

## Q&A

### Maria Pantalone Infinite Growth



Maria Pantalone from Infinite Growth passes on the best advice she has received about running a business.

**Q. What moved you to start your own business?**

**A.** After years working as a facilitator in the corporate world, I began my company to follow my passion and to fill a gap in the marketplace for a personalised, fully customised service to people in business.

**Q. What is the best business advice you have received?**

**A.** "Be the best that you can possibly be doing what you love doing": Lynn Champion. This has really helped me to maintain my passion for my work.

Lynn is an international speaker and author in communication skills. I had met her briefly through mutual colleagues and decided one day that I wanted to speak with her regarding my own direction. I approached her and we connected immediately. She said that she liked my courage to approach people and be willing to learn from them. We still keep in touch. She is a leader in the field and to be the best that I can possibly be I like to learn from those who have demonstrated these qualities. I consider her one of my mentors.

**Q. What is the smartest thing you have done in business?**

- A.**
- I realised that I can't do it all myself. I've utilised the expertise of others, for example website development, and this has enabled me to focus on the core areas of my business and in turn provide a personalised service to my clients.
  - Being flexible in my approach to my services. This is about evolving with the needs of my clients. My focus was initially on running workshops. With the changing needs of my clients, personalised coaching sessions are becoming more in demand; together with the development of self-study programs.

**Q. What is your overall business philosophy?**

**A.** Learning from successful people and using the knowledge to improve my business and to improve my clients and their businesses.