

## **Expert Interview I with Kristy Poh, Junior Account Manager at Dark Horses. Including | thoughts on leading by example, and solving our internal biases**

>> Kristy guest curated Strands on June 30, 2022. [Read it here.](#)

### **Tell us a little bit about yourself and what keeps you busy. How did you end up doing what you're doing today?**

I am Kristy Poh, an economist-turned-advertising geek, currently working as an Account Executive with a creative advertising agency in London. I discovered my passion for the creative industry which drove me to pursue a career in advertising.

### **What excites you most about what you do?**

I love that I'm surrounded by loads of passionate people in the industry who are brilliantly creative. It's great to be around them and absorb their thought processes and ways of working like a sponge - always learning loads on the job. I also love seeing the process of a campaign go from brief to live work, because that's exciting to see everyone's hard work come to fruition.

### **What beliefs define your approach to work? How would you define your leadership style?**

The belief that defines my approach to work is always giving my 100% and trying my best given my abilities and circumstances. I'd like my leadership style to be leading by example. I cannot expect people to do a job properly if I'm not doing my job to a certain standard. As a junior, it's always really great to have someone to look up to and emulate, especially at a point where I'm constantly absorbing everything around me. With that understanding in mind, I think I'd like to be that leader for someone else in the future.

### **What has been the most rewarding project you've worked on, and why?**

The most rewarding project I've worked on is getting my freelancing off the ground a couple of years ago. It was quite daunting initially promoting myself, my skills and my work, so to see a variety of clients decide to take the chance on me and slowly expand my network was very exciting. It helped me grow my confidence in leaps and

bounds and I couldn't be more grateful for those experiences that kick-started my career.

**We are big believers in diversity -- Not only because we believe in equality, but because we also think it's better for business. The Black Lives Matter movement has shaped industry conversations around both global injustice, and also lack of representation in our industry. How do you frame these kinds of conversations, both internally and with clients? Is there an emphasis on action, or are the conversations really more about communication?**

I think any social change begins with solving our internal biases, and it is only then we can slow down and eventually stop the perpetuating cycle of internalizing those same biases. Being culturally, socially and emotionally aware of the people around us will help us unlearn some of the nuances we've learned growing up, and finally learn and accept the differences.

**Switching gears a bit, how do you find time to balance personal interests with your career? Do you believe work/life balance is possible? Anything you've implemented that you recommend that others try?**

I believe that work-life balance is possible, although not necessarily something that comes intuitively, especially for someone like myself in a junior role. The ability to set boundaries and implement them can be quite a difficult conversation to have, and being in a culture that openly allows and encourages stepping away from work definitely helps to create a work-life balance. For myself, I'm a hyper-organized person, so I color code my calendar to reflect self-care, time with friends, and work commitments. This allows me to be aware of how many hours I am working, and how many hours I have for the things I love outside of work.

**What's your media diet? Where do you find inspiration?**

For design and content inspiration, I consume lots of digital media from TikTok to Pinterest to design websites like It's Nice That. LinkedIn is also a great place for me to be inspired by people inside and outside of the industry, and learn from their experiences. I really like picking up the occasional indie magazine like Paperboy, because they carry some niche stories and content that are inspiring to learn from.



**As you know, we believe there is so much value in having a wide range of teachers. What's the best piece of advice/knowledge you've stolen, and who/where'd you steal it from?**

"You made the best decision you could with the information you had at the time."  
I think this was a piece of advice I got from my parents. This helped me a lot to look forward and focus on what the future has to offer, rather than looking back and regretting previous decisions. And who knows? Even if I chose differently, I can't guarantee that outcome would be any better!