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# "Just get on with it" – tech CEO's 6 top work tips

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Emily Brooke, award-winning businesswoman and co-founder of bike light brand Blaze, has six simple productivity dos and don'ts.

Emily Brooke is the CEO and co-founder of **Blaze**, a London-based tech company that helps cyclists be safer on the roads.

In 2014 her brand launched the Laserlight, a light that makes cyclists more visible by projecting a laser image onto the ground ahead.

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**1/4 Emily Brooke, CEO and co-founder of Blaze**

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## **“You’ll learn much more by doing, than thinking about doing.”**

Emily Brooke, Blaze CEO

Blaze is now available in 65 different countries, and is fitted as standard to London's Santander Cycles and New York's Citi Bikes.

Emily and co-founder Phil Ellis have since added to their range of products with the Burner – daylight-sensitive front and rear lights. Their brand's tech will be fitted on the next generation of Santander bikes, which will be rolled out (pun intended) across the capital from August 2017.

We asked Emily, who was presented the New Generation prize at the Veuve Clicquot Business Woman Awards in 2015, for six simple dos and don'ts of working for yourself.

### **DO: Get on with it!**

"If there's one thing that is on your mind constantly – that big, big annoying thing that is something you should be doing – just do it, now!

"I spent the first two years being very hesitant and nervous. I was terrified of doing something the wrong way. I've realised that there are many ways of doing things – you’ll learn much more by doing than thinking about doing.

"You will learn more from actually trying things than thinking and analysing and researching."

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### **DON'T: Work in private**

"I think – especially if yours is a product that is going to be consumer facing – that feedback is invaluable. You should be out there, talking to people and being really brave about asking for feedback as much as possible. I think you really have to try not to keep your product to yourself."

### **DON'T: Wait for your work to be perfect**

"I think people are nervous about getting their products perfect [for launch]. I think there is a lot of hesitation around putting something out there that is not fully resolved. In my experience, it doesn't have to be fully finished and shiny and complete before you put it out there. Releasing a product before it's ready is so much more valuable because of the feedback you get on it."

### **DO: Remember the bigger picture**

"[Running your own business] is a rollercoaster; one minute you think you are taking over the world and the next minute you think it is all crashing down. Remember you are on it for the ride and try and enjoy it."

### **DO: Embrace steep learning curves**

"You are learning an incredible amount when you're starting out in business. It can be daunting, but it is also – secretly – a fortunate place to be in; you are forced to learn about whatever stage of the business you're in, whether it be branding or advertising, marketing or

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### DO: Send one-line emails

"One of our directors at Blaze is the kind of guy that sends really annoying one-line emails. They haven't even got any copy; they're just a subject title that says 'What are you doing about X?'. He always asks me about that one annoying thing that is at the back of my mind. My reaction is always, 'Alright, alright, I know I should be doing that'. He has taught me that I should just be getting on with stuff and doing it right now."

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Written by JJ Dunning

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