the majority of which are loved ones at home.

But like the old question of "Who Would You Invite to A Dinner Party" *, I'd like to know – if there were no limits to your choice – who would you want in your "work" cupboard?

Would you go for someone with a nonsensical approach from whom you could expect a stern talking to if your standards started to slip, like Gordon Ramsey? Or would you prefer your cupboard dweller to applaud each step of your day, cheering you on with an abundance of enthusiasm, aka Joe Wicks?

I think the ideal inhabitant of my figurative locker would be someone who understands business on a deeply personal level and isn't afraid of hard work. Someone who could offer a pragmatic approach whilst simultaneously

acting as a role model and champion for women in the workplace. Someone like Karren Brady.

Baroness Brady, who became Managing Director of Birmingham City Football Club at the age of 23, can often be found on Most Successful and Top 50 Inspirational People lists, and there is no doubt regarding how deserved her place there is, such is her level of success.

So why did my client choose me for her metaphorical cupboard? Like Baroness Brady, I take the pragmatic approach. I do my utmost to get to know my clients and their needs. I assess their strengths, and in doing so, plan how I can help them grow and evolve. I help my clients find their answers and I thrive off their success and growth; this is the very reason I founded Liiift.

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