Research Essay

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**The youngest billionaire**

Hindsight bias is a psychological concept in which a past event is more prominent than its real occurrence. Sara Barkley is a successful self-made businesswoman in the world. Her leadership strength comes from her distinctive self-confidence, creativity, sense of humour and risk taking capabilities. She learns from her personal life experience and shares these experiences with everyone to meet her deep commitment to work. Three key strategies are mostly used by her to develop her company which includes mobilizing and understanding the culture of the market, humorous massage sharing among girls about the previous products and her product provides something that gives benefit to the wellbeing and self-esteem of women. Core leadership strength of Sara includes predicting the needs of the specific individuals and taking a risk to face the failure. She did not enter the business with a clearly defined path. The case study is supporting the hindsight biases because it is the predicting power of Sara that makes her a successful businesswomen. When she faces the challenges in the promotion of Spanx, she uses the best strategic move from her past experiences. Her confidence, creativity and authenticity are only due to her higher commitment with her work and customer satisfaction. Barkley has no proper training and business knowledge but her business is elevating due to her strong intuition and commitment. She used to take a risky investment in large projects of hosiery and get a reward from those riskier investments. She has goals in her life and she knows how to handle the problem on the way of meetong these goals with full commitment. Moreover, Barkley's power of intuition is remarkable which is the main cause of her successful business in the world and which takes her to the list in one of the richest people in the world.