

# Recruitment with Heart

**ELLIE STONE delivers personalised recruitment solutions across Australasia and the Pacific, with a strong base in New Zealand and boasting global partnerships.**

Covering all industries from healthcare to construction, Ellie offers a flexible model, providing recruiters with tools, guidance, and the freedom to work anywhere. We caught up with Ellie to learn how she's a catalyst for change and to talk about creativity, courage, and finding meaning in the everyday.

**What inspired you to launch your own business, and what's its point of difference?**

People often come to me for advice, and I'm grateful they value my opinion. Helping others also helps me – it grounds me, gives me a sense of purpose, and teaches me something new every day. It's like being enrolled in the university of life, where each experience becomes a lesson in growth and understanding.

**Your work helps other businesses think outside the box. Can you walk us through how you spark creative breakthroughs with your clients?**

I was raised in Iran during a time of revolution and war, in a life that was often chaotic and unpredictable. That upbringing taught me how to adapt, think differently, find solutions, and pivot when required. Most importantly, it taught me resilience. I've learned to never give up, and to grow through every challenge.

**Walk us through a typical day in your life.**

Meeting in a local cafe with friends, clients, or mentors is one of my favourite parts of the job. I love learning from others, connecting, and sharing ideas. Whether I'm working from the office, catching up with my team, or attending after-work functions that feel fun but are grounded in real business, it's all part of something bigger. The apps we work with are genuinely changing lives for my team, our clients, and the wider community.

**How do you bring a sense of fun into your professional life?**

Humour makes things lighter and more manageable. I've always loved the character from *Life Is Beautiful* – even in the middle of deep trauma, he used laughter, storytelling, and playfulness to soften the harshness around him. I believe in finding beauty even in the hardest moments.



PHOTOGRAPHY: GUY HAMLING

**What are some creative rituals or habits you swear by to stay in flow or get unstuck?**

I believe in positive thinking and loving people deeply. For me, life is about balance – work, fun, wine, friends, parents, kids, my husband, they all matter equally and get the same level of attention. I don't separate life into compartments. Everything flows together, and that's what keeps me energised, grounded, and connected to what really matters.

**If you could give one piece of advice to emerging creatives or entrepreneurs feeling uncertain about their next step, what would it be?**

Feel the fear and do it anyway – nothing is impossible.

**And finally, what's next for Ellie Stone?**

I've been fortunate to run employment training programmes inside prisons, encouraging creative thinking and helping individuals set goals to rebuild their lives. I've also delivered similar training through MSD, supporting people who are unemployed and unsure where to begin. Guiding someone to shift their mindset and take that first step forward is incredibly powerful – it's about giving hope and opening the door to possibility.

[elliestone.nz](http://elliestone.nz)