



MEMBER SPOTLIGHT SERIES

Josaphine Ford

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Please provide a short introduction to your career path.

I'm an Assistant Director at Deloitte working on real estate consultancy projects. As a chartered surveyor I started my career at Cushman & Wakefield later joining Deloitte, working in the UK and Amsterdam. Experience includes student accommodation, university estate strategies, major programmes, large-scale administrations, and more recently working on workplace strategy.

What has been a highlight of your career so far? Or what has been your biggest career challenge so far and how have you overcome it?

The highlight of my career was during 2020 when I was involved in setting up the Covid testing sites in the Northwest. Never had I worked on a project that has such an immediate and important benefit to society and I am immensely proud of what was achieved under such challenging circumstances. It was a humbling environment to be working within and I learnt so much about what being a leader really means. It also taught me the value of trying things outside of your comfort zone and how many opportunities that can bring to your career.

What brought you to CREW UK?

I became aware of CREW via a colleague at work, through conversations I came to understand what a powerful platform CREW is. Since joining and I have been inspired by the people I have met and the warmth and energy that the group inspires.

Plan B - if you were not in real estate, what would you be involved in now?

I absolutely love cooking and entertaining, being a 'people person' I thrive in hosting and creating experience for those around me, I wear my 'Hostess with the Mostess' title with pride. If it was not for my love of working within real estate, then I could see myself having opened my own restaurant or events venue.

What are your interests/passions outside of work?

As per the above I love entertaining. I also love being on the open water and spend as much time as I can in Anglesey where I go paddleboarding as often as the weather allows. I'm currently learning to windsurf so I can still be on the water when a windy day arrives. I thrive on learning new things and am currently taking snowboarding lessons – I'm a firm believer that to succeed you must try new things, even when that means picking up a few bruises along the way.

Is there a book or a podcast that you have found insightful and would like to share with the community?

I absolutely love the wise words of Mo Gawdat who has written an equation for happiness. He hosts and appears on many podcasts as well as publishing several books in this area. He is an insightful speaker – really adding perspective to how we should live our lives. 'Happiness is not a coincidence.... it's entirely our responsibility.'

Did you like what you've read, and now keen to get involved in CREW UK?

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