



## WORKING LIFE



*Elaine Geraghty*  
CEO, Inspire Ireland Foundation



Magenta Gali wool dress, RM by Roland Mouret, at Costume.

Autumn 18-carat gold necklace, Annoushka, at Brown Thomas.



A Reachout.com graffiti-ed tent at this year's Oxegen. Right: iPad; www.store.apple.com/ie.



## CONNECTED

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**MY IPHONE IS MY ALARM CLOCK** and that is usually set for 6.30am – no snooze button allowed. After years of presenting a radio breakfast show, I’m programmed to get out of bed immediately. **I CHECK THE NEWS, SPORT AND BUSINESS** on my iPad before I leave the house. I use various sources but they usually include *The Irish Times*, the *FT* and the *Guardian*. Inspire Ireland was set up in 2009 to address the increasing youth suicide rates in Ireland, and because **IT IS PART OF AN INTERNATIONAL NETWORK** with affiliates in the US and Australia, I usually schedule an early Skype call to Australia from home at least once a week. Technology means the time difference is not a barrier to working closely with international teams. There is a regular exchange of information on anything from marketing and research to youth mental health trends and issues. I also use the time at home to respond to emails that have come in overnight from the US office, which is on the West Coast, and try to get ahead of the business of the day before arriving at the office. I’m a fan of Twitter – I follow Laura Whitmore of MTV (she’s an Ambassador for ReachOut.com, our online service to help young people get through tough times) and Tom Dunne, among many others. **WARDROBE-WISE, I HAVE EVERYTHING READY** ahead of the working week and I usually choose what to wear the evening before. I have a degree in the fine art of make-up application in the morning ... reliable products that take ten minutes to apply. I keep it simple. I have tried lots of

different fragrances over the years, but keep coming back to Inis [by Fragrances of Ireland]. As a CEO, **I BELIEVE IT’S IMPORTANT TO BE BOTH HAPPY AND CONFIDENT IN YOUR APPEARANCE.** My day might be spent with the Inspire team in the office, or attending a meeting with a Government minister or a potential funder, or working on a video with our Youth Advisory Network for ReachOut.com. In all cases, your appearance should reflect your professionalism and respect for your colleagues and business associates. ■