

# ATLANTA BUSINESS CHRONICLE

## Brittain Prigge: ‘Leadership is a privilege that is earned and easily lost’

*Balentine President Brittain Prigge is head of relationship management and a founding partner who helps steer the wealth management firm’s strategic direction as part of the management committee. She serves on the boards of summer learning program Breakthrough Atlanta, Covenant House of Georgia and L.E.A.D.*

**What does leadership mean to you?** First, it is important to note that leadership is a privilege that is earned and easily lost. Being a leader means staying above the fray, fighting for your people, and taking the ultimate accountability. It means setting the tone and exhibiting the behaviors that define your culture.

**How have the events of 2020 affected your approach to leadership?** I like to think that the events of 2020 have made me a little more compassionate, more empathetic, and more willing to listen and understand other points of view. It has also made me realize that I am strong, and I can handle adversity.

**Please give some details about one of your top accomplishments in the past year that you are most proud of.** I am proud of the way I led the firm and my clients through what was one of the most difficult periods in our history earlier this year. I sat in my make-shift office in my bedroom day and night figuring out ways to give clients comfort while also making sure we took care of staff and finding ways to cut corners without losing any employees. It was scary, but we worked as a team and we are better for it – all of us.



**Who is a favorite leader you admire and why?** Two of the greatest college coaches in history – John Wooden and Nick Saban.

John Wooden coached at UCLA and led the team to 10 national championships. Coach Wooden does not put a ton of value in how much his teams won, he puts value on the journey and what got them there; he puts value on what kind of people the players became and the lessons they carried with them long after they left UCLA.

Nick Saban is one of the greatest football coaches and may go down as the best when it is all over. His dedication to the process and insistence that everyone focus on their particular job to achieve an ultimate goal has been hugely successful.