

# Tara Jacobsen-Neven

# 1000 Invisible Threads



"The unique concept (of WiRE) is the true essence of social capital at play"

#### YOU AND YOUR VENTURE

#### **About Tara**

Tara Jacobsen-Neven is an experienced entrepreneur, business strategist, facilitator, and collective leadership specialist. Tara has over 20 years experience in applying strategy to corporate learning and development, education, business growth and organisational development.

As much as ease in start-ups, regional entrepreneurship and corporate enterprises, Tara's experience as an expert in human and social capital development are transferable across a range of industries. Tara understands the benefits of using new insights into providing a strategic approach to building and executing social capital solutions to build more productive, resilient and change agile teams, organisations and communities.

Tara holds a number of postgraduate and undergraduate degrees and is currently undertaking a PhD in the Disruption and Integration of Artificial Intelligence to Business and the world of work.

Tara currently lectures in Corporate Entrepreneurship at University of Sunshine Coast in the MBA program and has been Master of Ceremonies, Key Note or Content Speaker at a number of National Conferences and Events. Tara is also the co-producer of a successful podcast - Project Leap sharing stories and advocating for rural and regional entrepreneurs.

#### Venture

1000 Invisible Threads focuses on the importance of being human in the rise of digital tech. By building a strategy around our humans we can future proof our businesses and communities. We believe it is important to place a focus on this new currency of our age for ongoing sustainability and relevancy.

### Stage of venture

12 months since start up

### What is your service or product?

Benchmarking

Education

Consulting

**Project Management** 

Speaking

Facilitation

Profiling

Culture Planning and Development

Coaching

Strategy

**Podcast** 

### What is the structure of your venture?

Incorporated

### What type of venture do you have?

**Education and Consulting** 

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

Local and National at present with a focus on regional Australia. Currently writing a book and once this is launched it is intended to extend out to international markets, initially New Zealand and UK

#### **IDENTITY**

### In one word, characterise your life as an entrepreneur

(Why this particular word?)

Knowledge – because I have always been passionate about teaching and learning myself generally about new things that people are not talking about yet.

### What does success mean to you?

Leverage – building something that supports the creation of lifestyle for myself and others

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

Flexibility and autonomy as well as the opportunity to meet people from all walks of life

### **MOTIVATION / MINDSET**

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

Growth Mindset, Resilience, Focus, Determination but ideally fun.. I have been in business for myself for too long now not to enjoy it and provide that for others .. otherwise what's the point.

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

I had come to the end of a previous business partnership of 5 years which was a start up idea and I realised how much I loved working in that space. I could also see this really big thing that was facing us all that no one is talking about yet. AI is a freight train coming our way and we need to start having conversations about how to adapt as humans to be ready for this.

# 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?

My peers.. I wouldn't be an educator in social capital if I didn't have a lot of it myself. I am fortunate to have an incredible network of entrepreneurs across all walks of life and business and we support each other incredibly well .. the ideas, the knowledge the connections we share can very quickly open up new avenues or solve challenges that when you are on your own you don't always see and that's the thing you don't feel like you are on you own and a simple phone call or coffee catch up opens up new avenues.

### What is your favourite quote?

I have many although the main one has always been "Sic Itur Ad Astra" = thou shalt scale the stars.. however my latest favourite is ... The future belongs to those who see it coming (David Bowie) .. although I often add to that if you see it coming you have already missed it.

#### VISION

### What is your vision for your venture

Firstly to start the conversation about the need to be more human as we move into the future.. but ultimately to create processes and tools for people to grow, develop and implement their own social capital either for themselves, their businesses and their communities so we as a species can navigate this shift in the way we are going to live and do business.

#### SELF-EFFICACY AND SKILLS

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

Constant and never ending learning .. I always have a stack of books by my bed. Really listening to the people I talk to and implementing the things I learn

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

Stupidity (jokes) .. resilience, high levels of emotional intelligence and I would be remiss if I didn't say social capital

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

Not seeing things coming earlier.. anyone who has been in business as long as I have will have had significant ups and downs from a market and relationship perspective. We would all like a crystal ball but paying more attention to the future shifts and what I needed to do in the present to prepare for that.

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

Lack of cash flow .. not sure if I have yet

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

Some of my choices in business have affected my family .. It is hard sometimes to not have a regular income at different times but I don't believe it is anything I have regretted and the entrepreneurial experience is one I don't think I could ever give up.

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

Independence, Flexibility, Lack of Culture Maturity and Relevance in the Australian Corporate landscape, think they can do it better themselves and would prefer to apply their knowledge and hard work to their own success as opposed to other organisations

#### STRATEGY

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

The 3 Capitals (Financial, Human and Social) plus a MVP

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

My social networks

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

Invaluable and I think businesses are behind the eight ball if they don't have them – some of these could be more organic or informal but essentially important

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

Self-funded

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

Linking and partnering with people – bartering of ideas and introductions to potential clients and suppliers

### What habits helped make you successful?

Understanding how my brain works .. getting into a flow state for deep work and understanding how to manage my energy .. discipline is also the key

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

Online tools and apps and my phone and iPad - I run most of my business from my phone now

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

Yes.. I need to develop more a digital presences in this space I think this is key to my success in the next step as well as focussing on strategy to build the right connections. I am also looking for a mentor as a lot of the time I am mentoring other people.

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

How much money I have in the bank and forward contract work drives my motivation

#### **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"

100% agree

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

A massive range .. LinkedIn and Facebook groups as well as co -working spaces in local regions

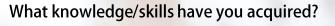
Do you have a mentor? If so, how have they helped you? If not, was that a conscious choice?

No, but as noted above I am looking for one

### **IMPACT OF THE WIRE PROGRAM**

Why did you decide to participate in the WiRE Program?

The unique concept is the true essence of social capital at play .. I still see the ongoing value of that now



I have learnt so much from the participants .. new tools, connection etc

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

Very valuable

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

(on both you personally and your venture)

It's helped me get clearer about what exactly my products and services are and the value they provide

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

Connection, collaboration, creativity and compassion are the key drivers of success for me and it should be foremost part of our strategy for growth as opposed to just letting it happen organically.

### Where to find you online

b-m.facebook.com/1000invisiblethreads

Please share some final thoughts about the WiRE Program (See video)