

Wendy Hughes, Realtor

Wendy Hughes Team/Keller Williams Realty



Wendy Hughes' journey to success has not been a straight line. "Realizing that growth comes through chaos has helped me to calmly navigate many messes. Learning to fail forward helps me fail faster and to remember that failure is not final.", she says. These are powerful statements from a very successful JWBC two-time program participant.

Always a team player, Wendy honed her leadership skills early on as president of her youth leadership group. While marriage and children soon followed, she kept a laser sharp focus on her education and career growth which lead to her interest in real estate. Wendy says, "I focused on mastering the skill set required to become an effective Realtor and as success followed success, I formulated a plan to develop a Real Estate team. The process was an educational one and brought with it new concepts and a broader, more far-reaching mindset. I came to see that I am the heart of the business and that it is up to me to build the business into a successful and enduring one. I am grateful for the new skills I have learned while leveraging through the knowledge and experience of others."

Through Wendy's participation in the Jacksonville Women's Business Center in programs such as Venture Leadership, Wendy was able to thoroughly understand that continuing to grow and learn is an important part of her success strategy. "Owning a business is different than being a single agent and identifying where to obtain successful skills to build a better business has been mind-opening. Maintaining a focused mindset has proven instrumental in my growth as a business owner," says Wendy. With JWBC, she has been able to share the benefits she's received from fellow member interactions within her community.

Challenges are ever apparent to entrepreneurs and Wendy has learned from her failures and implements the right systems to ensure that mistakes are not repeated. This is one of her ways to take tackle obstacles head on. "I continue to grow and learn through the chaos surrounding me. In fact, I now welcome that chaos, as I recognize it as an agent of growth. I love learning new skills. And learning something new each day remains one way in which I challenge myself to grow. I also embrace accountability as I know that it facilitates success," Wendy beams enthusiastically!

"I value the experiences I've had in JWBC's Marketing Matters and Venture Leadership programs. I learned beneficial relationship skills throughout the classes. I also loved having two mentors during Marketing Matters and having gained exposure to multiple speakers and activities in Venture Leadership.", says Wendy. "What you focus on expands. Change the way you look at things and the things you look at change."