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How to show you mean business

Ann Summers entrepreneur, Jacqueline Gold, started her career earning less than a tea lady. Her company is now worth millions. Here she shares her tips for success.

DO assess your work load

"I was a workaholic until I realised the difference between 'important' and 'urgent'. If you're bogged down, ask yourself what you could do differently. You'd be surprised by the amount of jobs people do that aren't really necessary."

DON'T stay in your comfort zone

"When you challenge yourself, you achieve things you didn't think possible. When I started out, I had to speak in front of 400 staff. I thought I couldn't, but I pushed myself and then I started thinking, 'If I can do that, what else can I do?'"

DO your job with passion

"I've been running Ann Summers for 27 years and feel as passionate about it today as I did when I started. I can always identify the people who care about the brand – they're the ones who will progress in their careers."



DON'T justify your mistakes

"I have more confidence in someone who recognises their mistakes than someone who tries to justify them, because they won't make them again. The best thing you can do is admit to your boss what you've done wrong and suggest how to put it right."

DO keep a sense of perspective

"Twelve years ago I launched a women's magazine called *Bite*. It lost over £1million. I should have seen the signs earlier but because I felt so passionate about the idea I just kept going. The figures always have to add up."

DON'T act like a man

"Boardrooms are full of men beating their chests and loving the sound of their own voices, but let them wear themselves out. A man once said he found my quietness unnerving, but women are more powerful than we realise."

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