



Instyle
June, 2014

Page: 94
Section: General News
Region: National, AU
Circulation: 53536
Type: Magazines Lifestyle
Size: 887.00 sq.cms.



slice
CUT STRAIGHT TO YOUR NEWS

press clip



Sportmax coat. Bianca Spender
shirt and pants. Paspaley necklace
and bracelet. Ring, Kelly's own.

HAIR: KEIREN STREET.
MAKE-UP: SARAH TAMMER.



Instyle

June, 2014

Page: 94
Section: General News
Region: National, AU
Circulation: 53536
Type: Magazines Lifestyle
Size: 887.00 sq.cms.



slice
CUT STRAIGHT TO YOUR NEWS

press clip

Cassandra Kelly

WINNER: BUSINESS

When Cassandra Kelly co-founded the strategic and financial advisory firm Pottinger with her husband, Nigel Lake, in 2003, she did so with the belief that “it’s possible to deliver better advice and to deliver that advice with integrity in a world where people had really lost hope that [integrity] existed—the world of investment banking.”

She was right. Not only has Pottinger become a market leader, it’s earned a reputation for being ethical, insightful and respectful in its work, which includes advising corporate and government organisations. “I want to help leaders transform,” says Kelly, “to help them behave differently and lead their organisations to a sustainable future.”

With this goal in mind, it’s unsurprising that Kelly, 40, has created for her own business a culture that’s inclusive of all, “which is unusual in an investment bank”, says Sex Discrimination Commissioner and 2013 Women of Style winner Elizabeth Broderick. It also explains why Pottinger has been named a Recommended Employer in Financial Services in the Australian Business Awards seven years in a row.

It’s a world away from her early career, when she spent years working for leading financial institutions worldwide. “I was wildly successful but had to be someone different to do it,” she says. “The money [I was offered] was amazing and the title was great but I thought, ‘That’s not me.’ So I voted with my feet, trying to find that place where I could have an authentic voice and be proud.”

She created her own solution in Pottinger and since then Kelly, a mother to Alexander, 10, Katherine, nine, and William, six, has also focused on philanthropic causes, including co-founding Glass Elevator in 2012 to support female business leaders and increase their numbers. “Not only are we helping great women find each other and providing training opportunities, the ripple effect of inspiring others and activating their desire to help means we can achieve very much more.”

From the heart “It’s an enormous responsibility to have employees; it’s huge. I knew in my heart that I’d be a deserving employer, in terms of how I’d care for people. Good people deserve to be treated really well.”

Leading the way “A good leader will have a mixture of skills. On the one hand, it’s the ability to listen and truly hear people but at the end of the day you have to be accountable and have the vision and courage to make decisions. The other day I was thinking about someone who is fantastic technically but not a great leader and it’s because there’s conflict avoidance. You have to be prepared to deal with the tricky issues.”

Shifting perception “[Starting the business while I had a newborn] wasn’t difficult—I didn’t have to work full-time in the early days, compared to the hours that I was used to. What was hard was not actively working with clients and the assumption that I was just the wife. That was difficult for my ego to make sense of. I was used to being regarded for

press clip



Instyle

June, 2014

Page: 94
Section: General News
Region: National, AU
Circulation: 53536
Type: Magazines Lifestyle
Size: 887.00 sq.cms.



slice
CUT STRAIGHT TO YOUR NEWS

other things and suddenly I had a baby, who was amazing, but business people didn't regard that as an amazing thing to achieve."

Why women work "This idea of work/life balance is ridiculous. It's as if people think there's some magic fulcrum – well, there isn't. Work is part of your life, a very important part. It either funds your lifestyle, is an outlet for your abilities or is where you gain stimulation. Work and life are integral."

Lean on me "I joined the Vinnies CEO Sleepout advisory board in its early years and through that I came in touch with this [homeless] guy. I said to him, 'Do you have someone to talk with?' The [mentoring] started from there—sending a text message, taking a call. Later he said to me that it made him feel like he mattered to somebody, that he was relevant. He's no longer homeless. There are so many things we could do better in the world, there are so many ways to help. It's incumbent on all of us to find a way to contribute. We have so much more freedom than other countries so give in proportion to [what you have], with your time or finances."

The future's bright "If I can have greater impact, whether I'm the leader or helping other leaders make difficult decisions with empathy and compassion and my children and husband still know that I love them? Then that would be an amazing future." —KRISTY BRADLEY

I admire her strong commitment to philanthropy and achievements in the male-dominated world of finance."

—ELIZABETH ANN MACGREGOR, WOMEN OF STYLE JUDGE