

## Isha Edwards' Story

Written by Angela Newman

---

*“Launching EPiC Measures, watching the company grow, and being able to employ or be employed by former students; there’s nothing more fulfilling than seeing a dream come true, a life or a mind changed for the good”*, says Isha Edwards about her greatest accomplishments. Isha is the brand marketing manager and owner of EPiC Measures, LLC, a brand-driven business consulting company based in Atlanta, Georgia. Before launching EPiC Measures in 2001, Isha taught business education at a local high school. Many Pink Ladders readers know that building a business from the ground up is a lot of work so, to see Isha’s company launch and then thrive is definitely something to celebrate.

Although Isha aspired to be a business manager, she did not plan to realize that goal through entrepreneurship. In fact, after high school, Isha was given an ultimatum by her dad: go to college or make it on your own. At 18, Isha was perceptive enough to know that she was not mentally or physically prepared to take care of herself so, college it was! Five years later, she graduated from the University of Illinois with a degree in business management.

Whether or not she chose to go out on her own instead of attend college, Isha’s dad would have believed in her anyway. Isha’s dad has always been her biggest advocate. Throughout her life, but most noticeably as it relates to her business and personal goals, Isha’s dad supports her in tangible and intangible ways. Her accomplishments are a testament to the benefits of having a good support system. *“I am easily motivated by the faith my dad especially and others have in my success”*, Isha says. *“Having people believe in you or cheer you on can make the difference between quitting and finishing,”* she advised.

Goal setting is a key component to success. Hard work, determination and focus are key components for reaching goals. Reaching a goal does not happen just because we think it or write it down. We have to keep our eye on the goal, implement a plan, do the work, and believe that we will achieve without losing sight of the vision of one day seeing a goal become reality.

# Pink Ladders™

Isha is very mindful of the goals she sets. She believes that setting goals entails being *“discerning about what is necessary, beneficial or practical as well as following through”*. Since goals can be superficial or even selfish, Isha weighs her goals against purpose as well as outcome. *“How someone benefits from my accomplishing a particular goal defines my success,”* she says.

As with any goal or accomplishment, challenges abound. Large or small, challenges must be resolved. One of the biggest challenges Isha faces as an entrepreneur is maintaining values while defining success. *“It is one thing to say that I am successful because I’ve accomplished set goals and quite another when the media, for example, or an established organization determines if I am successful based on their criteria or even notoriety”* Isha advised.

Maintaining values is an ongoing process. Every day we face situations that challenge our values. To overcome each challenge, Isha finds strength and guidance from the Bible. She especially enjoys reading Psalms and Proverbs, the book of wisdom, and submits her efforts to God in prayer. *“One way to ensure that I maintain set values is to avoid situations that I know will lead me to compromise. This means doing a lot of research and, at times, declining to partner or work with an individual or organization. Praying about each opportunity ensures that I am led versus driven to accomplish a particular goal.”* Because of her faith in God, Isha believes her success is not based on ‘what’ led to her success,’ but rather, ‘who.’

It is such a great thing when women give back to their community financially or through mentoring and volunteering because others receive the opportunity to learn, grow and excel. The personal and professional aspects of Isha’s life focuses on empowering youth, young adults as well as entrepreneurs to be the best they can be. Organizations that benefit from Isha’s efforts include Leaders of Tomorrow, Leaders 4 Life, the University of Southern California’s Marshall Consulting Program and the Branson School of Entrepreneurship in South Africa.

What is Isha’s advice to women climbing their pink ladder? *“Create a story. Test the story for accuracy and relevance. Tweak the story until it becomes something you can describe in your sleep. Then find a peak and launch!”*

-----

To contact Isha, visit [www.EPiCmeasures.com](http://www.EPiCmeasures.com)