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## **2022 Women in Commercial Real Estate: Amy Braun, Cresa Boston**

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Amy Braun  
Principal, Project Management

What advice would you offer to women getting into the CRE industry? My best advice is to lead with confidence. People can tell when you doubt yourself, and that can open you up to vulnerability in some settings. Sure, there will be rejection and negativity at times, but don't give up on yourself when you receive criticism. Find a way to learn from it and improve your practice. And remember, you've earned your seat at the table! I think a good way to lead confidently is to be genuine in your approach and interactions. In my experience, people respond best when they can tell you're being authentic and real with them.

What has been your biggest challenge and how have you faced it? The pandemic turned so many things on their heads, and it's been challenging to manage projects, a team, and a family through the constant change of recent years. With such uncertainty, how can I instill confidence and make my clients feel supported when I don't have all the answers? My response has been to be proactive and forward-thinking and to communicate – even over communicate – so that I'm prepared to handle any curveballs. It's also important to recognize that you can't do it all. Surround yourself with great people and don't be afraid to lean on your team when you need help.

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