

FOUNDERS FORUM

TEN QUESTIONS FOR AMBIKA SHARMA

Co-founder and CEO of marketing communications agency Pulp Strategy says impatience is her biggest entrepreneurial advantage; it comes in handy to keep up a steady pace for achievement. It's an asset that needs to be well-couched though, Sharma says. Being patient with clients and employees is a skill she continually has to work on.



Which TV or movie characters you would like to go into business with?

With David Rossi of *Criminal Minds*. He's a marine, joins the FBI and is also a successful published writer. I like his multi-dimensional personality.

Whom would you trade places with for a day?

No one! I love the life I have built personally and professionally. I would not waste a single day living anyone else's life.

Describe your power outfit:

Black or grey business suit paired with an ultra feminine peach, pink, mauve or lemon top, and hoop earrings.

Gut instinct versus expertise: which is more important, and why?

If you have the expertise, trust your gut. If you don't, definitely go with your gut.

The biggest myth in business is...

That pragmatism and insanity cannot in harmony create success.

What is the one thing your employees would be surprised to know about you?

That I used to write poetry in three languages and almost went through with a publishing contract when I was 13.

What is the best advice you have given your children?

If I had children I would ask them to travel the country by road. This experience would give them learning for a lifetime.

Which business leader do you most admire?

Marissa Mayer, for her ability to take tough calls and her uncompromising attitude towards driving efficiency.

What's one rookie mistake you made early on?

To trust people more than necessary and to not have spent enough time on paperwork.

What was the hardest lesson you learnt during your first year in business?

To share plans only on a need-to-know basis

COURTESY SUBJECT