

THE POWER GRADIENT

Inspiring Future Entrepreneurs

Plasm Productions LTD

Plasm Productions LTD is an independent film production company led by Thida Nathalie. Specialising in human stories and magical realism, Plasm focuses on existential questions and themes of self- empowerment, altruism, and consciousness. www.plasmproductions.net

Key Takeaways

Infectious Spirit:

Thida's entrepreneurial mindset was shaped by her mother's teachings and legacy of resilience.

Authenticity Over Praise:

She shifted from financial success to filmmaking success, focusing on passion over external praise.

Self Taught Success:

Thida is a self- taught filmmaker, and throughout her career, championed her creativity and resourcefulness as essential elements to her success.

Importance of Self Compassion:

Her belief lies in knowing yourself, facing fear, and practicing self-compassion for growth.

Empowerment and Resilience:

Thida sees challenges as growth opportunities and encourages belief in oneself.



Connect with Thida Nathalie:

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Meet Thida Nathalie

Welcome to this week's edition of The Power Gradient. This issue features the inspiring journey of Thida Natalie, Founder and Filmmaker at Plasm Production. a remarkable entrepreneur whose path has been shaped by resilience, creativity, and a family legacy of fearless women! Her grandmother's bold ventures, from sewing dresses to running a farm and investing in land, set a powerful example of determination and operational mastery. Growing up, Thida's hardworking mother instilled in her the value of self-reliance, teaching her to earn pocket money through chores like ironing and cleaning. This upbringing fostered Thida's entrepreneurial mindset and drive to juggle multiple projects. At 21, she worked at American Apparel, where she was inspired by CEO Dov Charney's values-driven business practices. His bold vision influenced Thida's own path, leading her to launch her first venture designing handbags from Italian leather at just 23. Read on for her advice and lessons on navigating challenges and achieving success in your ventures.

Authenticity Over Praise

In 2012, Thida reached a turning point in her entrepreneurial journey. After founding three businesses, BoxBagz, Create Me Workshop, and Aya Wellness, she found them financially rewarding but creatively unfulfilling. This realisation led her to step back, to focus on her family's property business, and create a steady rental income by reinvesting in renovations. With this stability, she pursued her long held passion for filmmaking, producing over 15 short films by 2021. Her film 'Bright Like the Sun' garnered accolades, winning Best Foreign-Language Short and Best Experimental Short at Indie Short Festival on March 2022. At the London Movie Awards, 'Bright Like the Sun' also took home Best Experimental Film in February 2022. This success marked a transformative shift in her perspective on success, focusing less on external recognition and more on living authentically with purpose.



Foundations for Success

Thida's filmmaking journey showcases her ability to thrive with limited resources and deep passion. Self-taught in editing, sound, storytelling, and grading, she carried her camera everywhere, viewing each moment as part of a larger narrative. Despite starting late and lacking connections, her determination was unwavering. A relationship with a hobbyist photographer helped refine her technical skills and instilled a disciplined, minimalist approach to camera work. This experience taught her to prioritise resourcefulness, ensuring a high standard for her work. Thida's self-sufficiency became the foundation of her success, proving that creativity and perseverance can overcome any obstacle.

Self-Compassion is the Key

Her advice for aspiring entrepreneurs is rooted in her own experiences. She stresses the importance of knowing yourself, as clarity about who you are and why you're pursuing your goals is key to staying aligned with your purpose. Surrounding yourself with positive, inspiring people is equally vital, as their energy can profoundly shape your journey. Thida views fear as a natural part of entrepreneurship that must be faced head-on to foster growth and clarity. She also highlights the value of learning from others who inspire you, creating a sense of community in what can be a lonely journey. Above all, she emphasises self-compassion, reminding entrepreneurs that success is as much about personal growth as professional achievements.

Stepping Back to Move Forwards

She looks back on her journey with gratitude, appreciating every step, even the tough ones. Though she occasionally wonders how things might have been different had she pursued filmmaking earlier, she recognises that each experience contributed to her growth. The challenges she faced built her resilience and shaped who she is today. Thida's message to aspiring entrepreneurs is one of empowerment: believe in yourself, follow your heart, and stand firm when needed. By staying true to your principles and perceiving challenges as temporary, she believes anyone can create a meaningful life. "Be kind to yourself," she advises, "because, in the end, you really are all you've got."