

Meet Alycia Brady, Managing Director of Aspire Singapore

Aspire™



Women in Leadership



Why do we need to talk about Women in Leadership?

We have interviewed seven of Aspire's extraordinary women who share their personal experiences, challenges, and breakthroughs as they have become the role models they are today.

By giving us their best advice on how to approach a leadership role, things to consider when managing others, and other golden nuggets of advice, we want to help you feel empowered to aim high, and just go for it.

Whether you've toyed with the idea of becoming a manager, looking to claim your position as a business director (or similar), or simply want to get noticed for going the extra mile, these women, and Aspire, are right behind you! We hope this answers potential concerns and helps reduce inequalities between genders.

If you would like to get in touch with our female leaders, don't hesitate to drop us a message and we will put your greatness in touch with theirs! Email marketingteamaspire@weareaspire.com.

These personal, informational accounts will be designed to advise other women who aspire to be on similar paths. The individual interviews will be published in small booklets that people can download from our website. Each week, beginning with International Women's Day on 8th March, we will release another interview, showing our support and raising awareness for IWD for a total of seven weeks.



Women in power

First, let's meet: Alycia!


Hi Everyone! I have nine years of experience in the recruitment industry, after starting my career in recruitment a few months after graduating and moving to Singapore. I moved into a manager role after three successful years as an individual contributor, and I'm now running Aspire's recruitment office in Singapore as Managing Director. I have six years in total of management experience, three years running an office and managing all levels from junior to senior.

My first manager role was Team Manager, managing one Associate Consultant, and this progressed as we grew as a business across our Media, Tech & Marketing sectors.

I hadn't thought about being in a leadership role before, but my Manager at the time suggested I trial it as she felt I naturally liked nurturing new people on the team. I have always wanted to do my absolute best in my job as personally, this is satisfying, so I worked really, really hard to reach my goals and targets to ensure that I could progress.

I pushed myself to get to the next level and always made sure there was a reward. Money has always been a motivator as well, I really believe having something to work towards is important. Whether that's buying a house, a holiday, paying school fees - if you're in sales, you're likely doing it for a reason! As my life has changed along the way as well - I'm now Mum of 2 little boys, my motivations have continued to change which has also kept me driven and focussed in my role.

Managers are there to guide you and to learn from but ultimately you are in control of your success and applying those recommended changes.



Someone told me once I started out in recruitment to listen to the experienced recruiters around me, when they are on the phone pick up their tricks and adapt to my style. From then, I felt like I was constantly learning and adapting, which I believe led to my success in leadership today. You can also never stop learning no matter your seniority.

It has felt like natural progression for me, each role has happened off the back of hard work and hitting targets. I really enjoy seeing the team celebrate their success, whether that's a new job title, pay rise, commission cheque, winning a new piece of business - it should all be celebrated!

My advice for: being a Managing Director

If you specifically like the idea of becoming a Managing Director, you've got to think bigger. You'll need to have a vision for growing the business, so it's about having a holistic view rather than just an individual view. You might even have more than one team, so you'll need to consider all parts of your engine for the business as a whole.

This often means being clear and consistent with communication, being adaptable, and making difficult decisions. Some of the decisions you make for the good of the business may not agree with everyone individually as they won't be flexible.

However, don't forget to keep an ear to the ground. Be prepared to listen to everyone from junior to senior level, to understand the morale and impact of business decisions. After all, your team are what will create greater success.

Lastly, remember to think ahead, spot problems early and train the team to be adaptable just as much as yourself.

Leadership advice





Planning for challenges

I think my least favourite part of the job is making some difficult decisions, I really want to give individuals enough of a chance to thrive but sometimes it doesn't work out. I don't like accepting that it's not working out because, from my side, I feel I have failed my team. However, if you and your team member have tried absolutely everything and it's still not working out, sometimes accepting it's not a match for the team is the best way forward for both parties. They will likely agree with you!

I have had challenges with some people on my team not wanting to be managed by someone younger than them. This was particularly challenging as it's not something as a Manager you can change about yourself however, trying to really understand each team individual's working style, is a positive way forward to resolving this potential conflict.



Managing a team

Personally, I have a positive attitude which I hope passes on to my team, and I love seeing my team be successful. That is an ultimate motivator, but managing a team doesn't come without its challenges. You do have to accept that you can't give your team everything that they want (pay rises etc. don't just grow on trees!), and not everyone can be successful at the same time, and not everyone will be your best friend. Your team individuals will be at different stages in their career - some will be thriving, some may struggle with workload or some may have a bad quarter and you need to get them feeling positive about their role again during a tough time. All whilst this is going on, you have to remain upbeat as they will look to you.

It's important to build a team bond, make sure your team know that everyone is in it together. You need your team to root for each




other, otherwise cultures can turn sour. Healthy competition is definitely important, but communication amongst the team is the ultimate goal to creating a healthy team environment. Your team need to be able to communicate with each other to avoid misunderstanding behind the scenes (it happens A LOT!). I truly believe in good team building activities as well (not just your standard drinks and dinner). Do something different like a team building challenge that gets your team thinking together.



Work/life balance

A few years ago I did consider stepping down from a management role into an individual contributor role because I was concerned about managing my leadership role and my kids. However, when I went through what I enjoyed about my job, many aspects of managing a team came up so I felt it wouldn't be the right move for me to move back into an individual contributor role, and I've actually managed to balance both.



As a mother of two children, it can be challenging, sometimes you are torn! In order for me to make this work, I try to separate work from personal as much as I can. When I'm done for the day, I aim to switch off so that I can be 100% present with my family. And when I'm at work, I want to be as focussed as possible so I aim to be super organised with my kids the night before. My husband is also in a full time role so we will communicate our whereabouts and evening plans to make sure that one of us can sort the kids out at bedtime etc.

However, life happens, there will be times when you can't be 100% present with either, so you learn to prioritise in advance and accept that you can't do everything but you can manage your time as best as you can. I have always said to my team that family comes first. If your team's family is taken care of, you will get the best out of your team.

I've had to learn to manage my team extremely well to keep balance in my life, that includes allowing some "just you" time as well in between. Booking that exercise class, going on a walk first thing, listening to a new podcast for example are key to giving you that mental break from both roles too!



Future career goals

You never want to be in a position where you are no longer challenged but right now I am not thinking about what's next as I still have lots to accomplish in my current role in terms of growth for the business. But once you are in a more senior position, you do need to think for yourself as well - how can you expand your offering and learn more?

I am a firm believer that you never stop learning, so I will seek advice from people in similar positions to myself in recruitment if I need a second opinion for example, as you will always learn a lot from the people around you.



About Aspire

Established in 1992, Aspire is a recruitment consultancy with offices located in APC, the US and the UK specialising in supplying talent for a variety of sectors and disciplines such as Content, Data, Digital Media and Marketing, Events, Research and Insight, Intellectual Property, Technology, and Sales.

Aspire is fully committed to Diversity and Inclusion and the fair and equal treatment of our employees and candidates.

We hope this content empowers females to break through barriers and continue to progress into managerial and leadership roles while enlightening business leaders of the capabilities of such females

In order to leave discrimination behind, employers and employees must work together to ultimately increase business success and support the will to live and work in an inclusive world.

You can find out more about our Diversity and Inclusion policy at: www.weareaspire.com/about-us/diversity-and-inclusion



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while empowering others