

9 Entrepreneurial Miami Women Share Their Best Career Advice

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Whether you're looking for a new job, contemplating a career change or daydreaming about running your own start-up, it never hurts to learn from people who have been there before. We asked nine Miami women on the career advice they swear by. (Spoiler alert: Know your worth and throw pride out of the window.)



PHOTO COURTESY OF KATIE SANDLER

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KNOW THE 'WHY'

“I think for many of us, being a successful entrepreneur means enduring the good and bad times that come with running a business—and that is something I believe comes from your ‘why.’ My journey as an entrepreneur is bigger than myself; it’s about creating a ripple effect. Find a path that you’re passionate about and that speaks to your ‘why.’ Make sure it drives you to wake up and make a positive impact every single day.”—*Katie Sandler, CEO of the Impact Retreat*

“Know your goals—daily, weekly, monthly, yearly. It’s all about benchmarking short-term goals in order to achieve your long-term goals. Every marathon begins with one step forward. Track your progress in a daily journal, and celebrate every lap of your journey.”—*Leila Centner, founder of Centner Academy*

“Celebrate the small victories. Every step in the process of your business is important. So even if it’s not a huge milestone, celebrate and recognize the small accomplishments. Stop doubting yourself, too. Just try it. If it fails, you learned from it and can readjust for the next idea.”—*Juliana Cardona, founder of [Girl Gang Wrap](#)*

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EMBRACE THE CHALLENGE (AND THE CHAOS)

“Planning is important, but it’s equally important to recognize that plans often go awry. Be malleable, roll with the punches and let things play out. Throw pride out the window, and be willing to ask for help. And don’t forget, patience and persistence go a long way. Everyone wants immediate gratification, but that’s rarely in the cards. If you work at it, the payoff will be far greater.”—*Dana Rozansky, creator of Miami Food Porn*

“Remember to enjoy the entrepreneurial tornado that comes with the experience. Part of that means that when systems and processes are not in place, it’s up to you to figure out how to do it. When creating a new business, know that things are not going to be perfect right out of the gate, and that doesn’t mean you should give up.”—*Madison Boehm, co-founder and COO of Jaxson Maximus*

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NURTURE YOUR CONNECTIONS (AND YOURSELF)

“Don’t underestimate the power of relationships, especially when starting out in an industry. Every person you meet can lead to an opportunity. I owe a lot of the success I’ve had to mentors that took a chance on me when I first started working in real estate.”—*Karen Elmir, CEO of the Elmir Group*

“Never stop learning and read, read, read. Leaders read.”—*Laurie Davis, executive director of the Commonwealth Institute and principal of LKD Consulting*

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LEARN AS MUCH AS YOU CAN

“Become an expert in your field. Learn, learn more and keep learning. Know your customers and what they want most, know your competition and what they lack. Always know your worth, too. Know what you bring to the table.”—
Adrienne Calvo, chef, restaurateur and cookbook author

“Know when to capitalize on trends without losing authenticity. Weigh and evaluate trends carefully with your brand’s identity in mind, and test out in small focus groups before you execute any major marketing campaigns.”—
Nicole Carner and Brooke Gettler, co-founders of Justair

Quotes have been edited for length and clarity.

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