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2017 Women in Real Estate Spotlight - Nancy Hagstrom

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Nancy Hagstrom

CEO

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How have you navigated obstacles to achieve success in your career: Before I entered the business world I was a mom and an English teacher immersed in a world of kids and horses. My first day as a new business owner found me unable to figure out how to answer the phone and put someone on hold, let alone run a business! And I will never forget the previous owner, who was training me and was about as tall standing as I was sitting, snorting in exasperation as she stated that I was too much of a softie to survive in the business world! And I was for the first few years. The world of children is easy...they say what they mean and you know where you stand. Suddenly I was in the adult world, inexperienced in business and as naïve as they come. During those early years in sales, if I didn't win, I took it personally. I failed and took it to heart. I learned(:

How do you play your strengths to your advantage in your career: I'm a people person. The only way I can feel as though I am still making a difference, as I did as a mother and a teacher, is through the relationships with the staff and clients and by giving my very best to all of them. Learning to know and understand each person who crosses my path is an adventure. I love to teach. Helping new staff learn the industry or helping clients with space planning. Teaching that vigilance and persistence are key to preventing or solving problems; really listening, and truly caring about personal lives. As a designer, every project is new and different. I tend to go overboard offering too many possibilities for space plans or products, so my need to make sure the customer has what is right for them takes more time than it should (:

What trends are you seeing so far this year: Human nature seems to dictate that the new needs to replace the old when an exciting concept emerges. But we finally come to our senses and realize the two work well together, that in order to provide workspace that improves productivity and a sense of well-being for the vast majority, we need remember how different we are and how differently we work. So initially we rather abruptly moved away from enclosed, private, non-collaborative spaces to a mostly open business environment. The trend now, however, is to design space that can appeal to all types of personalities by providing private areas, zones for collaboration and heads down work, and fun spaces as well

What do you do for fun: Family time with my 3 kids and 7 grandchildren, 2 horses and golden retriever. And time with friends.

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