

Entrepreneurs Rule OK!

Sharon Williams of Taurus Marketing, one of Australia's most successful combined creative, marketing and PR firms was our keynote speaker at the October Working Women's Network event held at Roseville Golf Club on the 27th.

Sharon took us on a journey through her own experiences of moving from the Corporate World into establishing and building her own business and shared insight into how great ideas can start at the kitchen table and grow into something special with the right attitude and tools. Our need to create our own unique Vision is at the heart of this journey - it is up to each of us to define what is important to us and what represents success, and then build our business and our lives around these key factors. Key steps to entrepreneurship include outsourcing, finding the right staff and nurturing them, having a strong up-to-date database and communicating regularly with your customers, investing in marketing and PR, networking and, most importantly, taking time out.

It was reassuring and motivating to hear that small businesses such as ours are the ones that are surviving and even thriving in the global economic crisis and are poised to take off as the thaw approaches....



Sharon Williams (Taurus Marketing)



Jodie Holmes (Seaside Creative), Pauline Bignell (Dubli)



Rebecca Welsh (Presentable Gifts), Jennie Keogh (Merci Bouquet)



William Gibb (Applaud), Sharon Spratt (Institute of Effective training)



Karen Morris (Inscriptions Media), Debbie Gyde, Sonja Walker (Kids First Childrens Services), Kerrie Candrick (Ideas Into Action)



Michele Owen (Leadership Is), Sarah Mane (Sarah Mane Coaching & Training), Cathy Goddard (Leadership ARC)



Jane Liddelow - Style Makeover HQ - Member in the Spotlight



Jennifer French - Inside Out Colour and Design - Member in the Spotlight