

Setting A Powerful Example

Steff, UK



Steff’s background is in education, and prior to starting her journey with Forever she was an Assistant Headteacher working across a federation of schools in Manchester. Steff loved her job and had what she would consider a decent salary. However, Steff and her partner were time poor. They wanted to start a family, and to do this, they desperately needed a better work life balance.

When Steff joined Forever, she immediately had a huge amount of support, which meant that her business accelerated, and she made back her initial investment within her first month of business. Then her dreams came true when they discovered, one month into the business, that Steff was pregnant. Unfortunately, Steff very quickly began to feel very poorly, and eventually got to a point where she had to make the decision to take a step back.

Steff took some time out to have her daughter, Arabella, but kept an eye on what was going on in the world of Forever. Then, during a company training in June 2019, she felt inspired and realised it was time!

With the end of her maternity leave looming and Christmas in sight, Steff realised she needed to make it work and decided to take a more consistent approach to the business. Thankfully, her hard work paid off and, in May this year, she realised her long-term goal of having her partner Tom join her in the business. Tom and Steff are now both stay at home parents and work their business around their daughter, Arabella. Tom has been a huge influencer in Steff’s self-belief, “I have never had anyone believe in me as much as Tom does; he really is my biggest cheerleader. This has certainly driven me and picked me up on the days where I think I can’t and given me the courage to believe in making the ‘impossible’ possible.”

Family is Steff’s number one priority. Her dad passed away after a short illness when she was 26 and Steff was a key carer for him, “I would definitely say this has shaped my outlook on life and my need for time freedom. One of my ‘why’s’ is to have more time with my family as this was the time I missed out on with my dad.”

Steff’s dad has always been a massive influence in her life. He couldn’t read or write until he was 9, but through hard work and determination taught himself. By the age of 11, he had earned a full scholarship to the local grammar school, “My dad went on to do incredible things. He taught me that the only person who can break the mould or change your destiny is you. This is exactly what I want to teach my daughter; I never want her to settle for anything less than what she wants.”

Steff now credits her business as her greatest achievement, for two reasons. Firstly, in her previous career it took a first class degree and two Masters to achieve the position and pay scale she had, but she has now achieved all that with Forever in a much shorter time period and with far less financial investment. Secondly, Steff is very aware that her daughter is watching what they do and how they work, “I am very proud that I can show her that a ‘little business’ that Mummy set up has enabled both Mummy and Daddy to be stay at home parents and give her everything she wants.”

Driven by a fear of failure and inspired by the success of her peers in Forever, Steff says she loves being around people and has particularly enjoyed building a team, “No matter how big or small the achievement, every single person has achieved something. I think you would struggle to find success on such a large scale in any other business.”

Steff also takes inspiration from her mum, “She has the most wonderful outlook on life, which after everything she has been through losing my dad in his early fifties is simply amazing. I am not quite there yet in having her strength, but each day I am inspired by how she handles life.”

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