

Emma Isaacs - Founder of Australia's Business Chicks - with nearly a Million Members

Emma is the founder and global CEO of the Business Chicks, Australia's largest community for women with nearly a million members, which now also has a Los Angeles branch. Emma is truly an extraordinary woman – and her passion for helping women live BIG lives by saying YES more often, failing lots, get up and try again – makes her a perfect powerful close to this year.

A mom of 6, Emma is passionate about inspiring women to "Play a Bigger Game of Life" by understanding what holds them back, what propels them forward, and overcoming their fears through her 9 principles of "winging it."

A perfect role model for these uncertain times, she is an entrepreneur who has earned the praise of the world's greatest thought leaders including Sir Richard Branson, Bill Gates, Arianna Huffington and Diane von Furstenberg. She's a highly sought-after keynote speaker and media commentator on topics around female leadership and entrepreneurship.

In her new book, *Winging It: Stop Thinking, Start Doing: Why Action Beats Planning Every time* she gives practical tips for women -- notorious overthinkers and self-doubters -- to transform their fears and insecurities into action one messy step at a time. She breaks down her keys to success in business which include:

- Say YES and figure the rest out later
- Learn to be flexible and PIVOT
- Believe in Yourself enough to give your dreams a GO
- What successful people do differently
- Time-saving hacks
- Nothing is as it seems - EVERYONE is winging it!

Emma, who left college and started her first business at 18, calls *Winging It* a rallying cry to women to "try the things that scare them, build their wealth, make an impact."

In this Episode:

- Learn more about Emma's entrepreneurial journey & the story behind founding Business Chicks Australia's largest community for women with nearly a million members
- "Play a Bigger Game of Life" —what this phrase really means to Emma
- Factors Emma observed that have contributed to the most successful businesses
- The power of connection and how it shaped Business Chicks success
- A sneak peek to what's coming up for Emma this 2021

Quotes from this Episode:

“You must do the thing that scares you. Do the things that light you up!” —Emma Isaacs

“Women tend to overanalyze which keeps them from moving and being in the state of inertia.”
—Emma Isaacs

“If I didn’t get started, I won’t be where I am today. So, I think the big piece there is to just take the first step.” —Emma Isaacs

“Trust in life. Let life surprise you.” —Emma Isaacs

“Ask many questions as humanly possible, invest in your personal development, and surround yourself with the right people.” —Emma Isaacs

“Harness the power of people and culture because that can contribute a lot to you and your business’ growth.” —Emma Isaacs

3 Pearls of Wisdom:

“If it is to be, it is up to me.”

“Understand your numbers. Check your balance, invest, etc.”

“Believe in yourself and cultivate your confidence.”

Resources:

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Website: <https://www.emmaisaacs.com/>

Facebook: <https://www.facebook.com/emisaacs>

LinkedIn: <https://www.linkedin.com/in/emma-isaacs/>

Instagram: <https://www.instagram.com/emmaisaacs/>

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