

International Women's Day

Laura Lloyd

CLIENT SERVICES DIRECTOR
Stream Loyalty

Part 1 of 2



What is your average day like?

No two days at Stream at the same for me, although they tend to follow theme. It's generally a leadership day on a Monday so it's a day full of meetings – sales, marketing, strategy – the day flies by but sets us up well for the week. Tuesday and Wednesdays are dedicated to supporting our client Success team in person and with that I could be doing anything from attending meetings, reviewing documents, scoping solutions, providing training and support, completing 1-2-1 sessions – it's always a mixed bag! Thursdays and Fridays tend to be dedicated to towards marketing content, analysis, HR, proposals – the hefty stuff that needs more dedicated focus.

Since you started work have you seen a significant shift in attitudes towards women in business?

The most prominent shift I have seen is around working mums with initiatives such as The Flex Appeal by Anna and Matt Farquharson with the goals of encouraging people to feel comfortable with making the request for flexible working and encouraging employers to see the benefits flexible working. It feels much more accepted now that you can also be both- a great mum and have a career. I have never felt that held back because of my gender- I am incredible proud to work with a group of individuals, granted a female strong leadership team, who are all celebrated for their strengths.

Have you had any coaches or mentors throughout your professional life that have had an impact on where you are today?

I had some amazing sessions with Kit James who gave me the tools to coach myself and peel back the seal I had on self-belief. I went into the sessions with the classic goal- 'I want more confidence' - actually what I needed was the ability to recognise self-belief. Confidence is just a learnt behaviour, if you believe you have it, others will too. A lack of confidence is the outward behaviour of self-doubt.

My coaching equipped me with the skills to walk out the front door in the morning and glide through the day like an elegant swan - confident and together, for the most part, even when I feel manic underneath. I can recognise when I'm nearing burn out and the need to take a moment or three to coach myself through the jungle of thoughts in my head.

Knowing that with all of the different challenges and juggles or even when I am having just having one of THOSE moment, you know the ones I mean when you just want to scream and shout (or worst...cry!), the answers are always there, you just have to give yourself the time and space to find them.

Kit's listening ear gave me the ability to recognise my own achievements, I am where I am because of me and what I have done.

What is the one thing you love most about your job?

How do I pick just one thing...my bio says it is strategising and 'solutionising' with Melanie, which is very true. When we manage to get focused time together 1+1=3 and we always walk away energised, with actions and the next avenue of attack that we need to take. But I also love that no 1 day is the same, that I get to build amazing relationships with clients, even friendships in some cases, get to really understand their business and help create something of true value for them.

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What has been your biggest success story to date or the achievement that you are most proud of in your career?

“Becoming a director of Stream, being recognised by Melanie and Mark for my input in the business and ability to help steer the ship to great things, it truly meant a lot.

In 2016, I created and presented my North Star journey to Melanie and Mark and I am immensely proud that before the age of 35 I've totally smashed those goals and there were some big things on that list, being on the board of a business, owning a house, having a family- I have even grabbed those brave pants and given a talk to a private members group with over 450 members.

More recently, the moment I realised it was all worth it, the hard work, long hours, the juggle was when I picked my 4-year-old up from after school club and we were talking about the fact that mummy had worked from home for the day. She asked if my boss had thrown away my 'Visitor' sticker from school that morning- it was reading morning and our flexible working policy meant I was still able to attend and go into the classroom- and she'd noticed I'd taken it off. I said no, I'd taken it off as I'd had a client meeting and that, actually I am one of the bosses.

It totally blows her little mind! She really couldn't believe it that her mummy was a boss and went running into the house to tell daddy that I was the boss. In that very moment I captured the reason why I do it all. I'd inspired her. I burst with pride at her reaction. As she grows, she'll be able to see that you can be whatever you want to be and achieve your dreams. It is a privilege to be able to show her that you can successfully have both – motherhood and a career that you are truly passionate about. It's hard work, but you don't have to compromise one for the other, they can work in balance and you can love being both. “

If you could travel back in time, what is the one tip you would give your younger self?

You are not allowed to use the word 'Should' in your vocabulary. Should has a naturally negative connotation and yet it is used so frequently. Everything is a choice, when you use the word should you are telling yourself you have not achieved or even failed but actually it is your own personal standard that you are marking yourself against- you are the one setting those levels your yourself, not anyone else. A simple example, why 'should' I have done the washing tonight? When actually I could have done the washing tonight but instead I chose to read any extra story to my children and have some me time watching a programme I'm three weeks behind on- I do not need to make myself feel bad for not doing something that can happen tomorrow when I've put another need in front.

Which inspirational or influential women would you invite on a girls night out and where would you go?

“Honestly, girls night out would be with the ladies around me that inspire me every day; Melanie Parker, Lisa McKenzie, Jessica Gray, Natalie Cooper, Lauren Wild, Anniella Hutchinson, Sarah Taylor, Rachel Tilford-Barnes- the list could go on - they are all full-time working mums who are amazing mummies doing the juggle and changing the world through the eyes of their children, proving that girls can do anything they want to do. My daughter was given this amazing book, 'Girls can do anything' by Caryl Hart, and the line 'I'm a girl, I'm fantastic, I'm strong, brave and proud.' runs throughout the book. These words can be used to describe each and every one of those amazing ladies. What would we do, a spa session, lots of prosecco and dance to night away to terrible 90's and 2000's music. “

What job did you dream of doing when you were little?

I was never really sure what it was I was going to be, I guess as I got to an age of beginning to know was going to be a marketing manager at one of the big corporates like Microsoft or IBM- some parallels, I guess.

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