



WOMEN IN RURAL, REGIONAL AND REMOTE ENTERPRISES

- WiRE SHOWCASE SERIES -

Carmen Roberts

Business Solutions Manager - Compass West



"My vision has progressed over time, the idea is for me to help businesses do well and help them progress into the future."

ABOUT

Life is 10% of what happens and 90% how you react to it and act upon it. Carmen Roberts is self-made, her common-sense approach to life is that all things can be achieved through *effort* and *mastery*. Her ability to see the true cause of a problem, adapt quickly and implement the right solutions, is what sets her apart and has been the foundation on which she builds her business Compass West. Carmen believes that business is the heart of the community, and economy both locally and globally. *"If we can help businesses thrive and teach them to reinvest in their people, systems and brand, then all good things will follow."*

Compass West delivers Modern Business Solutions. They have one clear purpose, which is to help businesses do business well. As a boutique agency, they are no nonsense problem solvers who work with businesses to solve everyday issues, effectively, efficiently and affordably. They don't believe in *just* consulting, they know that what businesses want is support and delivery. Once they identify and work through the issues or goals they then use a range of IT systems, modern efficient tools, training, practical strategies and expert resources to produce a tangible outcome. They believe in building partnerships that last a lifetime, as the ever-evolving landscape of business changes for their clients, they are there ready to support the next step. Success for Carmen and Compass West, is knowing the difference they have made in their client's lives as they help their businesses reach their full potential.

They deliver solutions in the following areas:

- * IT, Cloud Technology and Business Systems Solutions
- * Management Strategy and Growth
- * Advanced Bookkeeping, BAS and Tax preparation
- * Brand, Marketing and Growth - Web, Print and Social
- * All things business, talk to us about the solution you're looking for...

MINDSET

- iHow do you eat an elephant - "One by One"
- Your mindset is what gets you through those hard times and everyone has those difficult times.
- Maximum effort - I think I have worked everyday / every weekend for the last month.
- I have never had a one mindset, I want to do everything well and this is a great perspective: *"When you bang a nail a hundred times and you continue to miss this nail, but if you take your time and do it once the job is done."*



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MENTORS

- Natural and genuine.
- I like the kind of people who fail daily and who continue to expand and improve on a daily basis. I find myself aligned with different people with individual skills.

MEANING OF SUCCESS

- Autonomy - the ultimate success, is being able to master your own time, meaning the combination of happiness, money and family.
- I don't think I believe success is fully achievable, I think I can get close, and believe that when I am close to fully achieving it I will most likely find something else to occupy my time.

FORMULA TO SUCCESS

- I don't think I am successful yet.
- I want to do things well, and acknowledging things that I am not exactly doing too well, but I have set a standard for myself and I have to achieve that before I can be successful; not just as a mother but as a business owner.
- "Success is the pursuit of success, not arriving at the success."

SKILLS TO PASS ON

- For me personally, I am not a quitter.
- I am a problem solver, I am constantly thinking about a hundred things at once.
- I look at the big picture, what is going on in the world and what party may go wrong and how can we get through this issue.
- Be prepared and be passionate.

SUPPORT

- My mother has always been a part of my life and has continued to help me along the way.
- I find I surround myself with people who have a diverse variety of skills not necessarily in the same industry as myself, but that also gives me the support to keep going - to push through.

DEALING WITH FAILURE

- I believe I have an ego just like everyone else, therefore when there is a problem evident I try and address it quickly.
- I do believe smart people make mistakes once and then they don't make the same mistake again.



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SEEING YOURSELF AS AN ENTREPRENEUR

- I don't really see myself as an Entrepreneur, I see an Entrepreneur as someone who has pursued multiple ideas and avenues, and as I have only stuck to one avenue I don't particularly view myself as an Entrepreneur.
- *"I can be an Entrepreneur if you give me a bucket of money, I could be the next Richard Branson."*

PARTNERSHIPS

- Assuming you can do everything yourself, a partnership is a brilliant way to grow your business into something greater.
- You can pull each other up and improve and grow together.
- Partnerships can be a great asset when handled correctly; working out what you both can do to improve the business together / and help you grow your own business as well as theirs.

LESSONS LEARNT

- Make sure you understand what you want to achieve; reassure yourself that this is what you want.
- Don't forget that your business is a personal brand and representation of yourself - it is okay to grow and build with your business as long as you remember where you started.
- Being able to have people put their trust in you and your business. This is a fantastic way to develop more business and to grow.
- Constant and continuous improvement.
- Awareness of yourself and your business.

SOCIAL MEDIA / MARKETING TOOLS

- I would highly recommend to our clients that they utilise social media (Facebook, Twitter, Instagram).
- Personal branding on social media is a huge asset to utilise.
- Understanding that you have complete control over what you see on social media.

BEST PART OF HAVING YOUR OWN BUSINESS

- Autonomy - time and having the ability to make your own choices.
- Creating your own brand, including the values, ethics and beliefs of your business.
- Purpose and pleasure.
- Proud to be my own boss and furthermore a business owner.



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STARTUP FUNDING

- Boot strapping - I started with nothing; and there was nothing, I was a single mother with three kids and I utilised what I knew and created something from that.
- I worked from home, I was incredibly strict on myself and what we spent money on.
- I have never been financed - there is no trick to this, you just have to know what you are doing and succeed that way.

MAKING A DIFFERENCE IN THE FUTURE

- I want to be able to create a tool box / a tool kit for women / men really anyone that want to start a business and not just about the money aspects but the things you should ask and be aware of.
- The self-educated aspects are incredibly important as pre-information tools, in order the ask the right questions and grow.
- *"Fear is the quickest part of failure, not popularity, being able to remember to be confident in yourself."*

IMPACT ON COMMUNITY

- I would hope my impact on the community is a positive one; community involvement is very important for the economy and supporting the local environment is just the start.
- A community whether it is small, large or city is of great importance worldwide; supporting your community inevitably changes the economic structure.

CONTACT

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