



and expenses, not only for your business but also for your personal expenses. Do the math and ensure you leave nothing out. Essentially, you want to pay yourself a salary as soon as possible.

Your network is your net worth! Grow your network and work the one you already have! Invest in it- see how you can be of service to others and find ways to connect with them. Ensure you attend relevant events and have those business cards ready!

Be ready to face adversity and critics because people won't always believe that your idea is 'that' awesome and might even think you're wasting your time: 'Hmmm, candles? Really? Are you sure?' And although some around you will have your best interests at heart, they might be feeding some of your insecurities in the process. Lend an attentive ear to those who are objective and encouraging! Believe in what you're doing, be focused

and keep going. Perseverance is the ultimate key to success.

Work hard and don't forget to play hard. Having your own business means that there is no 9 to 5. You work around the clock and have little time to actually disconnect. This is the reason why it is vital to keep your favorite activities 'alive'! Whether it's meeting your friends for dinner, going to the gym or dancing the night away, keep on doing it! It will help you keep a healthy balance.

Setting up any kind of business will require blood sweat and yes, sometimes even tears. The road might be filled with obstacles, and even if you take all the possible steps and precautions, there will be times when you're still going to feel discouraged and anxious. But, you know what? Believe in yourself and trust your instincts because nothing worth having in this world comes easy. And following ones dream most definitely is!



Salma El Shurafa & Veronique Ademar are partners at *The Pathway Project*.

Salma is the founder of the company and draws on her 11 years of experience as a Human Resources professional, entrepreneur and executive coach to provide outstanding tailored coaching to professionals who are navigating the dynamics of the global UAE market. Veronique has 12 years of experience as a Human Resources professional and an internal coach. She has held various regional roles such as Recruitment Manager, HR Business Partner and Talent Manager with several Fortune 500 companies in the UAE and Switzerland. veronique@pathwayproject.ae, salma@pathwayproject.ae