

## CHAPTER PRESIDENTS



### Q&A With Deborah Shea

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Silicon Valley President**

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#### ON BUSINESS:

**What are the reasons you started your business, Hellbent Marketing?**

To have more flexibility in my worklife; to own the creative process from start to finish, and to work directly with clients and make a contribution to their success.

**What is the biggest challenge in leading your company?**

Keeping all the plates spinning. As the CEO you are responsible for so many things and you must also have excellent leadership skills.

**What is the smartest move you made to grow your business?**

Expanding out of my home office into a nice working space for my staff, my clients and for myself.

**What is your favorite business book?**

Arianna Huffington's *On Becoming Fearless*.

**What is your favorite business quote?**

"If I'd asked my customers what they wanted, they'd have said a faster horse."—Henry Ford

**What do you think it takes to be a successful business-woman?**

Tenacity, confidence, vision, smarts and the ability to delegate.

**What is the best business advice you could share with your NAWBO colleagues?**

Think BIG! Think about how to be successful and go after it with everything you've got—don't take "no" for an answer.

**What is one good business reason that you feel you have gained from being a NAWBO member?**

Mentorship has been really tremendous for me.

#### ON LEADERSHIP:

**How do you define leadership?**

A visionary: someone who can empower and motivate others; someone who is positive and has real guts.

**What is your leadership style?**

Democratic, I hope!

**What are the traits of a great leader?**

Someone who has confidence and can really inspire hope.

**Can those traits be taught?**

Yes to some extent, but not everyone is a leader and that's okay. Usually you can sense if someone is a leader because others will naturally look to them for guidance.

**What was your biggest leadership learning experience to date?**

Sometimes you have to make decisions not everyone is going to like.

**How do you show up as a leader?**

I think my energy inspires others. I also try to be an excellent listener.

**Do women leaders show up differently than men leaders?**

I think true leadership is pretty much the same for men and women.

**What do you think you bring to your company that makes people want to be a part of it and stay with it?**

A sense of team excellence; being a part of something very special. Humor and creativity are also huge bonus points.

**What leader inspires you to this day?**

Nancy Pelosi inspires me.

**As the President of NAWBO Silicon Valley, what has been your favorite experience?**

Definitely inspiring and encouraging others to go after their dreams. ●

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