



EPISODE SIXTEEN From the Barre to the Bar

WITH ALLISON PARC

Ballet and whisky might seem a weird combination, but for Allison Parc they are the ingredients that make her company Brenne French Malt Whisky unique. At the age of 23, she traded ballet shoes and a stellar career performing with national ballet companies for whisky flasks and brewery casks. Today, she is one of the leading American entrepreneurs in the world whisky segment and the first woman to be named World Whisky Brand Ambassador of the Year in Whisky Magazine's Icons of Whisky Awards.

On this week's episode of The Combustion Chronicles, Allison talks about the challenges of entering an entirely new industry, the ballet skills that helped ease her pivot towards a new career, and the lessons she learned while moving from the barre to the bar.

THEMES & INSIGHTS



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1. Success is not measured by the numbers in your P&L statement or how much money you have in the bank. Rather, success is when you can afford to invest time and resources in your personal relationships.
2. The best time to have those uncomfortable but necessary conversations about your business is when things are going well.
3. Always embrace and strive for correction and feedback. They can help keep you on track towards reaching your goal and vision.

COMBUSTION QUOTES

“Ballet is a particularly interesting launchpad into entrepreneurship because you are training at such a high intensity at such a young age. [It teaches you how to be] flexible both literally and figuratively about how to get to your vision ... that sacrifices are a part of life.”

“Take a walk, leave your phone at home, and just go sit on a park bench and listen to pigeons coo. I think there's something really important for our nervous system in getting that natural rhythm. And then, for me, that's usually when I can solve a problem that I've been trying to solve.”

“... before I was like, 'Oh, success is fame, money, cover of a magazine.' Now—and ironically I have been on the cover of a magazine before—I really define success as comfort and ease of living. What it looks like is really just having quality time to do the things that I love with the people I love.”

RESOURCES

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