



'I don't want to be ordinary,' says Kate Moodley, recent winner of the Topco Top Woman Executive of the Year award – an accolade reserved for exceptional performance by a senior female executive who's shown leadership, business acumen and strategic foresight. 'Everything I do, I try to do differently,' adds the Discovery franchise director.

How have you done things differently?

I've initiated a series of workshops that give women access to information from experts and mentors. If you empower a woman, you're empowering a nation because they always pay it forward. I've also written a book called *I Inc: Be The CEO Of Your Brand* (Kairos Holdings, R190). It shows you how to 'package' yourself to create your own brand and explains why it's vital that your value system aligns with your personal brand. It also shows you how to develop and strategise.

What are your best attributes?

I perform every transaction with the highest level of integrity and honesty and live by these values. I also have a very good work ethic. My parents never needed to tell me to study – it came naturally. In order to succeed, you have to believe in others and have compassion. When you care for others, you're creating new opportunities.

What's the best thing about your job?

Having the flexibility of running my own business. Discovery outsources its distribution of services, which means each of us owns our own business within the business.

How do you cope with difficult people at work?

I try to understand where they're coming from so that I know how to interact with them. For instance, if I've got a highly demanding client, I ensure they're kept in the loop, even if I don't have any feedback for them. I work more comfortably with challenging people because they force me to think differently.

WHAT KATE SAYS:

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Kate Moodley

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IF YOU COULD CHANGE ONE THING ABOUT YOURSELF?

My inability to enjoy the moment. When I achieve something, I always think of the next goal, instead of sitting back, absorbing it and being grateful. I need to learn how to take it easy.

THE LIVING PERSON YOU MOST ADMIRE?

Nelson Mandela. To have experienced what he did and to emerge with compassion and forgiveness is phenomenal. We can all learn from him.

YOUR GREATEST EXTRAVAGANCE?

My TAG Heuer. I have a fetish for watches.