

# Katherine Walton

## *Relax in Nature Bundle*



*When I began the WiRE program, I was expecting to create a new product but WiRE helped me to step back and take a look at a much wider view. I've come away with a medium to long term plan for my business, clarity about my ideal customers' pains and gains, and a range of solutions that will work together to meet their needs.*

### YOU AND YOUR VENTURE

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

I am compassionate, pro-active and a deep thinker. I live an active life, which reflects my values of family and health. I spend time carefully considering things prior to taking action and experience a lot of satisfaction when my ideas grow to a successful outcome.

#### **Describe how you would pitch your venture**

Relax, de-stress, and re-energise with the calming effects of the *Relax in Nature Bundle* - a buffet of virtual mini-retreat activities and daily practices you can dip into, in your own time and space. Whether you've got just one minute, ten minutes, or more, choose from a delectable assortment of relaxation exercises, video and audio guided meditations, virtual bush walks and printable guides. The *Relax in Nature Bundle* will nourish you day after day.

#### **At what stage is your venture?**

I began my business in 2005 initially operating as a mental health/counselling practice and added group work, professional development/training, women's retreats and community health projects over the years. A year ago I closed my counselling clinic to expand my range of bush adventure services and products.

My focus this year and especially through WiRE, has been researching and planning how to incorporate online services and products into this range. The *Relax in Nature Bundle* is my first online product, which I'm continuing to research and plan to launch in early 2021. (Due to COVID impacts, some technical hiccups, and family health issues I decided to delay the production and launch to 2021.)

#### **What is your service or product?**

*The Adventure Therapy Project for Women* – a funded community project that gives women and girls the opportunity to learn to mountain bike, go bushwalking, birdwatching, outdoors/trail yoga, camping, nature walks and nature craft workshops (funded until end 2020).

- New bush adventure programs to be released in 2021
- Workplace mental health consultation and training
- Women's bush retreats
- Personal coaching
- Professional supervision.

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

Trust

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

My business offers mental health and wellbeing services and resources that make use of natural outdoor spaces.

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

Currently reaching local audiences.

## **IDENTITY**

### **In one word, characterise your life as an entrepreneur. Why this particular word?**

Creative. I constantly see gaps where unmet needs contribute to unease and distress for individuals, groups and communities. As an entrepreneur, I create solutions to meet these needs.

### **What does success mean to you?**

Success to me is a sense of achievement, knowing that I have contributed positively to my family and the wider world, to have made a real difference to people's lives and the health of our environment. And throughout all of this, to maintain great care of myself.

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

There's always something new to work on, a new challenge to bring creativity and innovation to. It's about stretching my skills, learning new things, and discovering hidden parts of myself that can benefit others.


## **MOTIVATION / MINDSET**

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

Values-based approach to living and working, and viewing challenges through the lens of possibility

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

I want my business to be sustainable and adaptable. I'd like to leverage my services and create an income stream that is not dependent on me being available in-person all the time. This will enable me to travel regularly including to see my family interstate.



**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?**

Connecting with other women in business who are innovative and insightful is vital.

**What is your favourite quote?**

Don't believe everything you think!

**VISION**

**What is your vision for your venture?**

The *Relax in Nature Bundle* will be a valuable addition to the range of services and products I offer because it will reach women who struggle to get outside and connect with nature – whether they have difficulty finding the time, or they are busy caring for others, or can't drive to come to an outdoors activity, or maybe they have some health issues that prevent them from getting out and fully benefiting from being active in nature.

My vision is that as women experience greater calm and relaxation from the Bundle, they will be better able to manage the stresses in their lives, to see the difference self-care makes, and to consider the value of coming along to my face-to-face bush adventure programs and retreats.

**SELF-EFFICACY AND SKILLS**

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

- Connecting with other women in business, in my network, workshops and master-mind programs
- Business and personal coaching
- WiRE business Hub
- Supportive family and colleagues
- Listening to my inner voices that encourage me to pursue a challenge and innovate new solutions.

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

- Innovative thinking that focuses on possibilities
- Asking 'how' constantly
- Belief in yourself.

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

My biggest mistake has been, not believing in myself – my ideas, my capabilities.

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

Family and health comes first, but I've often been caught in dilemmas that have led me to let go of my own expectations of myself as a mother and wife in order to fulfil commitments to clients and collaborators. Financial rewards and security have also been sacrificed as I chose the ups and downs of an entrepreneurial pathway instead of pursuing a career path in government.

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

The lure of flexibility, especially with young children to care for, the inner drive to make a difference in the world based on personal values, and a conflict of values between employers/industries and individuals.

## **STRATEGY**

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

- Looking at the business as a whole, not just the separate parts and using values-based decision-making
- Connection with others – reduced isolation
- My own inner work / personal development.

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

Word of mouth – past clients and face-to-face networking.

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

Partnering with other individuals and organisations is vital, however successful partnerships require clarity of purpose, roles, responsibilities, boundaries, timelines and finances.

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

Personal funding

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

My new project does not require large financial investment and expenses are minimal. My husband contributes tech services to the business and I've invested in training and software to do some tasks myself that otherwise I'd need to pay someone else to do.

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

- Focus on my 'why'
- Focus on the 20% that will make the biggest difference – let go of some expectations and unnecessary tasks / responsibilities
- Keep talking to ideal customers, don't assume I know what their problem is or the solution they want

- Be genuine, be myself
- Look after myself really well – exercise, mindful living, nutrition, connection with nature, personal development
- Be mindful of time wasting habits.

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

Yes! I now have a clearer long term strategy and will work on ‘the one thing’ at a time instead of trying to do everything and not getting anywhere.

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

Chatting with an understanding friend or colleague and with my husband and adult children. It helps me review and re-set with values front of mind. I also prioritise exercise as I know I’ll feel so much stronger and more connected to my ‘why’.

## **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”*

I agree with the statement to the extent that relationships based on competition and scarcity, maintain an attitude of fear and limits. Working partnerships that are truly collaborative, and are clearly articulated and based on mutual respect, can contribute to everyone’s success and the greater good of the community.

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

WiRE Hub, we continue to meet fortnightly. Chamber of Commerce, helps me keep in touch with other regional business and the economic sector. Community Network, shared information about resources, services etc. Online groups for women in business, entrepreneurs etc. My tribe of “Outdoors is my Therapy” Ambassadors.

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

Not currently – recent mentors helped with the practical sides of planning and conducting business in rural areas, and with personal development aspects such as inner fears.

## **IMPACT OF THE WiRE PROGRAM**

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

I was looking for a supportive way to action my ideas for a new income stream. I’d heard of WiRE and knew of a couple of women who had participated previously.



**In what aspects of the WiRE Program have you participated in so far?**

WiRE Bootcamp, WiRE Business Hub, and some pre-recorded workshops and webinars.

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

Value propositions, Gaddie pitches, business models, minimal viable product, and the relationship between trust and the marketing funnel.

I also learnt the practical skills of sales funnel design, deep work skills, how to have conversations with ideal customers, using Trello and narrowing down different customer avatars. Also, skills in letting go of expectations when they do not serve the purpose, and being able to readjust timelines etc. as needed.

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

I've been practising these skills and will continue to do so as I take further action towards my venture.

**What has been the impact of the WiRE Program?  
(both personally and in your venture)**

Connection with rural and regional women in business has been very supportive and encouraging. The supportive atmosphere was motivating and nurtured my self-belief. Reduced isolation, shared dreams and challenges and shared enthusiasm to create solutions and see each other succeed. Also, greater clarity about my business goals, my new project/venture and how I can actually bring it into reality.

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

Increased confidence in myself, my ideas and processes I need to use to succeed in my goals.

**If you had a business/venture when you started engaging in the WiRE Program, have you grown your venture or scaled it up as a result of the WiRE Program? If yes, please explain your answer (both in terms of the dollar value of the total enterprise as well as the scale-up value, or/and increase in sales or growth in customer numbers) (whichever applies).**

I've made plans to scale my business and will move my new project forward in the New Year after completing some current projects.

**If you did have a business/venture when you started engaging in the WiRE Program, what has been the impact of the WiRE Program on the sustainability of business/venture?**

WiRE has helped me plan forward with an overall strategy broken up into smaller steps I can take to make my business more sustainable.

**How appropriate is the skills to you which are delivered by the WiRE Program?**

Very useful.

**To what extent have you applied the skills/knowledge learnt through the WiRE Program?**

Everyday I'm practising the mindset skills and making decisions based on my goals for the medium to long term future.

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

Very much – connecting fortnightly with my Hub. I really look forward to this! We 'get' each other and give plenty of encouragement, practical advice and emotional support.

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

Very much through my Hub – amazing women to be connected with! And getting to connect with all the other women through the program made me feel part of a larger network of like-minded women.

**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.?**

Very much – see above.

**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?**

There has been some sharing of external agencies and entrepreneurs – I haven't made a lot of use of this yet but will look further into it when my plans get to the actioning phase.

**If relevant, have you influenced someone else through your WiRE experience to start or grow a venture i.e. passing it on?**

I've told several others about WiRE and some of the content we covered, but I'm not aware of the extent of this influence.

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

Get to know your real customers, not the ones you imagine you have, or the ones you've had in the past. Find your current and future customers and have real live talks with them.

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