



**ABERCROMBYS**

**REDEFINING  
WHAT IS  
POSSIBLE**

**SALLY O'CONNELL**

*Chief Executive Officer*

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*The  
marathon  
before the  
mic.*





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*“Are you crazy? Why would you  
sign up for a marathon with  
everything else you  
have going on?”*

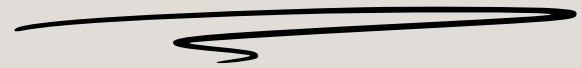
**ABERCROMBYS**

**G R O W T H   D O E S N ' T   C O M E  
F R O M   B A L A N C E .**



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**IT COMES FROM DOING  
HARD THINGS.**







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*How my experiences  
have shaped how I  
lead and how I stay  
the course.*





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ONE

*Growth Comes  
from Grit, Not  
Balance.*

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*Lead with  
Curiosity, Courage  
and Connection.*

TWO





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THREE

*Stay in Motion,  
Stay Relevant.*

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**GROWTH COMES FROM GRIT,  
NOT BALANCE.**



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*Early life taught me  
resilience.*

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*Then I experienced  
a career crisis.*

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*No job, no income,  
unable to pay  
mortgage on my  
own.*



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IT TAUGHT ME HOW TO:

STRETCH  
PRIORITISE  
FAIL FAST

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SO, OVER THE NEXT SEVEN  
YEARS I LEANED IN RATHER  
THAN RUNNING AWAY.



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*That decision, to keep  
forging ahead in my  
career while raising a  
young daughter, opened  
doors I never anticipated.*

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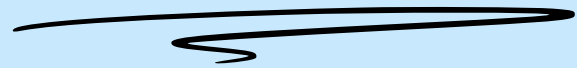
BOTTOM LINE

*Life and leadership is not about  
balance, its about keeping a longer-term  
perspective on what really matters.*

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THE REALITY IS

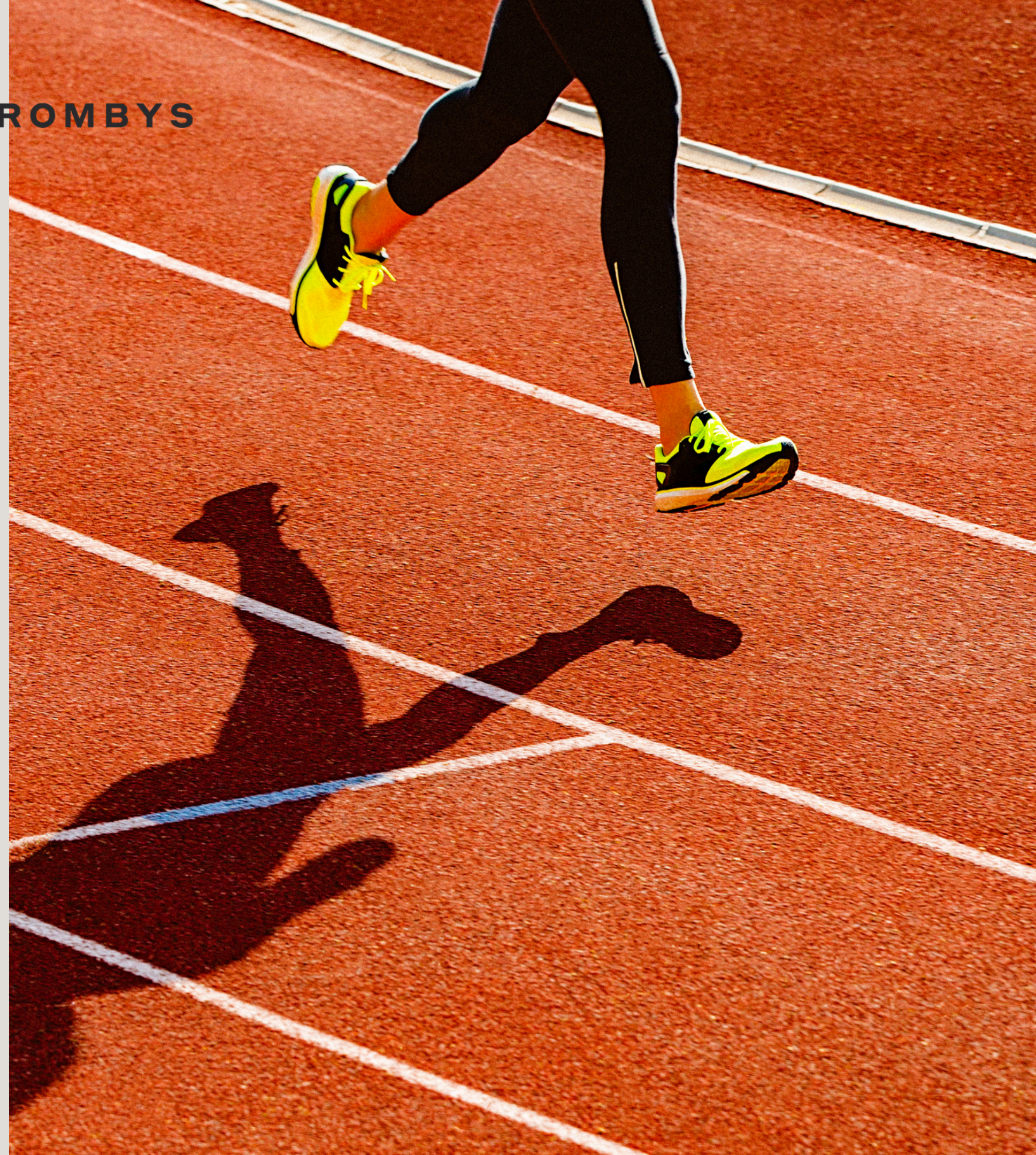
*Hard has been my greatest teacher.*





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*I am leaning into my  
edge, and that's where  
the magic happens.*





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**COMFORTABLE  
WAS  
BORING.**



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*I underestimated how  
challenging it would be  
to build a sales career  
from scratch at 40.*



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*Humility is a  
leadership strength,  
not a weakness.*

**A B E R C R O M B Y S**

**A N D   T H E   R E A L   S H O C K ?**

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**THE HARDEST MOMENTS**  
  
**BECAME THE FUEL TO LEAD**  
**WITH GREATER PURPOSE.**

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*This experience lit a  
fire that would  
eventually shape my  
leadership style.*



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*Take care of your  
people, and your  
people will take care  
of your business.*





A woman with blonde hair, wearing a dark blue lace top and a name tag, is speaking at a white podium. She is holding a piece of paper and smiling. The background shows a large window with greenery outside and a potted plant in the foreground.

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**THE SHIFT  
FROM LISTINGS  
TO LEADERSHIP.**

**PUTTING MY  
LESSONS TO  
GOOD USE**



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**LEAD WITH CURIOSITY, COURAGE  
AND CONNECTION**



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LEADERSHIP,  
REFRAMED

**A B E R C R O M B Y S**

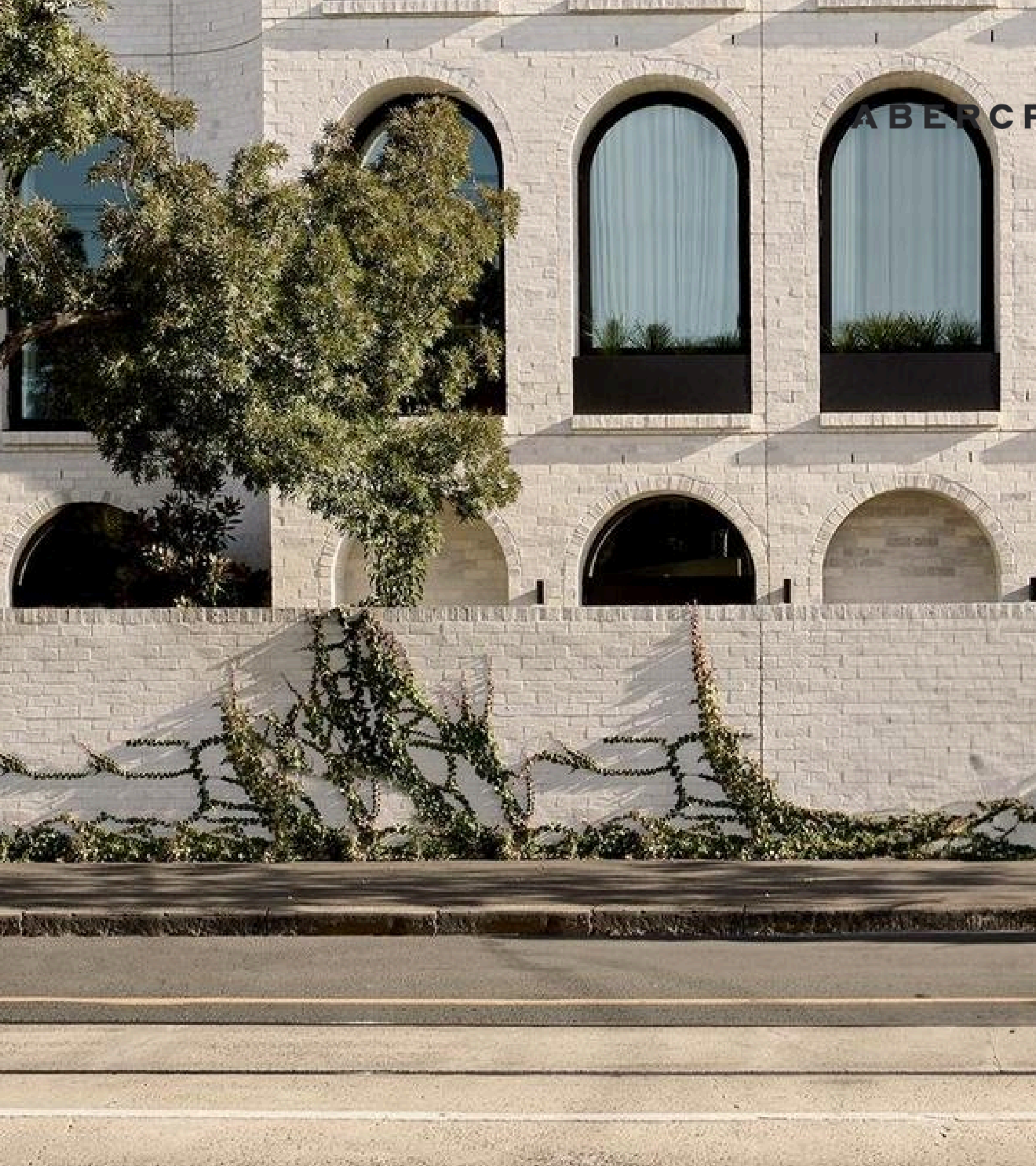
**A B L U E P R I N T F O R F O C U S**

*The team have purpose and I have a clear vision.*

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*It's not about being in control.*

*It's about being in tune.*



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**SO WHERE TO  
FROM HERE?**



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STAY IN MOTION,  
STAY RELEVANT



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## ADAPTABILITY QUOTIENT (AQ)

*The ability to learn,  
unlearn, and relearn.*

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**THIS IS THE NEW  
LEADERSHIP MUSCLE.**

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**HALFLIFE OF SKILLS IS SHRINKING.**

*Experience alone is no longer enough.*



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*Mindset and adaptability, not just experience, are the real competitive edge.*





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**WHAT IS THE FUTURE OF  
BOUTIQUE AGENCIES IN A  
CONSOLIDATING MARKET?**



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RELEVANCE IS  
POWER.



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**WHAT'S YOUR  
MARATHON?**



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*What's the challenge you can set  
yourself that will sharpen your  
focus, help you reconnect to your  
purpose, and make you a  
stronger leader?*

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**YOU DON'T NEED TO HAVE  
ALL THE ANSWERS.**

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**YOU JUST NEED TO KEEP SHOWING UP.**



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CHANGE IS NOT THE OBSTACLE.  
STAYING THE SAME IS.

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**THANK YOU.**

