

DEFINING SUCCESS

Listen to your inner voice and be brave enough to follow it.

The meaning of success varies from person-to-person and depends on what you're measuring it against.

We speak to mentors and startup founders about what success means to them and how they define it, so we too, can better understand it.

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SUCCESS, A GREATER SENSE OF PURPOSE

*An interview with
Head of Venture
Management and
Investment, at
Creative HQ*

JACKY LAVERTY HAS OVER 20 YEARS EXPERIENCE MANAGING AND MENTORING BUSINESSES TO SUCCESS.

She is the ever encouraging and very supportive mother hen at Creative HQ and most definitely an integral part of our startup founders' journey to success – whatever success may look like for them. This week we sat down with expert Jacky, AKA Jax, to ask what success means to her and what advice she most regularly gives to our startup business on the subject.

When asked to define success, Jax says:
“For me, the current one-dimensional (e.g. success is measured by dollar value) understanding of success needs a proper update. In my experience, we are all yearning for more purpose. The millennials especially. Real success is probably strongly connected to listening to your inner voice and being brave enough to follow it. This means spending more time and effort on things that fuel you and help you feel a greater sense of purpose.”

Defining success must take into account experiences, values and beliefs and so, success means different things to different people. The importance you place on different measures can vary depending on your personal goals. You might solely think of it regarding monetary value, or you might want to feed your whanau easily, or you might ask yourself *“how many people have I made happy today?”*.

JACKY LAVERTY

SUCCESS, A GREATER SENSE OF PURPOSE – JACKY LAVERTY

CONTINUED...

These are all valid measures, and your yardstick will vary to others.

In her work, Jax sees more consumers and investors developing bigger appetites for business impact beyond monetary value. Founders are building companies that are fixing real-world problems, with teams that believe in the company's vision and mission – a mission built on sustaining itself and making money to support its cause. The impact factor businesses can have on the world is a huge motivator for Jax's career in young business mentorship.

Jax sees failure as an integral part of success.

"I have failed quite a few times myself, and I know it hurts. But also you (hopefully) learn a lot from failure and get better as a result. Resilience and perseverance are key. Developing a simple ritual to acknowledge every failure as a new learning helps you through the tough times. I use the mantra "exploring and learning is fun!"

Supporting entrepreneurs to set up businesses they are passionate about is Jax's primary driver. *"I love that energy; I know how it feels. Exploring new grounds, exploring things that haven't been done yet or at least, not in the same way as before."* She thinks anyone starting up a project or company is doing it with the firm thought – it will succeed. Otherwise, it would be a huge waste of time. In that light, it can be especially heartbreaking if it doesn't work out, but perseverance and failure are important parts of success. According to a study, 90% of the founder teams of unicorns are repeat entrepreneurs. Drew Houston, Co-founder of Dropbox is right when he said: *"don't worry about failure: you only have to be right once."*

Creative HQ focuses on innovation and innovative business practices, and we very much think innovation drives success. *"Without innovation and the mindset to think about what could disrupt your own company, ventures wouldn't survive anymore. If we are putting energy and time into building something new, why not design things that change the world from the start?"*



Jax has taken many businesses through the startup process. She's seen roadblocks crop up time and time again and helped companies take the next steps.

"Most commonly roadblocks are caused by regulatory barriers, over-inflated ego or lack of focus. New entrepreneurs don't often take the time to plan and review the company strategy on a regular basis and can chase every opportunity as it comes up which results in inefficiency and burnout. I recommend actively engaging in thinking about the 3-5 most important things to crack.

Focus on things that make or break your company in each phase and then test all opportunities on their fit. Certainly, you can always plan to have one wild card..."

Keeping your expectations of yourself and others in check and finding ways that will focus you on the bigger picture will ultimately drive long-term success.



SO, WHAT ARE JAX'S TOP 3 SUCCESS SECRETS? _____

- 1.** Always ask and listen, but stay true to yourself.
- 2.** Be respectful and kind and don't burn bridges, you might need them soon, and desperately
- 3.** Make paying it forward part of your business model.

"My wish for you all is to wake up daily, passionate and optimistic about the day ahead, knowing that what you do will positively impact others.

Lots of love, Jax"

INDIGO AND IRIS

HANNAH DUDER & BONNIE HOWLAND

We spoke to CEO & Founder of Indigo and Iris, Hannah and Bonnie, about being girl bosses with a social mindset and an appetite for success.



STARTUP INSIGHT

___ Indigo & Iris, a beauty brand with a social mindset. Something for all businesses to aspire to. Their vision is to create a world where everyone is equal, where everyone has access to quality education and healthcare, using business to 'evolve the world for the better'. Creating a beauty revolution is no longer just about ingredient sourcing or product testing as this beauty brand is proving with their first release.

Levitate is the first product to come from the Indigo & Iris line – a mascara that not only benefits the wearer but helps to restore sight for many people in the Pacific Islands. With 50% of their profits being donated to help end avoidable blindness, this is the first step for Indigo & Iris to make their stamp on the ethical beauty market. You can do your bit by backing them on Kickstarter now.

We spoke to girl bosses Hannah Duder and Bonnie Howland, the women behind the vision, to find out how they define success, failure and their journey to crowdfunding.

WHAT DOES SUCCESS MEAN TO YOU, AS TWO YOUNG WOMEN DOIN' IT FOR THEMSELVES, AT INDIGO & IRIS? _____

___ Success to Bonnie and I is all about impact. The bigger the business the bigger the impact. We want to grow our makeup brand to being a global brand which will mean we can have more of a positive impact in the Pacific regions.



HANNAH – YOU WERE APART OF LIGHTNING LAB XX IN 2016, WHERE ALL VENTURES THAT CAME THROUGH THE PROGRAMME HAD TO HAVE A FEMALE FOUNDER... WHAT DID YOU LEARN ABOUT FEMALE-LED SUCCESS AND ITS IMPORTANCE BEING APART OF THE PROGRAMME? _____

___ One thing I learnt is that as women leaders we HAVE to be kind to each other, we have to support and help each other more than ever before. It's not meant to be easy but it's even harder when you don't have support from other leaders.

WHAT HAS INDIGO & IRIS'S JOURNEY BEEN LIKE UP UNTIL NOW?

___ Bonnie left University at the end of 2014 to pursue making Indigo & Iris a reality which started as completing the Live the Dream programme and moving to Wellington. The three years leading up to our Kickstarter launch was a combination of creating Levitate through finding and working with different manufacturers around the world and creating the brand and company.

WHAT'S THE MOST EXCITING THING ABOUT BEING A FEMALE FOUNDER?

___ We really love being female founders because you do inspire other young females; reminding them that it is absolutely possible for them to start a company or be in leadership positions if it's what they choose to do. Bringing a female perspective and energy into these

spaces is so important. It's an awesome time to be a woman founder; every reasonable person is aware of the importance of gender equality and the historical bias towards women is not just the start-up/entrepreneurial space but in every workplace – and things are so much better but of course we are so proud to be a part of the future and continue to make it an even more even playing field.

HOW WOULD YOU AND BONNIE DEFINE FAILURE? _____

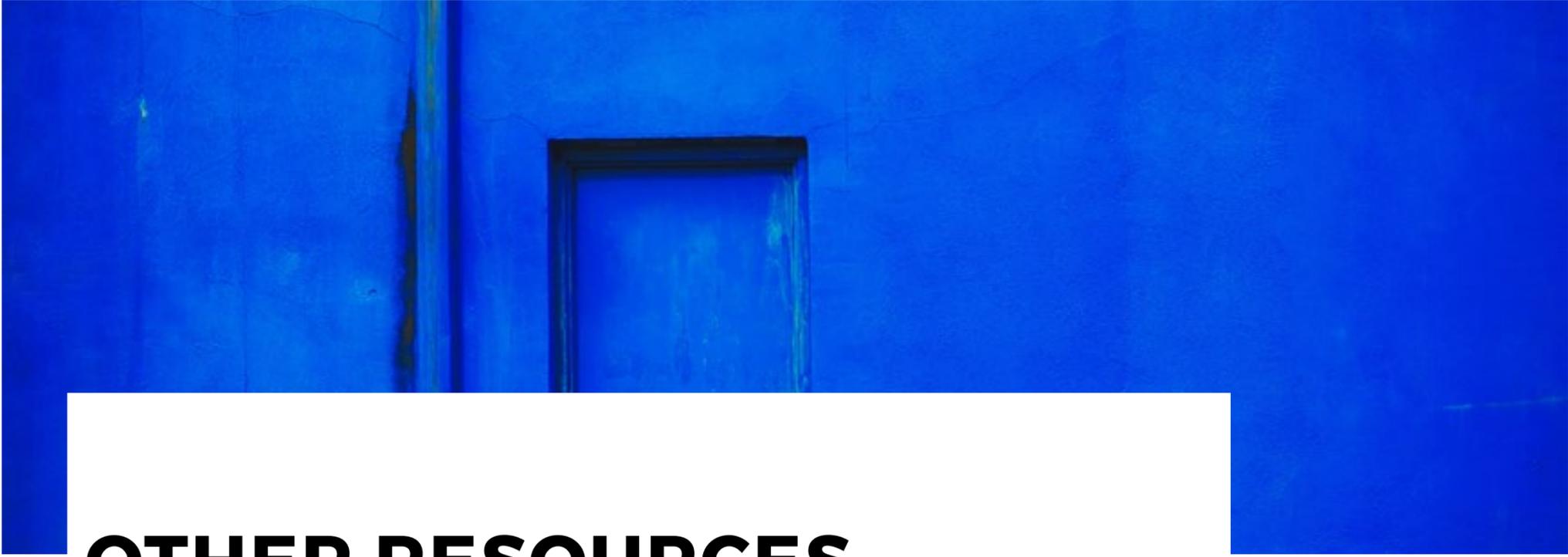
___ Moving away from our vision and dreams because of others' advice that doesn't intuitively feel right.

WHAT TOOLS DO YOU USE TO MAKE BUSINESS EFFICIENT FOR YOU AND YOUR TEAM? _____

___ Communication is KEY. So making sure you have some processes in place for chatting easily. Bonnie and I are using email, facebook messenger and text. But ultimately the reason we work so well together is because we talk face to face and feel like we can communicate anything to each other. Hannah's main tools are Xero and Excel! Bonnie's are adobe illustrator and pages.

— INDIGO & IRIS

INDIGO & IRIS IS A BEAUTY BRAND WITH A SOCIAL MINDSET. 50% OF THEIR PROFITS GO TO CHARITIES.



OTHER RESOURCES

___ **KRISTEN LUNMAN** *WHAT IS SUCCESS?*

___ **DAN TONG** *WHAT IS SUCCESS?*

___ **ROSIE WALL** *WHAT IS SUCCESS?*

“Our society teaches us that our identity is equal to our successes, and we learn that from a very young age... and so what I’m having to learn now is: If I succeed or fail, in any given moment, it has nothing to do with my sense of worth, or my ultimate worth.”

___ **THE BROAD EXPERIENCE** *REDEFINING SUCCESS WITH ASHLEY MILNE-TYTE AND GUESTS TESS VIGELAND AND WHITNEY JOHNSON*

“As I researched over the years, I came to realize that success has many different definitions depending on who you ask. So what is success?”

___ **DAN DZOMBAK** *WHAT IS SUCCESS?*

“Business Insider has rounded up what some of the world’s most powerful and impressive people — from President Barack Obama to the late author Maya Angelou — have to say about success.”

___ **SHANA LEBOWITZ** *HOW SUCCESSFUL PEOPLE DEFINE SUCCESS*

