

# Media Release

## *Step Up & Wear the Damn Shoes*

### SOLES, STORIES & LESSONS IN BUSINESS & LIFE

**By Marcia Griffin**

What if the most important shoes a woman ever wears... are the ones someone else chose for her?

Marcia Griffin believes too many women spend years trying to fit into shoes that were never made for them.

Someone else's expectations. Someone else's dreams. Someone else's definition of success.

Until one day they realise they've been walking in the wrong shoes.

*'For centuries, women were told our place was at home—stockings, not stock options.'*

As outdated as it sounds, Marcia Griffin, author of *Step Up & Wear the Damn Shoes*, believes many women are still living lives shaped by beliefs they never consciously questioned.

Those stories influence the careers we pursue, the relationships we stay in, the financial decisions we avoid and the futures we imagine for ourselves.

*'Boys are taught to run towards ambition. Women are too often taught to carry someone else's shoes instead of stepping into their own.'*

Marcia knows because she spent years living a life that looked successful, while quietly walking a path that no longer felt like her own.

## Step Up and Wear the Damn Shoes by Marcia Griffin

From the outside, she appeared successful. She lived in a Toorak mansion, drove a luxury car and wore Italian suits. But behind the polished image, she lost almost everything following a painful divorce.

And she didn't just lose her marriage ...

She realised that somewhere along the way, she had lost something even more valuable: her financial confidence, her independence and, with it, the freedom to choose her own future.

*'A woman can walk into a room in beautiful shoes and still be living with fear, silence or self-doubt behind the scenes,'* Marcia says.

Starting again demanded courage she didn't know she had.

But she went on to build a multimillion-dollar business, become the first Caucasian woman to lead Japanese skincare company Pola Australia, be named the first Victorian Telstra Business Woman of the Year, publish books and even step into the political arena.

Yet for Marcia, the greatest lesson wasn't how to become successful.

*'I also learned that financial independence is not about being rich, but about being free.'*

Freedom begins with confidence: the confidence to ask questions, make decisions and back yourself.

*'You don't wait until the shoes feel comfortable. You walk in them until one day, you realise they've carried you further than you ever dreamed.'*

Marcia believes that lesson has never mattered more.

As she writes in her book, around 7300 Australian women over 55 are experiencing homelessness. Many more remain in unhappy or unsafe relationships because they don't believe they have a financial choice.

## Step Up and Wear the Damn Shoes by Marcia Griffin

Today, she has one piece of advice she believes every woman should hear, regardless of age or income: *Know where you are financially.*

*Step Up & Wear the Damn Shoes* is the kind of book mothers will want to place in their daughters' hands—not because it promises wealth, but because it teaches something far more valuable: how to build a life with choices.

*'My hope is that the next generation of women won't just squeeze into the glass slipper, they'll smash the glass floor beneath it and make it their own.'*

If this book achieves one thing, Marcia hopes it will encourage women to choose their own shoes much earlier in life, so they never spend years walking in someone else's.

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*Step Up & Wear the Damn Shoes* is available wherever you buy your books.

To interview or speak with please contact media publicist **Nicole Webb** at [nicole@nicolewebbonline.com](mailto:nicole@nicolewebbonline.com)

## About the Author



Marcia Griffin's business life began at the Australian Wool Corporation, where she travelled the world visiting the major wool consuming countries, researching and analysing demand for Australian Wool.

Her life changed dramatically when she met with the franchisee of Pola Cosmetics and started the business in Australia, eventually becoming the company CEO, managing and motivating a sales team of 5000 consultants across Australia and New Zealand.

She was awarded the first Telstra Victorian Business Woman of the Year in 1995.

Marcia has been on the board of many companies, including the public company PMP, National Pharmacies, The World Master Games, Tourism Victoria, Melbourne Storm, The Queen Victoria Market and the Mansion at Werribee Park

She recently sold a second skincare business she co-founded, griffin+row, a range of natural Australian skincare products based on an Aboriginal medicinal plant extract.

Marcia was elected to Stonnington Councillor for two terms and chaired the Economic and Cultural Development Committee. She is currently a Chair with the CEO Institute, a CEO mentoring organisation, and the Deputy Chair of National Seniors Australia.

Marcia's first book was *High Heeled Success*, a business autobiography, published in 1998, now in its third print.

## **Step Up and Wear the Damn Shoes by Marcia Griffin**

In her second book *Finding New Meaning in Life*, Marcia collaborated with a psychologist to combine business wisdom with the empowering psychology of Viktor Frankl.

Her third book *Step Up & Wear the Damn Shoes* is a fascinating and encouraging read for all women who wish to live life to the fullest, with a sense of curiosity and on purpose.

<https://www.marciagriffin.com.au/>

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## **Talking Points/Questions**

### **WOMEN, EXPECTATIONS & IDENTITY**

**Why are so many women still living lives shaped by expectations they never consciously chose?**

- What if the most important shoes you'll ever wear are the ones someone else chose for you?
  - How do expectations shape the lives women build without even realising it?
  - Why do so many women wake up one day feeling they've been living someone else's version of success?
  - How do you know when it's time to choose a different path?
  - What does it really mean to "wear the damn shoes"?
  - How do we stop seeking permission and start choosing our own lives?
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### **FINANCIAL INDEPENDENCE & FREEDOM**

**Why is financial independence really about freedom, not wealth?**

- Why should every woman understand her own financial position?
- Can money buy freedom?

## **Step Up and Wear the Damn Shoes by Marcia Griffin**

- Why do so many women avoid financial conversations?
  - Is financial independence one of the greatest gifts we can give ourselves?
  - Why are so many women only discovering financial confidence after a crisis or divorce?
  - What practical financial lessons do you wish every woman knew?
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## **CONFIDENCE, COURAGE & SELF-BELIEF**

### **Does confidence really come before courage?**

- Why do we spend so much of our lives waiting until we feel ready?
  - Does confidence come from thinking—or from doing?
  - What if nervousness is actually a sign you're growing?
  - Why do women so often underestimate themselves?
  - How do we stop waiting for permission?
  - What does "You don't wait until the shoes feel comfortable" really mean?
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## **REDEFINING SUCCESS**

### **Have we been measuring success all wrong?**

- How can someone look incredibly successful while feeling deeply insecure?
  - What's the difference between wealth and security?
  - Does success without freedom really count as success?
  - Why should success be measured by choices rather than possessions?
  - Have we confused status with fulfillment?
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## **STARTING AGAIN**

### **Can losing everything become life's greatest teacher?**

## **Step Up and Wear the Damn Shoes by Marcia Griffin**

- What did divorce teach you that success never could?
  - How do you rebuild your confidence after your life falls apart?
  - Why do some of our greatest opportunities arrive disguised as our greatest setbacks?
  - What did starting over teach you about yourself?
  - Can reinvention happen at any age?
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## **LEADERSHIP & BUSINESS**

### **What does real leadership actually look like?**

- What did becoming the first Caucasian woman to lead Pola Australia teach you about leadership?
  - What did winning the first Victorian Telstra Business Woman of the Year teach you?
  - Does leadership begin when integrity costs you something?
  - Why are women still reluctant to sell themselves?
  - What does "Selling = Relating" actually mean?
  - Is persistence more valuable than talent?
  - Do awards matter—or is the real achievement the person you become along the way?
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## **THE MAKING OF A WORLDVIEW**

### **How did your life shape what you believe today?**

- How did your upbringing shape the way you think about money, work and independence?
  - What beliefs about women did you inherit—and which ones did you have to unlearn?
  - When did you first realise success looked different to what you'd been taught?
  - What experiences from your early life still influence your decisions today?
  - Which moments changed the direction of your life forever?
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## **LIFE LESSONS**

**What has life taught you that no business book ever could?**

- What did hitchhiking across Asia teach you?
  - Why has Aspen remained your place of courage?
  - What did John Denver teach you about trusting your intuition?
  - What life lesson took you the longest to learn?
  - If you met your younger self today, what would you tell her?
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## **WOMEN, MONEY & MODERN LIFE**

**Why do women still approach money differently from men?**

- Are girls and boys taught different financial beliefs from childhood?
  - Why do women apologise for ambition?
  - Around 7300 Australian women over 55 are experiencing homelessness. Why are older women one of Australia's fastest-growing homeless groups?
  - How do financial beliefs get passed from one generation to the next?
  - What's the biggest money myth women need to let go of?
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## **MOTHERS, DAUGHTERS & LEGACY**

**What conversations should every mother have with her daughter?**

- What's the one financial lesson every daughter should know before she leaves home?
- Why is financial literacy an act of love?
- What do you hope your granddaughter learns decades earlier than you did?
- If you could go back and give your younger self one lesson, what would it be?
- Why is *Step Up & Wear the Damn Shoes* the kind of book mothers will want to give their daughters?

## CHOOSING YOUR OWN SHOES

**If readers remember just one message, what do you hope it is?**

- What do your shoes say about your life?
- How do you know whether you're walking in your own shoes—or someone else's?
- Why do different seasons of life require different shoes?
- What's the greatest freedom you've found?
- If this book changes one life, what do you hope it changes?

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