



Wasiak of PCGNY Corp. details her biggest leadership challenge

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Title: Vice President

Company/Firm: PCGNY Corp.

Years with company/firm: 1

Years in field: 15

Years in real estate industry: 15

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Real Estate Associations/Affiliations: AREW, CREW, PWC, USGBC, GRHC

How do you and/or your firm use social media?

I believe LinkedIn is an excellent tool for every professional, which allows us to keep in touch with existing clients or business associates as well as to meet new prospective ones. Communication is a key to success in business therefore posting industry related updates is very important for anybody who wants to be noticed.

What is your biggest leadership challenge, other than the "glass ceiling"?

Glass ceiling is still the biggest challenge. Aside from that making women realize that we should work closer together to crack the ceiling is equally challenging. People have different personalities, goals and expectations. Communication as difficult it may be at times, is the key to achieve our goals.

What is the most daring thing you've done for your career? How did it turn out for you?

I have recently passed on a career opportunity of a lifetime. Staying with a company I am helping to grow and working with people I actually enjoy to work with is everything people wish for. To me, being happy about going to work is much more desired than holding a high-profiled position with a major company. I believe that we can only be excellent at things we enjoy to do.

Which project, deal or transaction was the "game changer" in the advancement of your career?

Few years ago I was hired by the second largest senior living company to run their capital improvements department on East Coast. Managing 52 communities was a challenge but definitely a game changer in some many aspects for me. It was a learning experience and opportunity, which opened a lot of doors for me.

What do you consider to be the most successful way to increase referrals?

I am a perfectionist. I make sure that every aspect of a construction project is done right- from beginning to end. Communication and keeping everybody informed at all times is crucial and appreciated. We actually listen to our clients, their concerns and input. Networking is also very

important. You never know who you may be talking to at any given time and how that conversation may turn into a business opportunity.

What is the BEST advice you have ever received?

Not to be afraid to go after my dreams and goals. Failure is part of life and we need to keep trying. Staying true to myself and staying determined.

What is your favorite tip for balanced living?

Balance living is something I have to admit I am still struggling with. Any suggestions are welcomed.

Where would you like to be in 10 years?

My life goals are realistic and attainable. In 10 years I would hope to be involved with major international real estate developments.

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