When Lisa Hufford found herself grappling with the challenge of work-life balance, she did more than pave a new road for herself — she took a new generation of business professionals along with her.

After success at RR Donnelley and Microsoft, she founded Simplicity Consulting to provide a league of marketing experts with the opportunity to consult on everything from business strategy to communications while balancing family commitments.

Learn how Hufford moves her business forward.

What characteristics do you look for when building your team?
The most important thing I’ve learned about building a team is that everyone has to bring a great attitude and want to be a part of something bigger than themselves. It only takes one negative person to throw off the balance and detract others from building a great company.

Who do you look up to as a leader?
I am attracted to leaders who inspire others, those who are authentic, service-oriented, and committed to making the world a better place. Some leaders I admire include Seth Godin, Tony Hsieh and Oprah Winfrey.

What’s been the hardest lesson you’ve had to learn in your career?
Patience. What comes easy for me is seeing the vision of what I want to create. The hard part is building the right team to overcome the obstacles as we strive for the vision. Patience to me means understanding that it’s not about achieving the vision, it’s about the journey in pursuit of the vision.

What’s the most important question you ask in an interview?
“Why do you want to work for our company?” I need to know what someone’s real motivation is.

How do you measure your own success?
By how many people’s lives I positively impact. I live by a quote from Zig Ziglar, who said, “You can have everything you want if you help enough other people get what they want.”

Would you say you still Learn by Doing?
I’m constantly learning and experimenting with ideas that drive growth, awareness, employee engagement, business efficiency and so much more. I lead my business by doing.