

THE POWER GRADIENT

Inspiring Future Entrepreneurs

Marcela Osman Coaching

Marcela Osman helps individuals and businesses enhance workplace dynamics through coaching, workshops, and soft skills training, with a CORE focus on non- native English speakers.

www.marcelaosman.com

Key Takeaways

Passion Fuels Success:

Pursuing work that brings joy leads to excellence and long-term fulfilment.

Breaking Barriers:

Overcoming traditional career expectations, Marcela forged her own path in business.

Business & Motherhood:

Juggling entrepreneurship and family life required discipline, adaptability, and resilience.

Simplicity & Focus:

Her mantra, “Keep it focused, keep it neat, keep it simple, keep it me,” highlights the importance of clarity and authenticity.

Requirement for Success:

Seeking mentorship, building networks, and constantly acquiring knowledge accelerates business growth



Connect with Marcela Osman:

<https://www.linkedin.com/in/marcela-osman-4106a35/>

Meet Marcela Osman

Welcome to this week’s edition of The Power Gradient. In this issue, I’m excited to share the inspiring story of Marcela Osman, a dedicated coach and entrepreneur who has helped individuals and corporations overcome obstacles, achieve their goals, and improve workplace dynamics. Through her coaching practice and the co-founded training company, Osman & McComb, she delivers soft skills training in English through workshops, team-building activities, and coaching support, catering primarily to non-native speakers. Her work adds significant value to those navigating cross-cultural professional environments. Read on for her advice and lessons on navigating challenges and achieving success in your ventures.

Breaking Tradition

Marcela's journey into entrepreneurship wasn't a straight path. Growing up, she wasn't encouraged to pursue business ownership, particularly as traditional career paths were the norm. However, her father's advice left a lasting impression: "Engage in what you love; if it doesn't bring you joy, you won't excel at it." Following this philosophy, she continually sought fulfilment in her career. She worked across different industries and roles, allowing her to develop a broad skill set before ultimately finding her true calling in coaching and training.

Navigating Motherhood

One of the defining moments in her career was her decision to leave the corporate world. Despite managing multiple projects, including a health coaching practice and a small event business, she never fully embraced entrepreneurship until frustration with uninspiring leadership and rigid work cultures pushed her to make the leap. Alongside her husband, she made the leap into self-employment, embracing both the sacrifices and rewards that come with it. From navigating motherhood without a support network, to managing time constraints and financial challenges, Marcela has persisted through setbacks with motivation and discipline, ensuring her continuous progress.



Mumpreneur

Reflecting on her experiences, Marcela acknowledges that balancing business and family life presents unique hurdles, particularly for women. However, she embraces her identity as a "mumpreneur" and believes that challenges offer valuable lessons in disguise. Her personal mantra is "Keep it focused, keep it neat, keep it simple, keep it me". It serves as a guiding principle for staying true to one's goals. She also offers this final encouragement, "Stay focused, stay organised, embrace simplicity, and most importantly, remain authentic in your journey."

Cultivate a Mindset

For those starting their entrepreneurial journey, Marcela advises resilience and strategic action. She highlights the importance of taking breaks to reset when feeling overwhelmed, treating goals as non-negotiable commitments, and surrounding oneself with like-minded individuals for support. Seeking mentorship and knowledge is also crucial, as understanding various aspects of business such as marketing, staffing, and resource allocation can significantly impact success. Through continuous learning and adaptability, entrepreneurs can cultivate a mindset that turns challenges into opportunities.

