

# Yasmina Siadatan

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Dynamic Planner  
2009 Winner of The Apprentice  
**INDUSTRY: FINTECH**



## What is the best part of your job?

My team – making the hard days possible by sharing the load and having a laugh, priceless in business.

## Biggest learning moment of your career?

There have been so many! I have had many humbling experiences, but I would bring this one back to its core and say it's something my father taught me when I was small child, that never left me and has always served me well. He advised always do your job to the very best of your ability. Whether you are running the country or cleaning toilets, take the greatest of care and respect for what you are doing, be happy no matter what you do.

## What does Black history month mean to you?

Drawing awareness to the history of black people in Britain is so very important. Having studied history at Uni, I understand the truism that you cannot appreciate where you are going, unless you understand where you have come from. Learning from mistakes from the past should absolutely inform future thinking. The more we can share learning the richer we will be as a society.

## What is your top tip to success?

Always be honest. I've seen many people fail to achieve what they want in life by not being true to themselves or others.

## Why is being a positive role model important to you?

It's our duty as citizens to be positive role models for young people. There is no greater and more explicit duty. We live in a collective society and we are each responsible for future generations, whether it be to your neighbour, daughter, or on a global stage on Instagram. Live and breathe your values and pass them on. If they are good, they will stick. Collective evolution!

## What is your greatest achievement?

My greatest achievement in life was understanding that happiness absolutely comes from within and not from fame or fortune. And I'm speaking from my experience and of people I know who have experienced and learned the same thing. I'm not saying don't strive to become rich or famous or both if you fancy it, just work on being happy at the same time, as the two don't come hand in hand.

## What advice would you give to your 16year-old Self?

Stop drinking so much and concentrate on your studying. It's not worth it.

What are you listening to?

*I'm not a podcast kind of girl, sorry!*

Favourite food to boost your mood?

*Chips and ale!  
But if it's not the weekend then fresh Turbot in a buttery sauce with veg to die for.*

Biggest change since lockdown?

*Spending more priceless time with my children :)*

Ideal Mentor?

*My boss Ben – he's a great mentor*

Role Model growing up?

*My mum. And she always will be.*