

# **MUMPRENEUR**

by Kirsty O'Callaghan

A 'Mumpreneur' to me is a Parent who decides to balance the demands of being present for her children and meeting her own needs by creating work that is flexible, fulfilling and enjoyable.

To be able to be present for the 3 most important things in my life; my family, my friends and my passion, I created my business Unity-Qld. The main factors that propelled me into this choice were:

- I have always been able to 'help' people feel better, and as a teen while other girls were dreaming of being hairdressers and airline hostesses, I was aware that psychology fascinated me. Unfortunately my family circumstances did not allow me to follow the educational path I would need to achieve my dream, so I entered the banking stream. This is when I attended workshops with trainers and coaches and decided that is what I would like to do one day.
- My eldest son has had food allergies and reactions to chemicals since birth, which also guided me down the path of alternative healing therapies and proper nutrition requirements for children and adults. I developed a thirst for knowledge in these areas and started to notice how many people out there were doing their best and needed further education and insight into these areas.
- I am a cancer survivor, a survivor of a dysfunctional childhood and a survivor of a very unpleasant marriage.

Then began my transition into the business I love.

It has been a path travelled by many, and determination and support is the only thing that has kept me at home and building my business. I began 10 years ago, and through the ups and downs it has been worth it. I got a 'big' picture vision in my head, however my business grew slow. In hindsight I am glad for this as it has allowed me to become an expert in my field; as well as exude my passion.

My major ups is the connection I have been able to develop by being with my children and the flexibility my hours offer; the amazing people I have met; the constant learning – personal and professional development and being in a position to facilitate and witness the greatness in people taking that step up and showing up in their lives.

The major downs include being disciplined, patient, organised, self managed and keeping my internal satisfaction high when working on my own. Even

though these are downs, they are manageable and when mastered can give the edge needed to succeed.

I have created a solid professional and personal support network of people that are there when I need to debrief, feel off track or just need to ask for help. I have a select few people who also bring me back to earth and keep me real and grounded, this I love the most.

During my time in business I have been challenged many times. I have experienced divorce, I have remarried, moved states, had 3 children (now 15, 13 and 3 years old), and have lost extended family members.

When I reflect on my success and the habits I have found most beneficial they would be:

- A real belief in the value of what you have chosen to do and the personal and professional WHY.
- A never give up attitude.
- Constant personal and professional growth.
- Walk your talk.
- A 5 year plan.
- Really know the reason you are in business and keep the balance.
- Be focused on the activity you are in, don't jump back and forward from work time, family time, friend time, your time.
- Be supported, communicate your plan and have someone hold you accountable.
- Take time to be proud of you and each step you take towards the next goal, monitoring each step and make sure it is in line with your budget, agreed growth and needs of your family.
- Network, build relationships and be confident to tell people what you do and WHY, and
- If something isn't working, learn from it, improve it and change it.

In summary I would recommend this choice for any mother looking to have it all. Keep in mind though with every gain there are some sacrifices and as long as you are aware of the bigger picture and steps that are required, do all your research and can remember your WHY, you can be there for your children, be your own 'captain' and pursue the field of work that excites you.



**Author Profile:** Kirsty O'Callaghan is the Proprietor of Unity-Qld. Kirsty specialises in assisting and guiding working parents to create a stronger

connection with their children and satisfaction in their parenting role. The techniques and strategies Kirsty uses focus on a holistic and individual basis; knowing we are all capable of greatness, with the right knowledge, tools and support.

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