

SHE'S
electric



MEET
SADIA
SIDDIQUI

Founder,
Language Matters



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SADIA IN THREE WORDS:

Principled
Fun-loving
Creative

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“Everyone should be able to show up at work as their authentic selves and not be minimised in any way.”

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WHAT'S YOUR UNSTOPPABLE STORY?

“Working in the advertising industry, I was one of a very few South Asian women. That was quite **an isolating experience but it is **THAT** experience that I have **ploughed into Language Matters”****

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WHAT DRIVES YOUR PASSION & PURPOSE?

**“My goal is a world
where we’re **more**
cognizant and
thoughtful about the
words that we use.”**

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WHO HAS INSPIRED YOU?

“My mum. She is a really softly spoken, gentle woman, maybe the antithesis of what we’re taught we should be to succeed in business.”

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WHO WOULD YOU NOMINATE AS UNSTOPPABLE?

**“Rani Patel.
She has the most **infectious,
upbeat energy**. She’s the
founder of an agency called
‘Calling’ and I really love the fact
that they are **purpose-led in a
really tangible way.**”**

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