



LOOKS GOOD ON PAPER. BUT ARE YOU HAPPY?

Justine and I go way back, and this chat gets into some big questions. Creativity, leadership, the lives we choose and what success actually feels like. There's more than one way to do this next chapter.

Justine Armour and I talk about success, creativity and doing life our own way.

SUCCESS, ON YOUR TERMS.

01 WHAT GIVES YOU A BIT OF SPARK?

Justine talks about creating from excitement and inspiration, rather than fear. She's deliberate about the energy she brings to the work.

02 YOU DON'T HAVE TO KNOW IT ALL ON DAY ONE.

Justine reflects on moving quickly into leadership while still learning. Experience helped her feel more comfortable with the challenges. There's room to grow into it.

04 A NO DOESN'T HAVE TO BECOME A WHOLE STORY ABOUT YOU.

Justine talks about hearing no without deciding it must be the wrong answer. Sometimes it's worth pausing before adding a story to what happened.

03 YOUR NEEDS GET A SAY TOO.

Justine talks about honouring herself in choices around partnership and parenthood. There isn't one script every woman has to follow to have a fulfilling life.

05 YOUR OWN COMPANY CAN BE A GOOD PLACE TO BE.

Looking back, Justine wishes she'd been more comfortable with herself sooner, rather than needing a partner to validate her. It's a lovely thing to talk about openly.



WOULD YOU BUY IT TODAY?

More useful bits from the conversation, each with one way to use it.

Pick the one that fits your week.

06 QUESTION THE TOO-OLD STORY

Justine nearly turned down a new role in her late 40s, until she saw the age story getting in the way. **Try it:** Write whether a change worries you for practical reasons or because of age.

08 WOULD YOU BUY IT TODAY?

Justine's sorting question. And remember, things you own need cleaning, fixing and maintaining. **Try it:** Sort one drawer by asking: would I buy this today?

10 CHOOSE YOUR PEOPLE

People with a constructive outlook help Justine keep humour and perspective when plans change. **Try it:** Talk a setback through with someone who helps you see it clearly.

07 DON'T EXPLAIN AWAY SYMPTOMS

Justine had other reasons for every symptom while serious illness went unrecognised. **Try it:** See your GP about persistent or changing symptoms rather than self-diagnosing.

09 BOOK THE BREAK FIRST

After a year with no holiday, Justine realised breaks have to be scheduled. **Try it:** Put a realistic break in your calendar before work fills it.

11 CONSIDER A SOLO TRIP

Justine's challenge: travel on your own timetable. An invitation, not a requirement. **Try it:** Explore a solo trip that suits your budget and responsibilities.



CHOOSE ONE THING THAT FEELS LIKE YOURS.

Notice what you enjoy.

1 WHOSE IDEA OF SUCCESS IS IT?

Pick one measure you've picked up from work or other people. What would it include if it felt a bit more like your life?

2 NOTICE WHAT YOU ENJOY DOING.

What leaves you interested or engaged? Write it down and see if there's a realistic way to make a little more room for it.

3 TRY A CHOICE THAT FEELS LIKE YOURS.

Choose something that fits your values without needing everyone to agree. Afterwards, ask what you learnt from making that choice.

ONE THING BEFORE 50. OR STARTING NOW.

What would success feel like, as well as look like? Start with one choice that belongs to you.

OVER TO YOU

The version of success I'd like to rethink is...

A choice that feels more like me is...
