

# Six opinions from Emma Grede to reflect on for your career

Emma Grede has built hugely successful businesses, but what makes her advice interesting is that it can often feel uncomfortable.

We've picked six of her statements that challenge some common assumptions about success and careers, and turned each one into an idea to try this week. Some will resonate immediately. Others might make you disagree. If they do, try to think about what your alternative could be instead.



Deeper dive

## Ideas for action

### ***"Expect guilt"***

Guilt is often seen as a negative emotion, but Emma suggests it can be a useful signal. It can highlight where something feels out of balance, out of integrity or needs attention.

**Try:** Noticing something that's been playing on your mind recently. What is it trying to tell you, and what action could help you move forward?

### ***"You can do all things - you just can't do them all at the same time."***

Most of us have more to do than time to do it. Progress often comes from making conscious trade-offs, rather than trying to do everything at once.

**Try:** Creating a 'now' and a 'not for now' list. Decide what matters most to work on this week and what can wait (but put it on your not-for-now list so you don't lose it).

### ***"An extraordinary career is always the result of extraordinary effort."***

The careers we admire are rarely built just on talent. Behind most successes is a consistent investment of effort, learning and creating opportunities.

**Try:** One new thing that creates opportunity for your future career, not just your current role. It could be learning a new skill, starting a project or building a new connection.

### ***"We push off conversations that we really need to have."***

It's easy to put off saying something that feels hard. But the longer you leave it, the more likely it is to take up headspace and hold back progress.

**Try:** Thinking about a conversation you've been meaning to have. Then use our [Say the Hard Thing tool](#) to practise how you'd approach it before the conversation happens.

### ***"It's not about networking. It's about building a network."***

Just going to a networking event isn't enough to build your network. Valuable networks are built through relationships, trust and helping others over time.

**Try:** Reaching out to one person you'd like to know better. Share an idea or offer help.

### ***"You can't build anything of value by yourself."***

Getting started on your own can create momentum, but most ideas become ever better when other people give their experience, challenge your thinking and help you improve.

**Try:** Sharing a piece of work with someone and ask: "What could make this even better?"