

# GIRL POWER

## CHERYL PAGE

*Drive and determination, with a 'soft touch'*



Cheryl Page, Executive Head: Risk Administration at Emerald, is an authentic Girl Power gem. As a colleague perfectly summarised it upon meeting Cheryl for the first time: "Your name precedes you".

The executive head role is a relatively new position for Cheryl, and sees her taking on a more strategic role within the company. However, she remains fully accountable for underwriting administration for the South African, Africa and the Indian Ocean Island markets. In addition, she is the South African contact for the underwriting of global portfolios, and also responsible for the internal control of management information, as well as the integration and customisation of the IT system to incorporate Emerald's business requirements.

### Leading with style

"I truly believe that teamwork is paramount and essential to success. Sharing Emerald's core strategies as well as short- and long-term goals with my staff creates a working environment where all parties are accountable and working towards a common goal," says Cheryl.

"It is important for me to lead by example, to have humanity, to be a mentor, to be focused, to show discipline and control, but also to incorporate an element of fun into the working environment. Perfecting effective delegation, while instilling pride and willingness to learn, imparting knowledge and promoting skills development amongst the people reporting to me, are my priorities."

### Making a difference

Cheryl says that the greatest blessing in life is the ability to make a difference, be it personally or at work. "Recently I was instrumental in obtaining World Cup tickets for a complete stranger – an opportunity of a lifetime for this person. It is the small things we do to make a difference that makes life worthwhile!"

### Getting the balance right

Cheryl says that she has worked hard over the past few years to create a balance between her personal life and her career. "I have grown as a person. I have recognised who I am and where I am in life, and I am comfortable with it. I have also realised that there is definitely a life beyond a career and a company."

Living by the motto, "Life is simple, and we complicate it", Cheryl has found the perfect outlet to the weekly business stress and pressure she faces. "On weekends, I jump on my motorbike and the freedom of riding in the open air calms me and prepares me for the challenges that lie ahead."

### Spreading Girl Power

Cheryl strongly believes that women have a wonderful gift in that they can combine the 'soft touch' with the drive and determination needed to be leaders and ultimately successful women in business. "I believe that all women have the drive and ability to succeed if presented with the opportunity. But sometimes you need to create these opportunities for yourself and not wait for them to come to you. Remember to embrace the consequences and seek out and live every moment." ■



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