

A black and white portrait of Estee Lauder, an American businesswoman, with her signature short, wavy hair and a pearl necklace. The background is dark, and the lighting highlights her face.

I never  
dreamed  
about success  
I WORKED FOR IT

ESTEE LAUDER  
AMERICAN BUSINESSWOMAN

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# Who is Estee Lauder?

- American woman entrepreneur Estée Lauder is widely known as the co-founder of the New York City based prestigious skincare, makeup, fragrance and hair care product company **Estée Lauder**. According to **Wikinvest**, as of 30th June 2012, the company's total revenue exceeded the \$9.70 billion mark with operating offices in more than 130 countries employing over 22,000 people.
- Estée Lauder was born in Corona, Queens in 1906 as Josephine Esther Mentzer to a Czechoslovak Jewish father, Max Mentzer and Hungarian Jewish mother Rose Schotz Rosenthal. She didn't belong to a well-to-do family and from the very childhood she would spend hours at her father's hardware shop where she learned the basics of business. **Becoming successful actress was her childhood dream but she ended up founding one of the world's most reputed cosmetic chains.**

- While helping her chemist uncle Dr John Schotz in his business, she became interested in the making of a variety of beauty products. She learnt how to massage and wash face properly. After high school, she started spending time in her uncle's business and started selling beauty products in her friend circle. She met her future husband Joseph Lauter in her 20s and got married in 1930. In 1946 they established the cosmetic company in New York City with only four products: Creme Pack, Super-Rich All Purpose Creme, Skin Lotion and Cleansing Oil. Later, encouraged by massive response from customers, they established their first store by collaborating with **Saks Fifth Avenue** in New York. In less than a decade, the company became a reputed beauty care manufacturer. Estée Lauder died of cardiopulmonary arrest on 24 April, 2004 in her Manhattan home.
- She was in the list of the 20 most influential business geniuses of the 20th century of **TIME magazine** in 1998 and the nominee of the Presidential Medal of Freedom. In 1998, she was inducted to the Junior Achievement U.S. Business Hall of Fame.

# What does this quote mean and why is taking action important?

- Success doesn't just stop by and visit from time to time. It will not seek you out. If you truly want success, you will need to work at it, and work towards achieving what you define as success.
- Taking action is what is required. Without action, nothing substantial will get accomplished. If all you do is think about it, talk about it, or day-dream about it, nothing is going to happen. Success will not HAPPEN, without hard work.

# WHERE CAN YOU APPLY THIS IN YOUR LIFE?

- **Task:**
- Determine what you believe success actually is, think about the different aspects of your life. Work, home, friends, family, social groups, etc. What constitutes success in each of those areas, and all the other areas into which you might divide your life. On paper, draw a diagram showing each of the categories.
- If you don't have a definition of success, how will you know what to do and when?
- Now consider how you get from where you are to where you have defined success to be. In other words, where is your finish line, or what is the goal for each day, month, or year?

- Take a moment and go through each area of your life and write down however many ways you actually have for being successful.
- Finally, take a list of all the things you have listed as ways to achieve success in your life. Which are the most important? Put a mark of some kind next to them, so they stand out. Double check that they are things you can do, and are willing to work to accomplish.
- Now mark them as long term, medium or short term goals.
- What can you change immediately to ensure success? Change your way of working perhaps?

- Success is a process, not a destination, so plan to revise your list from time to time. And be sure to celebrate your successes, each and every day. Especially the small ones!