



Small Business Victoria

workshops and seminars

Nillumbik Shire

Start Your Own Business – financial training

How to keep on succeeding



Challenges I faced

Maeve knows her clients are out there but at times it can be a challenge to find them. Encouraging local governments, TAFEs and other private training providers to include her workshops in their programs is sometimes not easy, but Maeve is up to the task.

“A lot of my success comes from plain old persistence. I’m focused on my goals and it’s a matter of finding a way to achieve them, and never giving up.”

Financial trainer, Maeve Clonan, knows the value of the Victorian Government’s Small Business Victoria workshops.

How I started

Maeve Clonan first became a small business proprietor in 1994 and has since started and owned several enterprises.

While she remains involved in the growing Books R Us Book Keeping Services business she established in 2000, Maeve

is now focused more on building another enterprise called Start Your Own Business.

She established this training company in 2005 after inspiration from her bookkeeping business.

“I saw the need for Start Your Own Business when financially troubled clients came to me for bookkeeping services as a result of not correctly organising the financial aspect of their business. Our workshops focus on getting the ‘business side’ of a business working well.”

Assistance I sought

Despite her business experience, Maeve keeps on learning and challenging herself. She rates all the *Small Business Victoria* workshops she’s completed through Nillumbik Shire Council as high quality and worthwhile for any business owner.

“Even the most experienced business owner can benefit from a fresh look at how they approach and operate their business.”

“The workshops challenge me to consider my business from new perspectives and motivate me to keep on improving. Sometimes it’s just a single sentence I hear in a workshop that gets me thinking.”

What I learned

One particular *Small Business Victoria* workshop profoundly changed the way Maeve managed her business.

“After attending a Strategic Business Planning workshop, a consultant spent time with me working on my business. I ended up re-evaluating my business planning completely and adjusted my priorities. As a direct result, the business performed even better.”

My business today

Start Your Own Business has grown and now includes Maeve and four other successful business owners. They share their knowledge and skills at various workshops delivered through the TAFE sector, local governments and private providers.

In 2008, Maeve launched three new workshops. The first helps people establish and manage foreign currency accounts for importing and exporting. The second focuses on understanding how body language and verbal communication impact a business.

The third workshop, ‘You and Your Money’ is particularly close to Maeve’s heart.

“You and Your Money teaches people the principles of managing money and explores their attitudes and approach to money. I find so many don’t possess basic money skills; not because they don’t want to know, simply because nobody has ever explained these skills to them.”

Where to from here

Maeve has tailored the ‘You and Your Money’ workshop to adults as well as younger people and is keen to introduce it to primary schools.

“I’m passionate about teaching young people about money. Unfortunately, many adults don’t discuss money with children; but how will they learn to be successful with money if nobody tells them about it? That’s a mission I’ve set myself for the future.”