

# Janette Faherty CEO Avanta The Entrepreneur's Story

Listen to Janette's full speech - 24:09

Or click on any of the main topics in the map to listen to that section of the speech

Warm Up

- Staff Xmas Party
- Yellow Brick Road
- Heroine of my own life

Favourite Quote

People who don't take risks. Don't drink champagne

Background

- Northern Working Class
- No.4 on the Multiple Deprivation Index!
- University 1968
  - Not to work
  - Great Fun
- 1st Job **Brunel University** BU
  - Vocational Training
- Early Career Drifted
  - Voluntary
  - Charity

Lessons

- Finance & Cash flow
  - Money really matters
  - Get Financial Support
- In Steps
  - Constant
  - Change
- Delegation
- Succession Plan
- Don't apologise
  - Stick to your values**
- Support Network
  - You don't do it by yourself
  - You need to develop excellent people

Definition of Entrepreneurship

- Risk Taker
- Experimenter
- Closer
- & much more

I am

- Passionate
- Workaholic
- Not Cut Throat
- Looking for Win Win
- Honest and Open
- Helping People to Meet their Potential

Back to Work

- 1983
  - Community Based Projects
- 1989
  - Government wanted more vocational training
  - Powers that be not interested
  - I Bought It!
  - No Business Plan
- 1 Area 1 Product
  - Restricting
  - e.g. Selling knickers to Marks & Spencers only
- Julian & I Reviewed
  - Geography
  - Products
- Training and Enterprise Councils
  - 1 year contracts
  - Then no contract
  - The Blank Sheet
  - Contact next potential client
  - Very responsive
  - Moved workforce to East London 3 weeks later
  - For people who want to work
  - New Business Plan**

Avanta



- Government Agenda and Ours
  - Unemployment
  - Skills
  - Enterprise
- Clients
  - Employers
  - Charities
  - Public Bodies
  - Large Organisations
- 963 Employees
- Growth
  - 1983 £0
  - 2008 £42m
  - 2009 £55m
  - 2010 £75m