



ELINOR  MOSHE

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“As a Thought Leader, the primary motivation is to build extraordinary futures and demonstrate what is possible.” Here’s a great example and a bold conversation with Ms Elinor Moshe, the Founder of The Construction Coach.

Would you tell us about Yourself, Your Journey, Initial Struggle?

Ms Elinor: I’m a driven and ambitious Thought Leader, best-selling author, podcast host, and entrepreneur who is shaking up the construction sector. I am the founder of Australia’s first construction coach, The Construction Coach.

As the host of the podcast Constructing You, I interview exemplary leaders and industry titans to inspire and ignite the audience and expand their world view in the industry.

To achieve outstanding results for my clients, I combine my unique thinking, distinct insights, and over 8 years of expertise in commercial construction.

My career and business skills have been featured in Passion Vista, Yahoo! Finance, Australian National Construction Review, and over 30 global podcasts.

I graduated from the University of Melbourne with a Master of Construction Management and a Bachelor of Environments. I used to be on the outside of my career, lost, unnoticed and perplexed

I’d given up control and agency over my path, and I felt dulled and constrained as a result. One morning, I remember peering out the window, thinking to myself, “This can’t be it.”

This made me realise that shrinking me to fit in will never work because it is my right to stand out. I recognised there was so much more potential than where I was, so I reclaimed control of my career, maintained extreme ownership and unflinching self-belief in my vision and purpose, and began to build the career I wanted.

ELINOR MOSHE

Thought Leader Industry Leading Mentor
Author and Podcast Host

How do you stay on top of changes in the process, changes in thought of industries that you are going to look at more now?

Ms Elinor: It's critical to stay current, but it's also crucial to be on the lookout for new ideas and ways to bring value to your audience.

You can get ideas from what's going on around you, but you should also pay attention to what your audience has to say about their worries, hopes, dreams, and disappointments.

What incident had most influenced your career choice?

Ms Elinor: Working with my mentor, Ron Malhotra, has been the most impactful experience in my twenties in allowing me to have a wonderful profession and business that is connected with my life and lifestyle. That was one of the wisest moves I've ever made in my adult life.

Before meeting Ron, I was drowning in the construction sector, attempting to squeeze myself into boxes and unable to find a career path that would allow me to combine my passions. Ron introduced me to the field of Thought Leadership and gave me a whole new universe of possibilities, for which I will be eternally grateful.

What/Who Inspires YOU to come up with a unique way to become an industry-leading mentor, thought leader&author and podcast host?

Ms Elinor: Ron Malhotra, my mentor. I've always been creative, though not in the traditional sense. I enjoy making something out of nothing and being able to marvel at my accomplishment. This is what drew me to construction in the first place. I also look at the marketplace and find avenues where opportunity can be exploited so as to add value to my audience, but also where is there a space where something like this hasn't been done before. You can never be too close to your client and listen to what they're needing as well. I'm also very much inspired by our own imagination. Imagination has no bounds to its creativity and when you use this faculty the most, is when you start constantly seeing unique and innovative ways to serve. Nothing of which I have to my name is a creation of the intellect, purely imagination.

What are your views on today's industry scenario? What is your strategy to reach new people?

Ms Elinor: We live in a moment and age where anyone, wherever in the globe, can have an influence and authority, with an internet connection, an idea, and a social media account to start with. There has never

been a more opportune time to create the life and lifestyle that is in total alignment, yet most people are stuck in their fears and limitations. At the moment, content production is my top strategy because it's one of those methods that doesn't have an instant payoff but has exponential compounding impacts.

Of course, as the circumstances permit, I hope to resume running live courses and events. It's all about adding more and more value to keep reaching more and more people from all over the world, whether it's through a blog post, a book, or a podcast, a programme, event, and so on.

How does The Construction Coach make the industry a better place? What can be expected from you in the upcoming years?

Ms Elinor: The Construction Coach is Australia's first construction coach, where I guide, inspire, and direct future leaders and industry professionals toward higher remuneration, faster progression, and greater recognition. I provide practical skills, insights, and principles to industry professionals and future leaders so they can construct their exceptional futures.

Because construction professionals are stuck with obsolete methods that restrict them from realising their full potential and seeing what's possible. I accomplish this through private and mastermind mentorship opportunities, as well as workshops and events. The technical and tactical are the emphasis of most, if not all, mentorship and training services in the sector. This is precisely what I do not do. I pay attention to the people behind the projects rather than the projects themselves. Addressing the root of the problem rather than bandaging the symptoms is the only way to make a difference in people's lives.

What I'm most excited about? I'm most excited to expand my reach and go global with what I do, and fuel my mission with expansive reach and deep impact. Watch this space!

How do you evaluate success?

Ms Elinor: Success is defined as the ability to do what I want, when I want, with whom I want, and in the manner I want. So that's the starting point. But the criterion for me is whether I am consistently doing anything I set my mind to and moving closer to my full potential in every aspect of my life. It's crucial to me to have the life and lifestyle of my dreams, as well as to live in constant accordance with my principles and values.



Be in touch with ELINOR MOSHE

