

WOMEN WHO LEAD



What leadership traits have served you well?

Empathy, which can be a double-edged sword. Listening to our clients and musicians, balancing their needs and building a business based on equity, respect and clear communication have been key.

And on the flip side, what have you learned that tends to hold women leaders back?

Empathy! Though it can cause a lot of internal turmoil when you care so deeply and have a clear vision of what your product is and can be. Empathy also causes you to make decisions based on the needs of others rather than what is best for the business in an effort to please others.

KATIE ROBINETTE & AMY BANKS

CO-OWNERS; KATIE ROBINETTE, CEO

Women and men tend to lead differently. What are some valuable traits can we learn from each gender?

Men “keep it simple,” while women tend to explain and enroll others in their reasoning. And in our industry, which is dominated by men, we find they overlook the nuances and details that appeal to people’s emotions. We, as women pay more attention to those details, which in the wedding business can be key to winning over our clients and delivering an event that exceeds expectation. We’re currently learning to be more straightforward, cut through the fluff and get to the point.

What are some key strategies to help others achieve a more prominent role in their organization or career?

Be a sponge. Learn from every opportunity, success, failure and every person – especially those who have achieved goals you aspire to. Whether you know it or not, you are adding valuable knowledge to your arsenal, and the broader that knowledge and expertise, the better.

What key resources have you sought out to help you lead your company/organization?

We’ve never been afraid to ask for help to ensure we’re on the mark, specifically, we’ve learned that help with finance, accounting, and marketing are well worth the investment.

What advice would you give to the next generation of female leaders?

Dream big and set high expectations. Find your niche. Stop questioning yourself. If it’s scary, you’re likely on to something; be afraid and do it anyway. You got this.



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