



Women in Business



Embarking on self-employment or life as an entrepreneur can pose challenges for anyone but finding the work-life balance can be a particular challenge for women. In recent years we have seen a significant increase in female representation in the workplace, however our representation as entrepreneurs is still relatively low. In general we take a different approach to starting up a business and are less likely to jump in and take a risk, we are more cautious and have a greater fear of failing. So what steps can we take to entrepreneurial success?

Be clear about what you want to achieve: The initial stage

before starting a business is crucial as it sets the foundations that the business will later build on. It is important to know what it is you want to achieve from your business. In order to succeed you need to be passionate about what you are doing. The road to success can be long and have its ups and downs so it's easier to stay focused and motivated when you enjoy what you are doing. As women we are very good at making well calculated and thought out decisions, be clear on this and stick to your plan. Get a clear focus and vision before you

start, a mentor or coach can help you with this.

Manage your time: Success is the result of long term planning and time management. Set a specific time and place to focus on your work. Don't try to be everything at once. You will find the better you manage your time the more you will achieve. Be realistic in your to-do-today lists. Set clear boundaries around your work times. Focus on what is important, prioritise; what is the most important thing for you to get done today to move your business forward. Finish one task before going on to another. Learn to say 'no', it's not as difficult as you think. Put value on your time and others will value it too.

Ask for help: Delegate tasks that other people can do for you. Do not try to take everything on yourself. We don't always find it easy to ask for help. There are many supports available through public agencies to women starting up businesses. Find out about them. Get a good mentor or coach to help you plan. Remember you are not alone you have a team of people around you who are willing to help out. Use your resources.

Network: Learn from other women in business. We are sociable creatures and enjoy talking to other women and sharing our experience. There are many networking groups specific to women in business. Networking is about making new connections and building mutually beneficial relationships with other people. Once you have built up a relationship keep in touch. Networking will keep you up to date with current developments and opportunities. Our local networking group is Network Louth/Meath.

Be confident: Having confidence in yourself and your own abilities is essential in becoming a successful business woman. Take a look at what you have achieved and recognise your own success. People will regard you on how you portray yourself and your message. Wear it well.

For more information on how you can succeed as a business woman contact Lorraine Murphy The Ideas Coach. www.lorainemurphycoaching.ie, lorraine@lorrainemurphycoaching.ie, 087-2549434

CTR Manufacturing Ltd.

Grand Designs Kitchens & Bedrooms

Margaret Heilly Director & Entrepreneur, after completing my Cabinet Making apprenticeship with Dessie Boylan in 2002. And following my Love in the furniture industry, I finally opened my very own Factory CTR Manufacturing, in Bredin Street Est 2009. The company supplies the Northeast with kitchens, Bedroom bathrooms & office furniture. We have won awards with Drogheda Chamber for best start up Business, & also 2 yrs in a row for Louth County Enterprise for Best Manufacturing company in Louth. The company employs 8 staff to date.

With the demand growing for fresh and new ideas from my clients I decided to open a retail Showroom in Brookville to show off our wares, this is when Grand Designs Kitchens & Bedrooms was born in 2011. With 17yrs experience in the furniture manufacturing industry, Margaret designs creates & supplies any type of hand crafted

Furniture with a no fuss attitude and catering for any type of project big or small you will be professionally looked after.

The company is launching its very own brand PASSIO "Your Kitchen is our Passion". Call in for a free consultation with Margaret 041-9872937, 0879240793. Looking forward to hearing from you.

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Catherine Morgan opened Biofresh Skincare in Drogheda just over 2 years ago and the business is thriving ever since.

Her husband John is involved in the manufacturing aspect of their private label beauty products and helps develop the brand name throughout Ireland and internationally. The success of her business is down to providing a high quality and affordable range of award winning natural beauty products which enhance the health and beauty of your skin. Catherine is a skincare specialist with many years experience and is very passionate about her products and their effectiveness in delivering natural beauty and many of her customers can vouch for these results. She maintains that many of the non-natural beauty products around these days are in fact damaging to your skin and health as they contain too many chemical ingredients. Her beauty products are completely natural with no artificial or chemical ingredients and it's the purity, potency and blend of precious ingredients in their formulations which totally rejuvenate all skin types. The products are also very beneficial for problematic skin such as Acne and Rosacea. Her 100% mineral makeup will outperform anything you've ever used and you will immediately see and feel the difference.

The natural beauty products are endorsed by many and are also clinically and dermatologist tested for their safety and efficacy. Biofresh won the Business Excellence Awards in Health & Beauty last year and Catherine was also recently nominated for WW Businesswoman of the year awards 2013. Biofresh recently launched a new range of products especially for men and will soon open a new Beauty Lounge in their existing premises offering a range of beauty treatments, skincare consultations, makeup demonstrations and product samples are complimentary in their Drogheda store. The future outlook for Biofresh is very positive as the brand name continues to grow with plans to open more stores in Ireland and the UK. Love your skin, true Biofresh!

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Maebh Leahy has been Chief Executive at ALSAA, the airport sport and fitness club for over 4 years. Recently graduated from DCU Business School with an Executive MBA, Maebh is responsible for the strategic management of the club, developing the facilities for long term sustainability as well as the day-to-day operations of the club. Membership of the club is open to members of the public and with almost 60 staff and over 7500 members, offers the most comprehensive facility this side of the county. ALSAA is a busy complex to manage and Maebh has responsibility for everything from the finances of the club to marketing and even human resources. ALSAA is governed by a Council to which Maebh reports monthly and Maebh also has a strong team of managers and staff who all help make the club so vibrant and attractive to the public!

Lorraine Murphy
 The Ideas Coach

Lorraine Murphy is The Ideas Coach – the person who helps you turn your ideas into realities and succeed. "I help people recognise their unique strengths, skills and talents to enable them to be the best they possibly can be in their personal and professional life." With over 15 years experience working in adult education and training, Lorraine specialises in coaching people to find the business or career direction that really fits.

After obtaining a BA in languages and an MA in adult and community education, Lorraine had a distinguished career in adult education, working with VECs, Mill Maynooth, the National Adult Literacy Agency and the Reception and Integration Agency. Later, after obtaining a Diploma in Life and Executive coaching, she started up her own coaching business in 2011. She then began working with Enterprise Boards, Leader Partnerships and the private corporate community to coach and develop businesses.

Lorraine has a specific interest in helping women make the transition from full-time mother to entrepreneur, from part-time home-based industry to fulltime successful business owner or returning to work after a period of leave. "I am passionate about coaching women to deal with the sometimes overwhelming prospect of starting a business while dealing with everyday challenges of juggling work and life."

A native of Bettystown and now based in Slane, Lorraine offers a wide range of coaching services from individual coaching sessions, group workshops, corporate training and seminars as well as a key note speaker.

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