

# Board Member Spotlight

## Make It Matter

By Elizabeth Corrigan



Do a Google search for the term “work-life balance” and you will find a plethora of information and resources. The workforce has been experiencing a mass transition with baby boomers leaving the workforce and millennials moving in. Millennials will make up 75% of the global workforce by 2025 and they are challenging conventional thinking about what a modern career looks like.

My own struggle to find work-life balance was the catalyst that led me to start my own company. I was dedicating a tremendous amount of time, effort, and passion to the companies and brands I was working for but was not comfortable with my life's balance. I loved what I did, but I was feeling that I just did not have enough time with my then five-year old twin girls. I quickly realized I needed a new paradigm for my career and understood that I would have to define that for myself. This realization resulted in the launch of my company, The Complete Package.

Striking out on your own can be exciting, but it can also be very scary! There are many fears and challenges to face including; competition, financial needs, and be aware that that first big mistake is

inevitable. My first big mistake that not only cost the company revenue, but cost my employees' their bonuses, was the hardest lesson I learned, but was also the best opportunity for learning early on. I suddenly realized I was now responsible for the livelihoods of others and that makes the accountability of decision-making both real and present. When someone else is bankrolling your good and bad decisions, the impact is not that significant to you. When it comes out of your own bank account, it becomes a whole new ball game!

To succeed, I needed to better understand what was missing in the beauty consulting industry. The most glaring gap I recognized was the need for supply chain management to provide innovative solutions to both shorten product development time and to provide faster entry to market. Several company executives shared with me that the lack of big company red tape, the adoption of “your brand is our brand” ownership, and providing diversified distribution strategies would go a long way in filling this gap. Some of the best advice I was given was to talk, and more importantly to listen, to as many people as I could. Lean on trusted mentors, industry leaders, friends, and colleagues who are successful in other fields and categories. Everyone was so willing to give me a piece of advice, a story of success or failure, and their lessons learned. Now I enjoy doing the same!

Having the right people on your team, in your organization, and fostered relationships matters a lot! Find a mentor. Surround yourself with people that will tell you the truth and not what you want to hear. Always remember why you decided to strike out on your own. Be grateful, be helpful, and be humble. Treat your clients' brands as if they are your own. If you stay true to who you are and what drives you, you will succeed for your clients, for your customers, and for your business. This will also attract the right clients, like-minded customers, and stack the deck for your business's success.

To summarize:

- As you use your industry knowledge and passion for your new endeavor – don't sacrifice work-life balance.
- You've got to have “stick-to-itiveness” and a strong belief that your business will succeed. Hold on, it's a wild ride!
- It's important that you make the time and effort to continue to maintain and cultivate strong business and personal relationships in this industry.
- You need to learn something new every day!

Everything you do matters; whether it be for yourself and your family's future, for philanthropic initiatives, for your clients and customers or for your employees. So, keep these words in mind as you work and grow and make it matter for the benefit of all!

### About Corrigan

Elizabeth Corrigan founded The Complete Package in 2005 and Prestige Testing Agency in 2015. Elizabeth is an entrepreneur who made her mark in the beauty industry over 25 years ago, leading some of the largest and most respected global giants like L'Oreal, LVMH, and blissworld. Elizabeth has been a recipient of the SmartCEO Brava Award in 2016, Top 25 NJ Leading Women Entrepreneur in 2013, YWCA Tribute to Women and Industry Award, and was named a 2012 Thought Leader in Beauty by Colgate-Palmolive.