

# EMMA Isaacs

## BUSINESS CHICKS CEO

**YOU HAVE THREE YOUNG DAUGHTERS, HOW DO YOU FIND JUGGLING YOUR HOME AND WORK LIFE?**

Like every working mother before me! You trial things, and find out what works best for you and what doesn't. What's perfect for the kids is not always perfect for the family so I've relied on the advice of friends who have always said that it needs to work for everyone, particularly the parents, and I've come to realise that that's not a selfish attitude to have.

I travel every week for work, and run a high growth business, so have an army of people around me to help – I outsource everything! I'm also kind to myself these days. I let go of feeling guilty and striving for perfection a long time ago. I'm kind of addicted to the not knowing and chaos that comes with working full time and having a young family. You can have it all, but just not at the same time.

**WHAT DOES IWD MEAN TO YOU?**

Each year I use International Women's Day to stop and think about the work that's still to be done. I'm recently back from a trip to India – it's my fourth time there – and I'm appalled at the status of women that still exists in that country. In the rural areas women are treated so poorly – they are veiled and subjected to the most horrific treatment imaginable, and I'm consistently appalled that women have to work so hard to earn their right to

be on the planet, let alone achieve near equal rights to men.

We've won the birth lottery by being born here in Australia and I firmly believe that it's our responsibility to

do our bit to help women in other parts of the world enjoy similar lives.

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