

# Carolyn Smith

## My Career Groove

*"Implementation is everything. You can have the greatest idea in the world, but unless you take steps every day to make it happen, it won't happen"*



### YOU AND YOUR VENTURE

#### What words would describe you as a person?

Persistent, inventor and wordsmith. I like looking at problems in a deep way, and I'm not a drama Queen. Prefer to work behind the scenes, rather than being on the stage.

#### Describe how you would pitch your venture

My Career Groove is a 2-sided market for highly skilled talent seeking to find their career pathway, and employers wanting to attract and secure top talent.

#### Our difference:

- The first truly private platform
- A focus on the candidate, delivering support for job seekers with training and resources
- Improved data matching, with guided matching, improved algorithms and authentication of data
- Allowing candidates to shine on the basis of their skills and experience through blind recruitment and improving creativity, performance and profit for employers through workplace diversity

#### At what stage is your venture?

MVP / soft launch

#### What is your service or product?

Recruitment

#### What is the structure of your venture?

Incorporated

#### What type of venture do you have?

Startup

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

Currently national



## IDENTITY

**In one word, characterise your life as an entrepreneur (why this particular word)?**

Chaotic

**What does success mean to you?**

Doing something meaningful

**What is your favourite aspect of being an entrepreneur?**

Being independent and driving own future

## MOTIVATION / MINDSET

**What mindset(s) helps make you successful?**

One step at a time

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

Frustration with existing practices, seeing a possible alternative that could help both employers and job seekers

**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 go in starts and spurts, but ultimately, by just taking one step at a time, I generally push through any barrier (that is if I tell myself I'm taking on the world, I would stop. If I tell myself, I'm only improving by 1%, I actually take the steps to make it happen)

**What is your favourite quote?**

Doubt kills more dreams than failure ever will – Suzy Kassem

## VISION

**What is your vision for your venture**

To create a truly equal marketplace, where both employers and job seekers benefit from the process.





## SELF-EFFICACY AND SKILLS

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

Perseverance

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

Self Drive – Creativity - The ability to Learn and Solve Problems

**What was your biggest mistake in an entrepreneurial context?**

Spending too much time on the MVP before launching

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

Lack of time in getting everything done - Using a VA for everything that I could

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

I don't consider anything a sacrifice although I've spent more of my own money than I care to mention

**In your view what factors help individuals make the transition to self-employment?**

Self determination - wanting to be in control of your own destiny

## STRATEGY

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

Understand your target client and user, as everything revolves about meeting their needs  
Learn how to market and sell to that market  
Get the right mentoring and support

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

LinkedIn, as within the recruitment space, this is where my target audience is – plus content marketing

**What are your thoughts on the value of partnerships?**

I was in a previous partnership that did not work out. I know that sometimes it would be easier with a partner, but right now happy doing this on my own.

### **Where did your venture funding/capital come from?**

Self funded - Always wanted to boot strap and prove the concept, as once proof is in place, money flows

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

Using cheap VA resources and only spending on stuff that works

### **What habits helped make you successful?**

Showing up everyday

### **What are your top two tools that you use in your venture (i.e. online tools)**

Aweber (email marketing)  
Leadpages (sales funnels)

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

Just show up everyday. It does not matter whether I work on the business 1 hour, or 10 hours per day, as long as I'm moving forward and when I see progress, you get motivated.

## **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"**

Networks can be useful, but business success is not just about who you know, but what you are doing. I've run a prior successful business with a zero network. I've also actively networked and I think too much networking can distract you from the goals you have in place. Quality, not quantity networking and making genuine contacts.

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

Through places like FireStation101

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

Yes – an expert in the recruitment space who provides ongoing training and support





## IMPACT OF THE WiRE PROGRAM

**Why did you decide to participate in the WiRE Program?**

Accountability

**What knowledge/skills have you acquired?**

More on the planning side – everything else, I had surprising good knowledge on stuff

**How useful were these skills in developing your venture and/or your future career?**

Planning is essential, so you can take the steps to implement. Since I'm more of a creative, having the 'to do' list essential

**What has been the impact of the WiRE Program?**

(on both you personally and your venture)

The biggest impact has been the planning side, using tools to plan out implementation

**What benefits have you derived by participating in the program?**

More knowledge on the planning side

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

Solid if I keep taking steps forward

**To what extent has the WiRE Program helped you to get to know and network with women from different backgrounds, for example different socioeconomic status, age, generation etc?**

Insightful seeing everyone else's journeys and understanding the threads of commonality

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

Implementation is everything. You can have the greatest idea in the world, but unless you take steps every day to make it happen, it won't happen.

## Where to find you online

**Website:** <https://mycareergroove.com>

**LinkedIn:** <https://www.linkedin.com/in/carolynsmith263/>

Additional or Social Media

**Company LinkedIn:** <https://www.linkedin.com/company/my-career-groove/>

**Facebook:** <https://www.facebook.com/mycareergroove>

**You Tube:** <https://www.youtube.com/watch?v=ul3LsQxHwXI>

**Pinterest:** <https://www.pinterest.com.au/mycareergroove/>

**Twitter:** [https://twitter.com/MyCareer\\_Groove](https://twitter.com/MyCareer_Groove)

**Please share some final thoughts about the WiRE Program**

(See video)