

Angela Elliot

Tangible Australia Group

"As entrepreneurs we never stand still - we are in a constant state of reinvention"



YOU AND YOUR VENTURE

What words would describe you as a person?

Resilient, Determined, Authentic, Passionate

Describe how you would pitch your venture

This is a hard one for me as our business has been built on our ability to form relationships, our service is what differentiates us not our products (yet), we believe in a future where business is conducted in a manner that is both highly collaborative and innovative. Again it's the way we do business not the product that defines us. People deal with us because of who we are not what we sell, they are going to buy it anyway but they are now on a waiting list to buy it from us.

At what stage is your venture?

Growth and Establishment

What is your service or product?

Premium Australian Beef and other nutritional products for international markets

What is the structure of your venture?

We are a proprietary limited company

Does your venture reach local/national/international markets/audiences?

We are an internationally focused business we do very little business domestically

IDENTITY

In one word, characterise your life as an entrepreneur

(why this particular word)?

Dynamic.... Being an entrepreneur is fluid and ever-evolving, you are constantly reinventing yourself in your image and capability. You must be agile but focused, and prepared to take a changing path toward a goal you still probably don't know how to achieve. Dynamic describes it well.



What does success mean to you?

I have a fascination with human potential and I have an appetite for risk - success for me means embarking on something that you think is totally crazy in the beginning and working with the idea until your mind believes it is achievable then going and doing it. I have achieved big things that were worth very little financially and I have achieved small things that are worth a great deal of money - it's really about growth and development and moulding a life that you love and are proud of.

What is your favourite aspect of being an entrepreneur?

Building a business with no restrictions except the ones I place on myself

MOTIVATION / MINDSET

What mindset(s) helps make you successful?

My mind is my greatest tool to my success. If I am not living in an attitude of gratitude or in a mindset of growth I know the things I want to attract into my life will move away from me. Eckhart Tolle said that 'if you could observe the physiological changes that take place in your body when you're in negative states, you would stop immediately.' I am a full believer of this statement.

What ignited the spark in you to start a new business venture or to make significant changes in an existing business?

I took an interest in people speaking about mindset and potential, then started researching the concepts behind neuroplasticity. I started my career as a scientist, so creating belief through scientific proof was easier for me at the beginning, but from there it grew and grew and now my imagination and creativity are bigger assets than my intelligence.

How do you conquer those moments of doubt that so often stifle or trip or stop so many entrepreneurs with great ideas...what pushes you through?

I understand that if I give a subject energy I am the one placing it into reality, not the problem itself. I also spend time understanding that a problem is as big as what I think it is. Another trick is that I just start taking action, one step at a time and I find that after a day of full action I am never sitting in the same space that I was sitting that morning. Work on belief in the end goal is also helpful. Abraham Lincoln was quoted as saying "To believe in the things you can see and touch is not belief at all, but to believe in the unseen is a triumph and a blessing".

What is your favourite quote?

I have so many.... but this is one of my favourites

"So many of our dreams at first seem impossible, then they seem improbable, and then, when we summon the will, they soon become inevitable" Christopher Reeve

VISION

What is your vision for your venture

I am creating a legacy for myself and my children. Our vision is to become one of the largest Australian exporters with innovative solutions around supply chain management and in country marketing and pull through strategies for all our products. We also have a vision to develop a not for profit arm of our business where we will use our skills in agriculture to assist farmers that rely on small plots of land for their entire living in developing countries. We are farmers ourselves and we are passionate about creating value for farmers like us and we will achieve this through the expansion of our business.

SELF-EFFICACY AND SKILLS

To what do you attribute your success in progressing your entrepreneurial journey?

Great social support, good business partners and working on the development of my mind

What would you say are the top three skills needed to be a successful entrepreneur?

Unwavering desire to achieve a goal, development of self and mind and hunger to learn.

What was your biggest mistake in an entrepreneurial context?

We are still young but I feel like we have such a healthy mindset around learning from mistakes that we rarely view them as mistakes anymore. We seriously learn more from mistakes than the mistake knocks us down!

What was your biggest barrier you faced in your entrepreneurial journey and how did you overcome it?

Just learning to view barriers as speedbumps and not brick walls. This is a learned behaviour and it takes so much work to get used to but its well worth it. Our barriers are never barriers and its when we are at our most creative actually.

What sacrifices have you had to make to be a successful entrepreneur?

Time with my family and time on my own. I try to juggle it all but the work I have had to put in can take a toll at times

In your view what factors help individuals make the transition to selfemployment?

This is something I haven't fully mastered myself yet. I still work in a corporate position and there's an element there of comfort it provides but a bigger element of love for the industry. But if I was to give advice I'd say make peace with your decision and never waste time thinking of the way your life might have worked out if you took a different path. Go 100 miles an hour in the direction you choose, never look back.

STRATEGY

What would you say are the top 3 key elements for starting your business?

Know your subject, partner up with a great business partner, if you don't know somethingLEARN!!!

What has been your most successful form(s) of marketing?

We don't do any marketing all our business is relationship based.

What are your thoughts on the value of partnerships?

I place a huge amount of value in the right partnerships, do research and build partnerships with people who offer something that you can not, but don't sell your soul

Where did your venture funding/capital come from?

We started with no capital, we are completely self funded

What creative strategies did you use to execute on minimal cash flow?

100 % payment up front for goods, leveraging what we knew already and getting paid for monetising our knowledge

What habits helped make you successful?

Creating discipline around actions you need to deliver, business partners holding each other accountable especially at the very beginning

What are your top two tools that you use in your venture (i.e. online tools)
Zoom, WeChat ©

Do you want to grow your business? How will you do this?

Yes, absolutely. This is a two fold strategy approach, first is increasing our existing product sales through additional channel and second is to diversify into new product lines into our existing platforms and channels. We are currently executing this strategy on both fronts and it is going well.

How do you stay motivated when things get busy with family and other things?

My desire is strong enough to continuously drive me towards my goal, no matter how busy I am I can not stop thinking about what I want to achieve. I also work from home so I maximise time with my children. I have worked to become very effective on building relationships on the phone so I also try to minimise travel.

NETWORKS

To what extent do you agree with the following statement and why?

"The connections and networks that exist between people and enabled cooperation is one of the most important things in entrepreneurship"

Our business has been built entirely off our ability to form relationships and by the use of our existing networks. We hired someone exclusively to form new networks, that is all she does! So I agree whole heartedly with the statement.

What kinds of networks do you access to help your entrepreneurial journey?

We have networks that are solely business and growth orientated so that includes industry bodies, government and all else we need to conduct business. Then we have our social networks which are important for our health and wellbeing while under pressure and then we have networks we specifically engage in to improve and develop our mindset – some of these networks we have created on our own.

Do you have a mentor? If so, how have they helped you? If not, was that a conscious choice?

No I do not have a mentor, I come from an industry where help is not often available, for a while I really thought that I needed a mentor to reach the next level but I had to move on from those thoughts as it was holding me back and decided that I could access all I needed to online and through other tools. I decided however that I would very willingly give my time to mentor others and hopefully be able to give the tools that I have learned to grow business. I currently donate my time to 5 mentees that I mentor on a regular basis outside my organisation and several inside my organisation.

IMPACT OF THE WIRE PROGRAM

Why did you decide to participate in the WiRE Program?

I participated because I wanted to mentor other women. My business was already growing quickly and I felt that I wanted to start to give something back to others trying to do the same thing, for the 12 weeks I focused heavily on developing my mentoring ability.

What knowledge have you acquired?

It has helped me develop my mentoring skills.

What benefits have you derived by participating in the program?

I have increased my networks in the space of mentoring and continue to mentor individuals in that newly formed network. It's work I really enjoy and want to continue to develop as a possible arm of our company for the future.

If you have started a venture, what do you think are the chances of its survival?

Our business will survive and is out of start up phase and into growth phase.

To what extent has the WiRE Program helped you to develop strong ties between yourself and other women entrepreneurs? Why?

This was my greatest benefit in the WiRE Hub. I developed great networks and continue to engage in those networks.

To what extent has the WiRE Program helped with the facilitation of emotional support for your entrepreneurial journey? Why?

A few of the women I met in the Hub remain part of my social network which is a great benefit to health and wellness.

To what extent has the WiRE Program enhanced your ability to link with other entrepreneurs and agencies outside the WiRE community that could benefit your entrepreneurial journey?

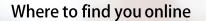
WiRE has opened some networks in this area. I think they will benefit our journey in the future.

If relevant, have you influenced someone else through your WiRE experience to start or grow a venture? "Passing it on".

I believe I have influenced others through being a mentor at WiRE Hub.

Name the biggest overall lesson you have learnt in your entrepreneurial journey so far that could be passed on to other women

Learn and practise perspective in all aspects of your business. As women we can sometimes be of the opinion that we are disadvantaged in a number of ways, this is an attitude that will only hold you back and keep you where you are. Always understand that there are many sides to every situation and if you learn how to 'see' from as many of those perspectives as possible you will only become more and more creative in your approach to your endeavour. As entrepreneurs we never stand still we are in a constant state of reinvention it is a restless and never-ending cycle. Gain energy from that cycle don't let it take energy from you – its all a matter of perspective, how you look at a given situation.



Not yet....

Please share some final thoughts about the WiRE Program

I joined the first WiRE Hub as a mentor for three reasons, one – that I already had a very successful start up and felt I might have had something to share with other women wanting to take a similar path, two – because I have had very little access to mentorship throughout my career and really wish I could have accessed assistance so I thought I might have been able to be that person for someone else, and three – I wanted to improve my mentoring skills and was determined to gain more time to do something I love.

