

Ten Tips to Living Wisely

In honour of Mother's Day, the Mom Café, a forum to connect and inspire women, featured a presentation by one of the most dynamic and inspirational Mother & Daughter duos in Vancouver: Virginia and Justine Greene.

Virginia Greene founded Go Direct, one of the country's most successful advertising agencies, which was purchased a few years ago by one of the world's most successful agencies - J. Walter Thompson, New York. Her latest achievement in a long list of accomplishments was being appointed President and Chief Executive Officer of the Business Council of British Columbia.

Justine Greene, Virginia's daughter, worked for many years as General Manager of her mother's firm, Go Direct Marketing. She is now the Director of Operations for InspireHealth, an invaluable wellness facility which provides integrated care for people living with cancer.

The pair came together at the Mom Café event this month to share stories of learning and life lessons. From their combined experiences Justine and Virginia presented their list of rules to live by: The Greene Girls' Top 10 Wisdoms!

1. Take Care of Yourself

Women are the centre of every family and if they are not functional then no one around them can be either. So find things that work for you, that give you pleasure and that nurture you.

2. Set Goals and Monitor Attainment or Take Them Off the List

You must give yourself time to think about what you want for yourself. Setting goals gives you something to strive for, but if you find that those goals aren't right for you, don't be afraid to take them off the list – that's not failing.

3. Reassess, Reassess, Reassess

When you change direction in life, reassess your commitments. Be honest with yourself and ask "Do I really want to be doing what I'm doing?" Don't be afraid to take old things out of your life and add new ones in. By reassessing your commitments you will find that time opens up in your life.

4. The Company You Keep

Surround yourself with good, supportive and loving people. Other's negativity and stress is contagious and a little bit goes a long way. Prioritize your relationships and pick the people who are going to look after you and truly love and support you.

5. What About Men?

Keep it simple when men are concerned. Appreciate the differences and find each others purpose in your relationship. Different needs at different stages in life are realistic – so know what your current needs are.

6. It's a Long Life – There's Time for Everything

There's plenty of time in life, so you don't need to rush. There will always be room and time for you to follow your dreams, so pace yourself. Throw away the "things I must do before..." lists.

7. The World is Ready for Whatever You Choose To Do With it
Women take on many different tasks and roles in life, but they really need to stop and ask: Am I doing what's right for me? Don't be afraid to take chances in life. Women before us have laid the groundwork, so the world is ours to take – whatever we choose – but choose we must.
8. Have Fun!
This is not a cliché; lighten up in life! Take time to for your family, have fun with your kids and remember that you don't need to be task oriented all the time.
9. Give Back
We live in a privileged place in a privileged time – don't forget that. Find ways to complete the circle and your karma will thank you. Teach the young while they are young and build this into each day.
10. Mom's Matter
Remember where you came from and remember who you are and whose you are. Embrace your mom's teachings; even if you reject her path, her values will sustain you. No one knows you better or loves you more.

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