

Be humble – and never give up

DETERMINATION, confidence and staying true to her values are attributes that Natasha Jones says have helped her as a lawyer and business owner.

Ms Jones, co-founder of Adelaide firm KelledyJones Lawyers, is a finalist in the start-up category in the 2015 Telstra South Australian Business Women's Awards.

She said launching the busi-

ness with Michael Kelledy, in 2012, was a great test of character. "We started with no phones, no contacts, no IT set-up, office or business name," she said.

"We had four staff who took that leap of faith with us and gave up the (job) security they had to be part of what we were wanting to achieve. On that initial day we had to put in place all of the business essentials

and by 8.30 that night we emailed clients to tell them we were up and running."

KelledyJones is a firm that works exclusively with SA councils, local government entities and not-for-profit organisations.

Ms Jones, who is pregnant with twins, said humility and strong communication skills had helped her as a business owner.



VALUES: Natasha Jones