


**HILARY
HARESIGN**

Owner, Snooty
Frox

What's your best piece of business advice? The best piece of advice I gave to my children is 'Work hard and aim high'. This has always been my mantra and it has worked for me!

What do you love about your job? The people! Having a ladies wear store and The Wild Plum Coffee Shop all under one roof brings so many interesting people together who are visiting us for either fabulous fashion, food or both.

How do you unwind? Walking on the beach at Whitby with my two gorgeous sausage dogs, spending all important time with my family and last but not least enjoying a lovely cup of Yorkshire tea. Pure heaven.

What keeps you focused? Running a successful business keeps me extremely focussed. I don't take my eye off the ball.

Do you think women in business have equality with men? Women are equally as entrepreneurial as men but in different ways. Everyone brings different skills to the table whether male or female.

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**JULIE
PRIESTLEY**

Owner, Christie
Lea

What's your best piece of business advice?

You need a passion for the business and need to get a buzz from the day to day running of your business.

What do you love about your job?

The customers. Helping them achieve the look they are searching for and never knowing what each day will bring.

How do you unwind?

Reading a good book with a glass of wine preferably red.

What's your guilty pleasure?

No such thing as a guilty pleasure. Anything in moderation is fine by me.

What keeps you focused?

Always looking forward to the next season; as we do so much forward ordering we are ahead of ourselves every season. Hoping that what we see is something that our customers will want. In other words 'keeping our finger on the pulse'.

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**CHRISTINE
YORATH**

Owner, Yorath
Group

What's your best piece of business advice? Do what you love. If you do something you love you have more chance of being successful at it.

What do you love about your job? The freedom and flexibility it affords me; not working 9 to 5; being able to make decisions and seeing people's reactions when I have finished a project.

If you could go back and tell your 13 year-old self something, what would it be? Forget the idea of being a forensic scientist!

What's your guilty pleasure? M&S dark chocolate; be it wrapped around coffee beans; a layer on top of a cream éclair or in a sumptuous chocolate ganache!

What keeps you focused? Loving what I am doing whether it is Pilates; a tennis lesson; being with friends or working.

If you could change one thing, what would it be? I would have let go of some things sooner had I known how long and deep this recession was going to be.

Yorath Group

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**MICHELLE
PRATT, JOYCE
PRATT AND
MAXINE
THORNTON**

Partners, Ragdoll
of Pudsey

What do you love about your job?

We enjoy helping people to choose outfits for any occasion be it daywear or for a very special occasion.

How do you unwind?

We enjoy spending time with our families which can be precious at busy times, we also enjoy going out for dinner.

What is your guilty pleasure?

Chocolate, Fizz a good book and of course holidays.

What's Your best piece of business advice?

You must always give 110% to succeed and always give good customer service.

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SYLVIA BRETT

Principal of
Harrogate Ladies'
College

What's your best piece of business advice?

To always be true to who you are and what you believe in. I don't believe that you can sustain a business or a career in the long term if you don't believe in it.

How do you unwind? Tea, chocolate and plenty of cuddles with my daughter.

What's your guilty pleasure? Star Trek (Captain Janeway is a great role model!)

Do you think women in business have equality with men?

Men and women work differently. That means that men and women both have to learn how to work in a different way in order to work successfully with the other. But if we all share the same vision we can all work equally together. Inequalities occur when the vision is not shared and assumptions and miscommunications happen.

If you could change one thing in your work life, it would be A day a week of no meetings and no emails. I'd use the time to share ideas and be with colleagues working on the important and not just the urgent.

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hlc.org.uk


**SALLY
TROUSDALE**

Director, Pick and
Mix Marketing
Solutions Ltd

What do you love about your job? One of the best things is interacting with such a diverse range of clients across varying industries every day. I always get a good understanding of a customer's business objectives and needs, which keeps things interesting.

If you could go back and tell your 13 year-old self something, what would it be? Push yourself out of your comfort zone - go for what you believe in, and don't wait around thinking you can't do it.

How do you unwind? Nothing beats getting out in the fresh air on my horse after a hard days work; I've ridden since the age of 4 and am a qualified horse-riding instructor. I also enjoy a good cup of Yorkshire Tea and taking a trip down Bishy Road in York.

What keeps you focused? I plan ahead, set myself goals and take time to network. I surround myself with positive people who support me. I also keep a close eye of market trends and have a finger on the pulse of what's making my customers tick.

If you could change one thing, what would it be? My brother and his family live in Australia, so I would make Sydney and York much closer to each other!

Pick and Mix Marketing Solutions Ltd

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