



Leading Women catches up with 2004 Grant winner

Amy Lyden

Bow WowMeow

[www.bowwow.com.au](http://www.bowwow.com.au)

LWEW: What was the biggest change for your company during 2006?

AL: "We launched a new range of pet tags that are unlike anything in the market world wide. They have taken off, and now make up the majority of our sales!"

LWEW: How has the level of success your company has achieved affected you on a personal level?

AL: "I have learned to trust myself more and have more confidence in my own abilities."

LWEW: What is your biggest challenge as a woman business owner?

AL: "I recently had my first child and am finding it challenging to balance work and family life. It can be done, but takes an enormous amount of determination and organisation. Men have this challenge as well, but it's not as great initially because a newborn is so dependent on his mother, especially if she chooses to breastfeed."

LWEW: What advice would you give another woman looking to start a business? (What do you wish you knew now that you didn't know then?)

AL: "Just go for it. Be bold. Get a great team around you – including a good accountant, lawyer, IT professional and other work resources; and also a team of support to help you generally in life – have a look at what you need and create the team around you. But also know that ultimately it is up to YOU to drive things, and that only you are 100% responsible for your life."

LWEW: What book are you currently reading?

AL: "The Audacity of Hope" by Barack Obama

“I think we need more inspirational leaders in today’s world.”

LWEW: Do you have a business philosophy or favorite quote you would like to share?

AL: “My philosophy: Always live (and do business) by your values. Be authentic – we all have something unique and special to offer in this world.”

Amy’s Favourite Quotes:

- “Whether you think you can or you can’t, you’re right” – Henry Ford
- “It’s not about success, it’s about significance” – David Bussau, Founder, Opportunity International, a charity that provides business micro-loans for mainly women in developing countries.

LWEW: Who was (or is) your mentor?

AL: “My mother, who taught me that I could do or be anything I wanted. She also taught me a bit of bloody-mindedness, which can be good in business too!”

LWEW: What words of advice or encouragement would you share with someone in South Africa who is thinking about applying for the “Take the Next Step” grant? (How did winning the grant help your business?)

AL: “Make the time and do it. Doing the submission has value in the process alone, as it forces one to look objectively at the business. And if you win the grant – bonus! It has been an honour to be affiliated with such a wonderful organisation – I have met some amazingly inspirational women and that has been the biggest benefit to me.”