



# How to Go with Your Gut & Lead the Change

With Linzi Boyd

## Linzi's Story

Linzi Boyd is the Founder of One Earth, a best-selling author, global speaker and 2022 Northern Power Women Power List-er.

After leaving school at 15 with no qualifications, Linzi started her first business at 18, and by 24 had co-built and sold her second business to the Caterpillar group.

Linzi's fourth business, One Earth, is a purpose-led platform committed to kickstarting the global economy and leading with purpose. They connect the local and global trade community to a virtual society which provides opportunities to learn from each other.

## Go with Your Gut and Remember Your Purpose

- **"The strongest driver you've ever got in life is yourself"**
- To silence the naysayers and to keep driving yourself forward, Linzi believes that focusing on your purpose will keep you fixed on your goals and motivate you to get out of bed every morning.
- Spend some time working out what your values are, what success looks like to you, and what it is about what you do that sets your soul on fire. Once you've got these figured out, you'll be unstoppable!

## How to Believe that YOU CAN

- Despite what you might think about the most successful business leaders, role models and trailblazers, succeeding at what matters to you doesn't mean you have to be the best or the most talented.
- **It comes down to determination and having an unshakeable belief in yourself that you can do it!**
- As Linzi said:
- **"You only needs to know a little bit more than the person next to you"**
  - The rest you can learn on the job!
  - As long as you're led by your purpose and driven by your vision and determination, you can achieve anything!

## What Constitutes a Great Leader?

- Linzi's background is in trends and influencing, and she used to teach people how trends are created and disseminated:
- **3% of leaders lead and create the trend**
- **15% of influencers look at the trend and influence the market**
- **33% convert this trend to the mainstream mass market**
- Only 3% of leaders need to drive change to make a difference in the world. This 3% are the disruptors. They don't look at anything else, they aren't influenced by what's going on, they're using their internal driver. And they're the ones that will be the trend starters.

**Will you be in this 3%?**