



## Seven Secrets of Career Success I Learned From a Sports Illustrated Super Model.

If you've ever seen a photo of Kathy Ireland, then you'll know why she's a woman that we'd all love to hate. But when I heard her story about growing up delivering newspapers and her life-long desire to start a business, I realized that she really is just one of us: another woman working hard to make her way in the business world.

Kathy confessed that after her modeling career ran its course, she struggled to find her niche in business. Some of her early ventures didn't pan out, but no matter what happened, she never gave up. It wasn't until she was asked to model socks (yes, that's right, socks!) that she came up with a business idea that she thought would fly. After crisscrossing the country and sleeping in airports to conserve money, her company, Kathy Ireland Worldwide, was open for business. Today, her company is worth over \$1.5 billion.

Here are the secrets of success that Kathy shared with us.

1. **Discern criticism.** Kathy said that in order to succeed in business and in life, you have to turn off the noise of negativity. That's why she sifts through criticism carefully discerning what is useful and what's not. I don't know about you but I like this piece of advice. A lot.
2. **Sleep is overrated.** Kathy believes that the early bird gets the worm. That means that you have to wake up early and take advantage of the opportunities that present themselves. While I didn't get to ask her, I suspect she'd agree that power naps were invented with this in mind.
3. **Don't hesitate.** Kathy noted that when opportunity knocks you need to respond quickly. Don't worry if you're not completely ready for it. Just show up. That's why my mantra is this: when opportunity knocks, fling the door open wide and let it come inside!
4. **Challenges can be opportunities in disguise.** No stranger to failure, Kathy learned to recognize early on that failure is simply another word for education. Keep that in mind the next time that fear of failure rears its ugly head.
5. **Have passion for what you do.** Kathy has a passion for finding solutions. That's what helped her to overcome obstacles and build a successful company. Find your passion and you can achieve whatever you set out to do too.
6. **Build your success one step at a time.** Kathy built her company's success door by door and store by store. You can build your own success the same way. All it takes is a belief in yourself and that first step.

7. **You can have it all, just not all at once.** Kathy should know. She's running a \$1.5 billion dollar company while maintaining a happy marriage and raising a family. The key? Sometimes you have to say NO to some good things so you can say YES to some great things.

Kathy was an inspiration to all who saw her speak. Her advice is spot on. The only other thing that I'd add is this. If she can do it, than so can you. Remember the Nike tag line? Just do it!