



WOMEN IN RURAL, REGIONAL AND REMOTE ENTERPRISES

- WiRE SHOWCASE SERIES -

Karen Brook

Entrepreneur - Bringing Ideas to Life



"Being an Entrepreneur is about being innovative, pushing the boundaries, personal growth and trying to be better than you were yesterday."

ABOUT

Karen Brook is an entrepreneurial expert, a results mentor and someone who is truly focussed on converting thinking into results. For the past decade she has worked with individuals and teams, helping them to boost productivity, performance and profit by setting big worthy goals, closing their knowing-doing gaps, shifting old paradigms and forming success habits that will last a lifetime.

Raised in the small town of Birdsville, in the heart of Outback Australia, Karen knows what it takes to succeed. She has a background in Design and Advertising, Organisational Analysis, Adaptive Leadership and PRISM Brain Mapping. She is also a leading global consultant with the Proctor Gallagher Institute and facilitator of their premier program "Thinking Into Results". In 2010 she pursued her dream to fly as part of her business model and teaches thousands of people around Australia and the world how to take control of their lives and live their dreams.

Karen brings regional and global perspective to her work, underpinned by a strong sense of purpose that "Ideas and the energy of those who inspire them have the power to change local and global landscapes". She feels compelled to help everyone she meets do what they are really passionate about and bring their ideas to life.

She has worked at all levels with start-ups, mum-preneurs, government departments and large corporate companies and has a unique ability to bring together multiple stakeholders for adaptive and transformative discussions that make progress for all concerned.

She loves nothing more than to see individuals and teams do things they didn't think were possible. "I want to help people set and achieve big, beautiful and bold goals. To go beyond what they thought was possible for their business and their life. I want people to take control of their life and live their dreams" says Brook.

Brook is also a published author and well known and respected international motivational speaker on bringing your ideas to life - "Without people sharing their ideas there is no progress in the world." says Brook.

MEANING OF SUCCESS

- Personal development.
- Success is the progressive realisation of a worthy idea, and moving towards something you want your life to be.
- Success is a daily pursuit, it's having this mindset that I am moving and growing every day and that I am co-creating my day to what's coming and then it is a day of success.



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FAVOURITE ASPECT OF BEING AN ENTREPRENEUR

- I get to decide how I live my life, how I want to attack my day to day jobs, what clients I work with and the life experiences I make.
- If I have an idea or there is an opportunity, I try and pursue it.
- As an entrepreneur I believe you create your own economy.
- Freedom and independence.

ESSENTIAL SKILLS

- Study on a daily basis.
- Try to use your imagination as much as you can - recognise your ability to create a better image of your business and then create a picture of how you would like it to look.
- Ability to think - thinking processes, understanding the creative mindset behind a business, and don't just stick to the status quo.
- Discipline - what you have to do, just do it.
- Persistence - set those goals and try and reach them everyday.

MENTORSHIP

- Mentors are so important in looking forward in your career and for your business.
- I will never be without a mentor now, and as I have progressed I have only gotten better at determining what kind of mentors I look for within business.
- A mentor is someone that will help you grow - whether that is informal or formal. It's important for them to push you to learn while growing.

COLLABORATION

- Collaboration has huge potential either internally or externally while understanding that talking to people and acknowledging what they have to say can potentially benefit us as a business.
- Being honest and knowing that you need help and allowing your clients to be aware of your position.

SUCCESS FORMULA

- Being very clear about what we really want as a whole picture for our business.
- Everyday make sure you refocus and analyse your goals of why you are continuing this journey.
- Knowing in clear detail what success means to you and a clear understanding of what you are looking for.



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STRATEGIES

- Shameless self-promotion.
- Trust and value.
- Social media plays a huge role and there is a purpose for it. We use it and then capture contacts via Facebook by communicating to them in person or via emails.
- Speaking to people at events and developing our marketing tools through communicating via those networking events.
- Online talks.
- Personal relationship building through social media or in person and eventually building on the trust with clients.

BIGGEST LESSONS LEARNT

- Remembering that your thoughts are incredibly powerful, so keep checking in on them and make sure you are on the right track. It is a daily struggle sometimes but remembering you can talk about those issues and problems.
- Making sure your business model is set in your head, as well as down on paper.

CONTACT

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