



# “Let us build bridges & not thrones”

Kate Hardcastle MBE

When I celebrate IWD 2021, I personally commit to doing so with authenticity and purpose. I want to ensure that everyone is part of the conversation and has the platform to be heard – and if that means we must look at how we can share the opportunities and work together to challenge and break through barriers – even better. Let us build bridges and not thrones.

In my field I have often been seen as a pioneer breaking new boundaries and engaging across multiple sectors and have faced into difficult times where I have been bullied or harassed by colleagues.



It was not pleasant or comfortable at many points, but I stayed true to my values and I made one firm promise to myself that I wanted to be the last person out into that position – so I must change attitudes and pre-conceived ideas by letting the

work speak for itself. It can be hard to challenge something when you are also dealing with how it affects you as a person – but we do all need to rise above it and make change.

“Simply – Two Ears, One Mouth – use in that order”

I am so fortunate to work with a largely female team, and I learn just as much from them as I hope they do from me. My younger colleagues have helped me to connect and engage in new ways. I hope I can continue to reiterate the importance of knowing your values and sticking to them. It is so important – and we are in complete control of this. Is it worth taking a shortcut when it comes to our own brand? I don't want to over-promise and under deliver, network feel confident in my authenticity and delivery.



**“TODAY IS ABOUT DEEDS OVER WORDS. SO, IF YOU WANT MORE WOMEN RUNNING BUSINESSES - BUY FROM THEM.”**

Jenny & Oonagh Simms - The Marshmallowist

**“WE ARE THE AVERAGE OF THE FIVE PEOPLE WE SPEND THE MOST TIME WITH, SO WE NEED TO BE CAREFUL WITH OUR FIVE”**

Rupal Patel



**“YOU NEVER KNOW WHAT LITTLE GIRL OR YOUNG LADY YOU UNKNOWINGLY GO ON TO INSPIRE TO BE A PIONEER WHO WILL HERSELF, ONE DAY, HELP TO SHAPE THE FUTURE”**

Natalie Graham

I am a very fortunate lady in that I have the company of my three fabulous children to look forward to – and I love to travel and learn with them. But for my own time, I enjoy dipping back into my original career path as a singer – and getting back into the recording studios as often as possible.