



CELEBRATING
30 YEARS



2018 Women In Real Estate, Professional Services: Barbara Champoux, Champoux Law Group PLLC

September 18, 2018 - Spotlights



Name: Barbara Champoux, Esq.

Title: Principal

Company Name: Champoux Law Group PLLC

Real estate association / organization affiliation(s): CREW New York

What are some of your biggest accomplishments in the last 12 months?

I am very proud to have been elected to serve as a CREW New York director and committee

chair through 2019. I believe that CREW Network will continue transforming the CRE industry to eliminate artificial barriers to women's progress in the field, and advance the success of women worldwide. As its NY Chapter, CREW NY can play a pivotal role in achieving that goal, and I am delighted to have the opportunity to contribute to its success in doing so.

What blogs, resources, podcasts or influencers have helped you?

CREW Network's Leadership Certificate Program, in which I am enrolled, has provided tremendous thought-provoking resources, including: access to C-Suite women professionals and influencers across North America, as mentors; highly respected educators for our development sessions; and exceptional reading lists (e.g., "Measure What Matters" by John Doerr).

Sons of Sam Horn blog has also helped in providing intelligent insights into not only baseball, football and other sports, but politics, travel, medicine and a wide range of other topics – contributed by a diverse group of professional writers, athletes, medical professionals, and executives of sports franchises, nonprofits, investment banks, etc.

How important is it for women to create a personal brand?

In today's world, where social media can have a career-changing impact, even when you don't know people are looking at you, they are, and making quick judgments. More than ever, women must take control of their personal brand, to avoid being ignored, mischaracterized and/or undervalued. Essentially, your personal brand is a shortcut or expectation about what you represent, that must be backed up by: becoming exceptional at what differentiates you; focusing on high impact work, and communicating the successful results, making your work/results visible; being consistent—ensuring all moves reinforce your brand; and being authentic to develop trust.

How many messages are in your inbox right now and how do you manage email?

I have close to 7,500 messages. I manage my email by, first insuring that every email is

answered the same day, or by noon the next day, if at all possible. If more time is needed for a thoughtful response, I at least acknowledge the email. Clients and colleagues need to know I am on top of things. Thereafter, through the use of matter-designated folders, which I typically go through weekly and monthly to move mail from my inbox to appropriate folder, once they have been handled. It appears I have some catching up to do!

What do you do like to do for fun?

Sports, dance, reading, event planning, walking new developments and neighborhoods in transition and being by the water.

In one word, describe yourself:

Strategic

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