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from **VITALUX**
RESIDENCIAS

did Next...

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From Empowering Leadership and Business Success to a Certificate in Brain Health and Neuroscience. An Exclusive Interview with Doris Kavcic

Doris Kavcic, founder and CEO of Residencias Lujosas Vitalux S.L., has built a successful real estate company in Marbella, navigating challenges with intuition, resilience, and a deep passion for personal growth. In this exclusive interview, she shares her leadership philosophy, the lessons she has learned, and her thoughts on the ever-evolving real estate market.

Doris, you've built a successful company from the ground up. What is your leadership philosophy?

Leadership, for me, isn't about control, it's about empowering others and inspiring them with a vision. You can't manage people; true leadership is about guiding and supporting them. I never see myself as an expert, but always as a student. The people who have worked with me will tell you that I sit by their side, do the same tasks, and show them the style of the company, not just to train them, but to help them grow in confidence. It's incredibly rewarding to see them progress, professionally and personally, gaining the confidence to make better decisions in all areas of life.

"I believe in taking ownership of our perceptions and shaping our own reality."

You founded Vitalux in 2009, during the global financial crisis, a bold move! What motivated you to take that step?

It wasn't the easiest time to start a real estate company in Spain, and many people told me as much...especially those who were leaving Spain at that time. But I trusted my intuition, and real estate remains both my life mission and my passion. A home is such a fundamental part of a person's life story, and helping people find the right place to live is, in many ways, an act of service.

How do you approach challenges in business and life?

Once I make a decision, I commit to it fully. I never have a Plan B. I'm solution-oriented and always find ways to navigate challenges, even in difficult times. For me, transformation isn't about fixing problems but about awakening to what's possible. Challenges are what drive change. I often ask myself, 'What would I do if I weren't afraid?' That question pushes me forward. The feeling of discomfort is the energy that drives transformation and change. Ultimately, we have the power to choose the meaning we assign to situations. Many people let the world define meaning for them, but I believe in taking ownership of our perceptions and shaping our own reality.

You talk a lot about growth. What does continuous learning mean to you?

Growth is essential. Leaders can only be successful if they are willing to evolve. The ability to adapt to changing conditions determines success. Of course, being open and transparent about what's happening in your organisation carries risks, but if you're building something powerful and different, criticism will always come. Learning to see rejection as redirection has been one of the most valuable lessons in my journey. I love pushing myself into new situations and acquiring new skills, it keeps me motivated.

How have your studies on psychology and neuroscience influenced your approach to leadership?

In 2010, I studied mental training because I wanted to lead my company in the best way possible. Over the last year, I've delved into the topics of brain health and neuroscience, as I believe improving brain function leads to better decision-making, and the quality of our decisions shapes the quality of our lives.

Interestingly, just a few weeks ago, I read that "Brain rot" was Oxford's Word of the Year for 2024, highlighting the mental decline caused by excessive digital consumption. I find this topic fascinating. I recently earned a Certificate in Brain Health and Neuroscience, and I'm incredibly proud of that achievement. Despite the many changes in my life, I pushed through to reach this goal, it felt like a "pill hack" for both my mind and body. Gratitude for every challenge, embracing new perspectives, and inspiring change have been key in my life.

Many people might not know that you consider yourself an introvert. How does that align with running a public-facing business?

"I recently earned a Certificate in Brain Health and Neuroscience... It felt like a "pill hack" for both my mind and body."

I'm actually quite shy! I consider myself an introvert, though I can be very outgoing in the right environment. I prefer to keep certain aspects of my life private, especially when it comes to social media. I believe that we all choose our own level of awareness—some people feel the need to share everything, while others, like me, prefer a quieter space. Life isn't happening to us, but for and through us, and when we increase our level of awareness, we see more opportunities and gain a greater sense of freedom.

I don't feel the need to overshare. I prioritise peace in certain areas of my life, and that requires boundaries. Running my company aligns with my life mission, and to me, true success is about working on what I love, with the people I choose, and staying committed to my personal growth.

What advice would you give to those striving for personal and professional success?

Invest in yourself. It's the best investment you can make, and it pays dividends for a lifetime. Growth and change aren't always easy; when you ask for transformation, don't be surprised if life challenges you first. Those challenges are simply the first step in your evolution.



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