

# Reaching for the sky

by Cheryl Bannatyne

"A leader needs to be aware of their strengths, needs to know what they are best at, what their passion is, and what drives their economic engine. I believe I am a protector, an entrepreneur, a nurturer, an innovator and a visionary."



*Charlene Lewison, Marketing and Sales Director*

**T**hese are the words of Charlene Lewison, Marketing and Sales Director of Birdi Golf Apparel, who has great ambition for the company to always reach new heights. Her ability to confront brutal facts and embrace uncertainty enables her to create the stability and abundance that will ensure that Birdi rises above the rest as a company able to deal with adversity.

"A good leader is the symbolic soul of collective consciousness, tapping into the deep part of themselves," comments Charlene. "They have heightened observation and knowledge as well as great faith in themselves. A good leader never makes rash decisions, and is aware that emotional decisions are unreliable."

In order to be an effective leader Charlene explains that she first observes the facts, gets in touch with what she is feeling, determines what the unmet need is and then questions what the best response to fill the unmet need will be.

In terms of her growth as a leader Charlene believes there are a few factors that have played a role. "I tend to be willing to learn from my mistakes," she says. "I also change my approach and continue to experiment until I finally accomplish the desired result. I am also able to pay attention to the small details that I have missed before and take the time to gain information that is vital for success!"

And success is certainly part of the Birdi story. There have been many significant achievements along the way, such as being endorsed by the Professional Golfers Association of South Africa and the Cotton Board of South Africa, as well as being the official clothing supplier of the Women's World Cup of Golf. Birdi has come alongside the increasing interest in women's golf, providing high quality clothing that in turn has lifted the profile of the women's game.

Charlene is excited by the involvement of young previously disadvantaged people in the industry and is committed to seeing them raised up. "It's important to be able to place people in the right position for them to rise up to their leadership potential and contribute to building the economy," she shares. "When looking for potential leaders I look for an ability to work with synchronicity and an ability to separate an observation from a judgement."

Charlene is always looking for new opportunities and partnerships that can create further abundance for Birdi Golf. With her drive and enthusiasm for the company and its products, the sky is the limit!



"Talent does what it can; Genius does what it must." – Edward George Bulwer-Lytton 1803-1873