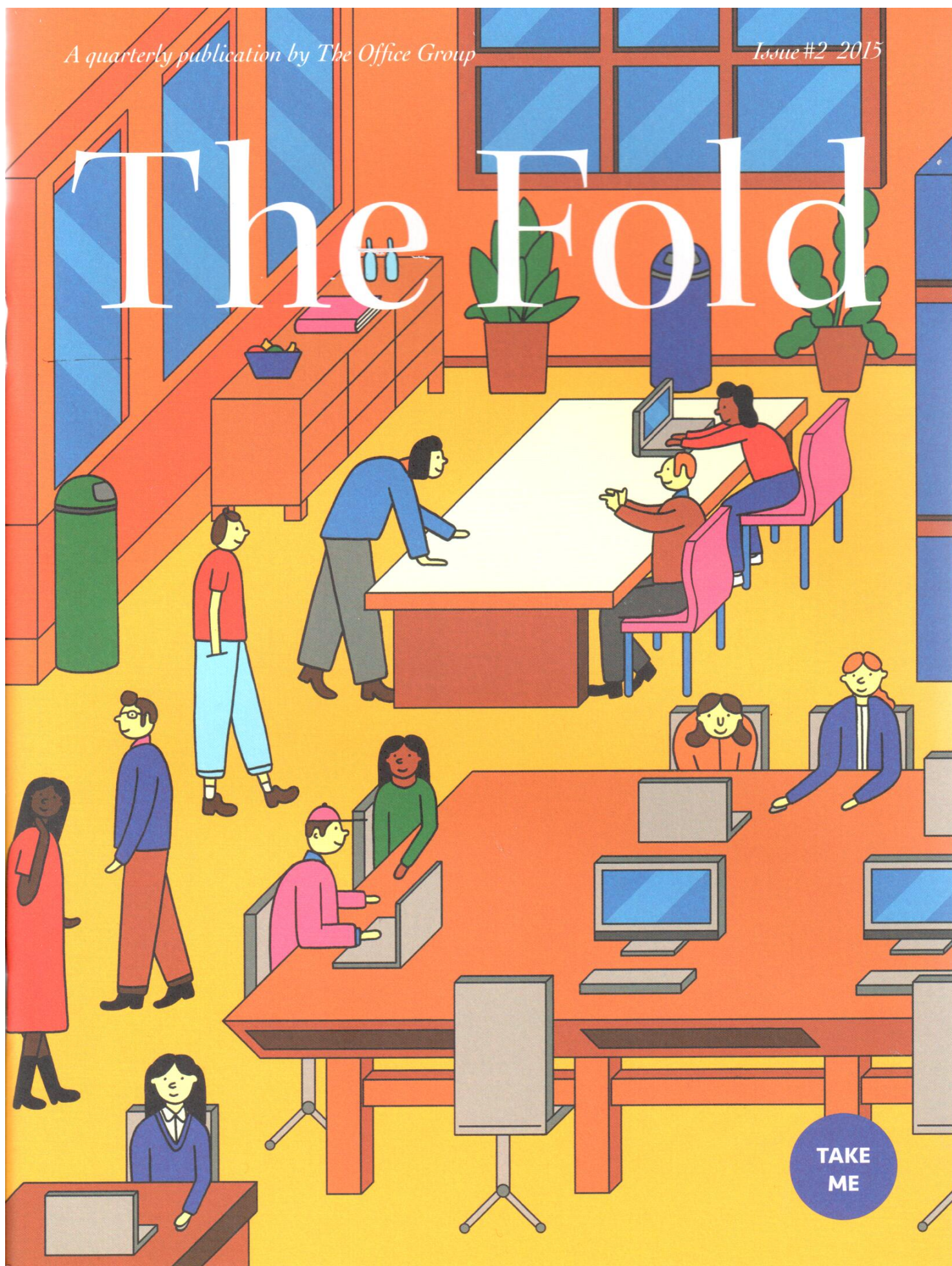


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# The Fold



**TAKE  
ME**



# WOMEN IN POWER

WE HAVE THIS INCREDIBLE COMMUNITY OF INSPIRING BUSINESSWOMEN NEIGHBORING EACH OTHER IN OUR OFFICES AND SHARED WORKSPACES, KICKING ASIDE THE STEREOTYPE OF MALE DOMINATED SENIOR POSITIONS, FOUNDERS AND SELF-STARTERS.

THIS WORK GENERATION (FORGET AGE....) IS BREAKING THROUGH THE GLASS CEILING WITH FEMALE AMBITION. THERE IS A DISCERNIBLE SHIFT IN THE POWER DYNAMICS OF THE WORKPLACE. OF COURSE THIS REFLECTS A MUCH WIDER SHIFT MORE GENERALLY OF OPPORTUNITIES FOR WOMEN. BUT IN THIS CONTEXT, FEMALE ENTREPRENEURS ARE 'WORKING IT' ACROSS INDUSTRIES. A CONTAGIOUS CONFIDENCE WILL ONLY HAVE A POSITIVE IMPACT AS THIS MOVEMENT WIDENS.

**PAM WRIGHT:  
HUDSON WRIGHT ASSOCIATES LTD**

Luxury and Premium Brand Marketing Specialists. Services include Branding, Advertising, Omni-Channel Marketing, Print and Design, Corporate Design, Customer Magazines. See [hudsonwright.co.uk](http://hudsonwright.co.uk) for further details.

**The Black & White Building**

**1. ANNA VALLIUS****2. AVERY TSAI**

Kate Taylor from Up Coaching is on a mission to help women design and create the best projection of their ideal situation. She explains the multitude problems facing women in the workplace and how they can overcome them.

'There's an interesting phenomena of 'Imposter Syndrome' amongst high achieving women. Some of the most talented women I know and work with will talk of a fear of getting 'found out'. They report feeling like it's inevitable that they're going to get marched out of the building because they have no right to be there! This can be expounded tenfold when you're working for yourself or leading a team. The perception that there's a need to perform above everyone can become over-bearing. Showing yourself some compassion, learning to accept compliments (easier than it sounds) and tracking your successes is fundamental to 'owning' your rightful place in a professional environment.

'Collaboration is a fundamental part of women in business. Gather your tribe and work with other people who share your goals, values and ambitions. I work hard on my collaborations with other women in both the empowerment and creative industries. Not only will this give you a wider reach in terms of your audience, but it's a great way of sharing ideas and fostering a no-holds-barred support system.'

**W:** [upcoaching.co.uk](http://upcoaching.co.uk)  
**E:** [kate@upcoaching.co.uk](mailto:kate@upcoaching.co.uk)

**1. ANNA VALLIUS: VIBRY ROSS**

'Vibry Ross is a real estate investment company with roots in architecture and finance'.

**The Euston Office**

**2. AVERY TSAI: ATX ADVISORY**

Chartered accountants firm specialised in tax structuring for high net worth individuals and non-UK domiciled residents.

**50 Liverpool Street**

**3. DUDA JADRIJEVIC: TEACUP LTD**

Productivity Expert & Coach for Entrepreneurs, offering a productive and highly reliable business support as a back office for small to medium start ups.

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**4. ALISA MURPHY: LIFESIZE MEDIA**

Life Size Media is a communications consultancy working exclusively in clean tech and sustainable innovation

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3.DUDA JADRIJEVIC



4.ALISA MURPHY