

AN INVITATION TO WOMEN ENTREPRENEURS WHO ARE SERIOUS ABOUT GROWING THEIR BUSINESS



Investing in your future



Are you facing challenges in growing your business? Would you benefit from peer support and the insights and experiences of successful women entrepreneurs? Then read on. The Going for Growth initiative could be just right for you.

Invitations are now being issued to women entrepreneurs who would like to be considered for participation in the *Going for Growth* initiative. If you are such a woman entrepreneur or if you know of a woman entrepreneur who you believe could benefit from participation in this initiative, please contact Paula Fitzsimons, the National Director of *Going for Growth* - paula@goingforgrowth.com

The Going for Growth initiative is being supported and funded by the European Social Fund, Enterprise Ireland and the Equality for Women Measure, Department of Community, Equality and Gaeltacht Affairs. As the Lead Entrepreneurs are giving their time to the initiative on a voluntary basis, there is no charge to suitable entrepreneurs for participation in the round tables.

SUPPORTING GROWTH IN A UNIQUE MANNER

A series of *Going for Growth* roundtables have been put in place. These are designed to support women entrepreneurs, who are seriously committed to growing their businesses.

Participants are being offered a unique learning environment with a peer led approach based on the shared experiences of both the Lead Entrepreneur and the other participants facing common challenges.

The *Going for Growth* roundtables will be centred on experienced or Lead Entrepreneurs, who will each give about three hours of their time on a voluntary basis once a month to meet with a small group of women owner managers to support their development. To maximise the benefit to all involved, there will be no more than eight participants at each roundtable.

The initiative has been endorsed by some successful business women who have agreed to become involved in the initiative as Lead Entrepreneurs – Amanda Pratt, Anne O’Leary, Heather Ann McSharry, Julie Colclough, Lulu O’Sullivan, Monica Flood and Rita Shah. These busy and successful business women have agreed to give their time on a voluntary basis to support women entrepreneurs to achieve their growth ambitions.

The most important attributes of the Lead Entrepreneurs are that they have experience of growing a business and have personal experience of the growth journey on which the participants are embarking. Each is prepared to share her learning with women entrepreneurs committed to growth, but whose businesses are less developed at this stage.

Most owner managers agree that it can be a very isolating experience and it can be difficult to find someone on your wavelength who understands the issues involved. The *Going for Growth* roundtable initiative is designed to address these challenges.

Going for Growth is designed to be action and results oriented and to go beyond class room style learning and the usual inputs of professional trainers, consultants and academics. The roundtables are designed not to be theoretical or academic, but to be based on real experience of what has worked and what hasn’t worked in real life situations.

Where specific training needs are identified by or for the participants, these will be addressed separately.



Some of the panel of Lead Entrepreneurs and Advisory Board Members pictured at the National Forum 2010: Lulu O’Sullivan, Julie Colclough, Elaine Coughlan, Anne Heraty, Monica Flood, Anne O’Leary and Amanda Pratt



Elaine Coughlan, Lead Entrepreneur, speaking at National Forum 2010



Among the attendees at the National Forum 2010 were Sheena Clohessy (I-CANDO), Gráinne Barry (anotherfriend.com), Joanne Hession (www.QEDinternational.ie), and Nikki Evans (PerfectCard Ltd.)



Julie Sinnamon (Enterprise Ireland), speaking at National Forum 2010



Alicia Grills Grant (Wedding Runner Ltd.) and Ciara Crossan (WeddingDates.ie) arriving at the National Forum 2010



Sheelagh Daly (Wicklow CEB) pictured with Going for Growth Lead Entrepreneurs Anne O’Leary and Monica Flood

“Going for Growth is a great initiative. Having an experienced and successful mentor was just excellent. Sharing challenges with peers was equally powerful and enabled me to identify growth issues for my own company going forward.”



Anna Gethings - AG Services Group

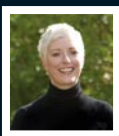
“This programme gives you a real reason to get out of the trenches of your business and to reflect on where you’re at, where you want to get to and even some input into how you might go about it.”



Aldagh McDonogh - Alternatives Marketing

"The 'Going for Growth' support has undoubtedly given me the motivation and stimulation to develop the company and our product offering with a clarity and vision that we lacked beforehand."

Jo Gallagher - GreenMe



"Going for Growth provides an ideal platform for women in business wishing to expand their business to bring it to the next level. Going for Growth is an excellent programme and a wonderful resource for women in business; I couldn't recommend it highly enough."

Ann Marie Durkin - Shasta Ltd



THE LEAD ENTREPRENEURS

The Lead Entrepreneurs are not, and cannot be, experts in every area of business but they have first hand experience of facing the challenges of growing a business. They all agree that if such support were to have been available to them when they were growing their business, they would have found it most beneficial.

AMANDA PRATT, Executive Director of Avoca, has particular responsibility for the shops and the design of the clothing range sold within them. The company currently employs over 600 people and is expanding rapidly. While she did not start the business herself, it was started by her parents, Amanda has very valuable experience of taking a family business and accelerating growth as it moves into the second generation. She also offers experience in the development of export markets and in manufacturing. Amanda is based in Co. Wicklow.



ANNE O'LEARY, with a background in the Campbell/Bewleys Group for a number of years, built the Four Star Pizza brand in Ireland to 30 stores and a turnover of €20 million. She successfully sold the business in 2006 to successful entrepreneur Antuan Zavier previously from BDO Simpson Xavier. Given this experience, Anne's skills in the area of developing and managing a franchise will be of particular interest to certain participants. Anne is based in Co. Wicklow.



HEATHER ANN MCSHARRY is currently a Director of IDA Ireland, Council member of the Institute of Directors and a member of the Court of Bank of Ireland. She was previously Managing Director of Reckitt Benckiser and Boots Healthcare in Ireland. Heather Ann is a former Director of Enterprise Ireland and the Irish Pharmaceutical Healthcare Association, and a former member of Governing Authority of University College Dublin. Heather Ann brings a wealth of commercial experience and knows at first hand the challenge of growing a business to a significant size from small beginnings. She is based in Dublin.



JULIE COLCLOUGH is the founder of Waterford-based supply chain services company Eurobase. Started with an investment of £11,000 in 1990, the company has grown substantially since then and now has an impressive "blue chip" multinational customer base and operates from an industrial and warehousing facility in Waterford. Julie won the prestigious European Innovative Woman Entrepreneur Award in 1996. Julie's particular expertise in the area of the application of innovation within the supply chain to gain competitive advantage will be of particular interest to businesses who are considering growth through collaborative outsourcing. Julie Colclough is also a qualified life and business coach. She is based in Waterford.



LULU O'SULLIVAN is the Chief Executive and founder of GiftsDirect.com. In the twenty years since its inception, the company has grown from a small office in Dublin 2 with an initial investment of £2,000, to Ireland's largest online gift company. GiftsDirect.com carries a large range of gifts online for every occasion and its products can be delivered worldwide. Lulu's awards include 'Ulster Bank Business Achievers award March 2006' 'The Irish Internet Association's 'Online Entrepreneur of the Year 2007' and 'Online Exporter of the Year 2008'. GiftsDirect.com was one of the first ecommerce websites to go live in Ireland over 14 years ago, and as a result, Lulu's experience in trading online and worldwide logistics is extensive. Through innovation and continued improvement, GiftsDirect.com has managed to maintain the position of market leader in the Irish gift delivery industry. Lulu is based in Dublin.



MONICA FLOOD established an IT training and consultancy business in 1981. OlasIT has developed as one of the premier IT training companies in Ireland and is the sole appointed education partner for SAP. Monica has recently completed the sale of OlasIT to a French public company, Assima plc, and is retiring from the position of Managing Director to pursue other business interests. Assima plc are totally committed to the further development and growth of the business. Monica's experience of building a loyal customer base in a very competitive market is very pertinent to those who are determined to achieve profitable growth through customer satisfaction. Her understanding of the increases in productivity and efficiencies in business that can be achieved through excellence in IT provides an important perspective for growth and success. Monica was the first female President of the Institute of Management Consultants in Ireland. She is based in Dublin.



RITA SHAH, Kenya born, has won many awards since she set up Shabra Plastics/Recycling with a business partner twenty years ago. She was awarded the Permanent TSB Ethnic Entrepreneur of the Year Award in 2006 was named the 2009 WMB Business Woman of the Year. An International finalist in the 2010 Ernst and Young Entrepreneur of the Year, she has recently been appointed to the Board of Enterprise Ireland. The Monaghan-based business recycles, reprocesses post consumer waste plastics, and also manufactures plastic bags and sacks. Shabra is a leading reprocessor of plastic waste, post consumer bottles and plastic film in Ireland. Shabra Plastics/Recycling has recently received the prestigious Repak Recovery & Recycling Award 2009. Rita brings a wide range of interests and experience as a Lead Entrepreneur, in particular in the areas of manufacturing, industry and the environment.



"Not only do you have an extremely successful lead entrepreneur to seek advice and guidance from, you have up to seven other fantastic business women to sound your ideas and actions with in a supported, empowered and charged meeting."

Cora Barnes - Three Q Catering Ltd



"The format created was such a trusted and safe environment that each of the participants found a great place to talk about the details of growing their individual businesses, and we each found many of our experiences to be the same."

Grainne Barry - Anotherfriend.com





The Going for Growth team is delighted that former Lead Entrepreneurs will continue to be associated with the initiative by serving on the advisory panel to further develop and strengthen the initiative.

Anne Heraty, CPL Resources PLC,
Elaine Coughlan, Atlantic Bridge,
Mary Ann O'Brien, Lily O'Brien Chocolates and
Martina Minogue, formerly of eTeams International

A COMMON AGENDA FOCUSED ON GROWTH

The focus of this initiative is on the growth challenge.

The questions to be explored over six sessions will include –

- Why go for growth?
- Is your business model fit for purpose?
- How to increase profitability through increased sales?
- What resources/capabilities do you need to underpin growth?
- How will you manage growth?
- What is the best growth path for your business?
- How can you make sure that profitable growth is the result of all your effort?

Going for Growth roundtables will explore this series of relevant questions with the Lead Entrepreneur taking the lead and sharing her experiences and thoughts on the question under discussion. The other participants will similarly share their experiences and learn from each other. For each session an agenda will be provided to reflect these broad areas.

THE ROUNDTABLES WILL RUN FROM JANUARY TO JUNE 2010

They will take place at a location convenient to the Lead Entrepreneur. As successful applicants will be placed with an appropriate Lead Entrepreneur, it may be necessary for participants to travel to attend the round table sessions. Unnecessary travel will be minimised, however. The arrangements for the monthly meetings (time and place) will be agreed by the Lead Entrepreneur with participants at their first meeting.

THE NATIONAL FORUM

In March 2011 a *Going for Growth* National Forum will be held at which all participants are expected to attend. The National Forum is designed to allow participants and Lead Entrepreneurs the opportunity to explore a number of topics that all the round table groups consider important to their current situation and want to explore further.

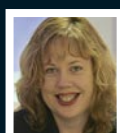
As well as providing more in-depth coverage of key topics, the National Forum will provide an opportunity for attendees to network with participants and Lead Entrepreneurs from other roundtable groups. To facilitate the networking, an overnight stay is incorporated into the event. Participants are expected to cover their own costs in connection with the National Forum.

Previous participants derived great benefit from attending the National Forum. One participant summed up her experience in a manner that was typical:

"New contacts, new insight, new energy!" – Melanie Kovero, A1 Computers

"Since completing Going for Growth we've increased the number we employ, moved into new offices, obtained BES approval to raise finance and started our development project for a new online version of SortMyBooks. This is only the start of our growth phase – onwards and upwards!"

Anne Hannan - Aisling Software



GOING FOR GROWTH COMES STRONGLY RECOMMENDED

Over 100 women entrepreneurs have already participated in a cycle of *Going for Growth*. In almost every case the round table sessions translated into practical changes within their businesses, they got great benefit from the National Forum and they felt nearer to achieving their growth goals as a result of their participation in *Going for Growth*.

Some of the many testimonials from previous participants may be read in this brochure or on the web site www.goingforgrowth.com. It is clear that the women entrepreneurs benefited greatly from their participation in *Going for Growth* and are prepared to publicly say so.

CALL FOR APPLICATIONS FOR A NEW CYCLE

Women entrepreneurs are being invited to indicate their interest in becoming participants in the latest *Going for Growth* cycle.

To be considered suitable for participation, the entrepreneurs must already be the owner manager of a business, of which they own at least 50% and which has been trading for at least two years. They must also be working full time in the business. **The emphasis will be on small numbers of committed participants who have a clear aspiration for growth, who value this opportunity, and who will commit to attending all the regular meetings.**

As the number of participants that can be involved in this cycle is strictly limited, a selection process, involving Lead Entrepreneurs, will take place. Those chosen to participate in the pilot initiative will be those who, in the opinion of the selectors, will be most likely to benefit from the learning experience offered by the *Going for Growth* roundtables.

To be considered for inclusion as participants in the roundtables, entrepreneurs should indicate their interest in the first instance either by registering on the website www.goingforgrowth.com or by directly contacting the National Director, Paula Fitzsimons.

Contact Details:

FITZSIMONS CONSULTING
6 JAMES'S TERRACE, MALAHIDE
TEL: 01 8450770, MOBILE: 087 277 4385
paula@goingforgrowth.com

Completed and signed applications must be received by email attachment or by post no later than by close of business on TUESDAY 30 NOVEMBER 2010

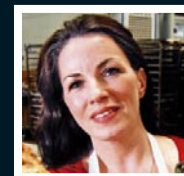
"Going for Growth was, and continues to be one of the most valuable learning experiences I've had as a businesswoman. Our group has continued to meet and my business has benefited enormously. Being in the company of experienced and confident entrepreneurs brimming with ideas and real solutions has been uplifting and yields genuine results!"

Jane Kelly - Big Mountain Productions



“As a business owner and a mother of three young children, time is my most valuable commodity. I have to choose carefully which programmes will most benefit my business, and I found that Going for Growth was hugely beneficial. The facilitator for our group was knowledgeable and enthusiastic, but where I really benefited was in talking with and learning from the other businesswomen in our group. There were women from all sectors, at different growth levels, and the information I garnered from these women is invaluable.”

Rosey Sheehan - Broadway Bagels, WMB Entrepreneur of the Year 2008 participant in the Going for Growth pilot cycle.



“Running your own business you can sometimes feel a little isolated. Going for Growth provided me with a platform to test ideas and seek advice without worrying about any negative impact associated with asking the tough questions. Fellow participants were truly inspiring in their accomplishments. While the sectors and focus of the businesses varied greatly, the challenges were always common. Each session allowed me to step outside of the day-to-day running of the business and focus more on the future and the next step. In our group, thinking big was the order of the day – what were dreams a year ago are now in motion to become reality.”

Nikki Evans - PerfectCard Ltd, WMB Entrepreneur of the Year 2010, participant in the Going for Growth second cycle.



Going for Growth is the brain child of **Paula Fitzsimons** who put it forward in response to an initiative on women and entrepreneurship proposed by the NDP Gender Equality Unit in the then Department of Justice, Equality and Law Reform. *“The idea came to me from recognition that while women in Ireland are starting new businesses at the rate of about 800 a month, there is a need to move beyond just starting into growing. The Global Entrepreneurship Monitor report (GEM) tells us that of the 800 women setting up new*

businesses in Ireland each month, about 70 have substantial growth aspirations and expect to be employing more than 20 after five years. My mission in Going for Growth is to support women entrepreneurs to achieve their growth ambitions and to get more women entrepreneurs into a growth frame of mind.”

A recognised expert on entrepreneurship, Paula Fitzsimons has been the national coordinator for GEM for Ireland since 2000. The annual GEM report is recognised as giving a unique insight into early stage entrepreneurial activity in Ireland. Paula is a former President of the consortium of GEM national teams, and a former Director of GERA, the governing body for the Global Entrepreneurship Research Association.

Having been an expert facilitator to the Small Business Forum on entrepreneurship and growth, Paula subsequently advised Forfás and the Department of Enterprise, Trade and Employment on the development of a national entrepreneurship policy and was involved in the writing of Towards the Development of an Entrepreneurship Policy. Both reports are available on the Forfás website - www.forfas.ie. Both emphasised the importance of optimising the number of start-up businesses and, in particular, on maximising the number of start-ups aspiring to and achieving high growth. In this regard, the latent potential of women entrepreneurs was recognised.

Equally at home among policy makers, development agencies, academics, and entrepreneurs, Paula is a knowledgeable and enthusiastic champion of entrepreneurship. Her advice is frequently sought in areas associated with entrepreneurship and growth. A regular speaker at conferences, she has been asked yet again to be MC at the Conference to mark National Women's Enterprise Day.

Paula is the founder and managing director of **Fitzsimons Consulting**, which specialises in areas related to entrepreneurship and growth. Currently the National Director of **Going for Growth**, Paula can be contacted at paula@goingforgrowth.com

OUR SPONSORS

Enterprise Ireland (EI) is the government organisation responsible for the development and growth of Irish enterprises in world markets. EI works in partnership with Irish enterprises to help them start, grow, innovate and win export sales on global markets. In this way, EI supports sustainable economic growth, regional development and secure employment. You can find detailed information on Enterprise Ireland's activities, strategy and performance on www.enterprise-ireland.com



The Equality for Women Measure is part-financed by the European Social Fund under the Human Capital Investment Operational Programme 2007-2013 and the Department of Community, Equality and Gaeltacht Affairs as part of the National Women's Strategy, which aims to foster gender equality. To learn more about the European Social Fund, please visit their website www.esf.ie/en/hci-overview.aspx. POBAL, an intermediary company established by the Irish Government in agreement with the European Commission, is handling the administration of the Equality for Women Measure on behalf of the Department.



EUROPEAN SOCIAL FUND
Investing in your future



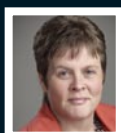
Ireland's EU Structural Funds
Programmes 2007 - 2013
Co-funded by the Irish Government
and the European Union



An Roinn Gnóthaí Pobail, Tuaithe
agus Gaeltachta
Department of Community, Rural
and Gaeltacht Affairs

“Being CEO of any business can be lonesome – taking time out of the business to look at the business, the sharing of visions for the future in a confidential environment, with business people whose opinions I respect, has been very valuable. It shored up confidence in what is right about my business and gave me insight to improvements.”

Rosie Boles - Burgess of Athlone



“The programme turned out to be exactly what I had expected and hoped for. I launched a new product because of it and increased my turnover by 100% for the year because I had such great support. The circle of trust our group developed made it a truly honest and enlightening experience.”

Aisling Hurley - Team Woodcraft



GOING FOR GROWTH WHAT'S STOPPING YOU?



Ireland's EU Structural Funds
Programmes 2007 - 2013
Co-funded by the Irish Government
and the European Union



EUROPEAN SOCIAL FUND

Investing in your future



An Roinn Gnóthaí Pobail, Tuaithe
agus Gaeltachta
Department of Community, Rural
and Gaeltacht Affairs