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Alexandra Graßler – Coach for business and life

1. Can You tell me something about your career and your hobbies?

I started my entrepreneur career with 24 and it was a tough start. I jumped on the chance to be a fulltime teacher in a new kind of school setting. We ditched most of the common teaching attitudes and went on with project-kind of teaching, coaching and presentation training with our students. It was the beginning of the internet and I'm online since 1993. No, that's not a typo I'm one of the early birds ;)

I have many advanced trainings like NLP Practitioner and NLP Master. I'm a Kaizen trainer and many things more.

Armed with these knowledge I changed into business coaching over the years and I guide women and man with different kind of businesses on their way to lead a successful business without burning themselves out.

I give all kind of different workshops and have built a social media marketing academy because I'm in love with all the onlinethings since my start in 1993.

When I'm not working I like to read and read about 10-12 books a month. I've no TV and I love reading since I'm a kid. To stay centered I like to go walking in the woods and meditate often. It's important for me to have enough alone-time to recharge my self.

2. How did you become an entrepreneur? Did you have to change anything in yourself to become one?

I think for me it was an absolutely natural decision. I'm the kind of person who is "unemployable". I always wanted to stand on my own feet and to be independend and be my own boss. So I think most entrepreneur should feel more the wish to be independent than to feel save. That helps a lot with the unsecurities that will happen in any entrepreneur life.

3. What is unique about your job?

I work as a business consultant and especially like to work with women entrepreneurs. I think unique is my kind of working. Every business consultant has his/her own personality and mine is a deep love for structure and systems. I have a teaching background and that is not a common combination in the business world. But for me is lifelong learning one of the most important things to succeed in the business world.

4. What made you choose this type of business?

Like I said I'm a very autonomous person and for me there's no other way to live my life than to be an entrepreneur.

5. How do you balance your entrepreneur life with family or friends that don't understand the challenges you experience?

It's an interesting journey this entrepreneur thing. You will lose some people along the way and you will find new ones. It's not always easy, but you are the only person who can fulfill your dreams and so you have to decide which kind of persons you want to be around with. That seems harsh but I can tell you that it's worth it.

6. What Impact do they want to have in the world or change they want to see or make it happen?

The biggest impact I want to have is that every woman and every man I work with could go forward with the knowledge. That's the tagline for me: To empower people through knowledge so that they can have a positive impact on the world, too. And the other impact is that I'm a giver in terms of money. I donate regularly to projects which support women and older people. We can do so many with so little and I give what I can. That's the biggest pleasure of all to be part of a bigger movement and support other people who have no chance to do it by themselves.

7. What inspires you?

People who are generous and kind. People who are not shy to stand for their opinion and stand against injustice. People who are brave and support others.

8. What is the most challenging part of your job?

Sometimes to not lose track of all ongoing projects. It's important to put time in marketing and networking and stay at top of mind for people. That needs time and you have to plan it.

9. Did you ever put in a position where you doubted yourself as a female entrepreneur?

Oh I think we women tend to doubt ourselves constantly. It's not so much a question of entrepreneurship. We have to learn to rely on ourselves no matter what. Those doubting times will come and you have to be prepared. You need the right people around you. Your network is everything. And especially a sisterhood is so important for female entrepreneurs.

10. To what do you attribute your success?

No one can be successful without others. We all need customers, vendors, business partners etc. It's an illusion that we are the only ones who shape our success. The earlier we get this the better our careers will be. And for personal attitudes: My stubbornness goes a long way ;) You have to have the ability to grab yourself up from the floor, to motivate yourself, to comfort yourself and not to fall in self-pity mode. You have to master your thoughts. Mindset is everything.

11. What would you say to encourage more women in leadership?

Just do it. And search for other women to gather a sisterhood. The world needs every woman possible to lead. We need role models for girls and show them that they can lead a life on their own. Women can and will change the world. But only if they jump and lead. It can be scary and it will be scary at some times. You will face harsh situations and you will cry over words from others. But despite all of that, women are the most important factor to change environments. We women have a different view on the world and we are naturally much more seeing how things play together. We know that we can build a better way only together and with thinking in networks. So go for it!

Interview: Fijolla Muçaj

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