

Amanda Blanc, Group CEO, shares some leadership advice with Marta Stawski from Aviva Canada.

International Women's Day

Marta Stawski: As we grow in our careers, it's learning from experience of other leaders is very, very valuable. What would you say are some of the best leadership lessons that you have learned over your career?

Amanda Blanc: Oh, there's so many. But I think, always find yourself a good mentor coach that, you know, you trust that you can talk to. I think that for me, as a leader, I've always found that that's been a really important thing, 'cause it can give you perspective.

I also think, learn from the bad things and the good things. You know, quite often we try to forget the bad things and just, you know, take our successes. But, you know, I've learned most, I have to say, from when things have gone wrong.

I think the third thing is, you know, from a cultural perspective, for me anyway. Always, always work in a culture where behaviour is really important.

And for women specifically, be confident, have confidence. Even if, you know, in here it's all a little bit, ooh this is going to be really hard, and I don't know if I can do it. But having that confidence, you know, head held high, showtime, I'm going in, I'm gonna, yeah, I'm gonna be strong. That can sometimes be the biggest barrier that I've seen with women.

But one of the things that somebody said to me they'd read some research that said that, you know, when a woman looked at a role profile for a new role, they sort of tick through the list on the role profile and they say, oh well, I can't do two of the things on this role profile so, you know, I'd better have a development plan, so I can do them.

You know, whereas perhaps a man may look at it and say, right I can do everything apart from 10 things, I'm gonna go for it and I'll learn along the way. And, you know, that's the bit I would say for the women that are going to be watching this, have confidence in yourself.

With you today, for a better tomorrow.