

The SOSE Spotlight podcast

Series 2, Episode 2 transcription

Presenter – Lesley Forsyth

Hello and welcome to the SOSE Spotlight podcast.

Wherever you are, in Dumfries and Galloway, the Scottish Borders or beyond, if you're a business, entrepreneur, community enterprise or aspiring to be one, this is for you. We are South of Scotland Enterprise and we're all about helping people in the South of Scotland to thrive, grow and fulfil your best potential.

This series is focused on Pathways, the Scottish Government funded pilot that has been delivered by South of Scotland Enterprise, which aims to help aspiring entrepreneurs across the region to find the confidence and strength to begin their business journey. In these six episodes, we will be speaking to SOSE staff, our dedicated Pathways coaches and the clients to find out all about Pathways and their experience.

We will be finding out: What is it? Why is it critical for aspiring entrepreneurs? Why now? What opportunities are there for you and how can South of Scotland Enterprise help?

I'm Lesley Forsyth and with me today is Holly Young, one of our dedicated Pathways coaches. Holly has experienced running her own gardening business after studying horticulture and now works with a coaching and training company called Interactifs. Holly has fond memories of being brought up in Stranraer and is now living in Castle Douglas. With an abundance of knowledge of living and starting a business in the South of Scotland, Holly was selected as the perfect coach for her area. Hello and welcome to the SOSE Spotlight Holly.

Guest – Holly, Pathways coach

Hi Lesley. Thanks for having me.

Lesley

Holly, tell us a little bit about yourself and how you got into coaching.

Holly

Hi. Well, as you said, I ran my own small business. I applied to a coaching and training business locally and was coached a lot myself and I found it a transformative experience and was really excited to share that with other people.

Lesley

Can you tell me why you wanted to be part of the Pathways pilot and why you think it's important to support under-represented groups to begin their business journey?

Holly

Yes, I am a woman living rurally and so I understand the barriers within our community. I knew that Pathways was the kind of support that I would have really appreciated at the time I set up my business and I saw that it was an excellent way to unlock the talent and experience in our community.

Lesley

Brilliant. Now, you talk about barriers. Can you give us an example of what some of those barriers are living rurally in the South of Scotland?

Holly

Yes, often the Pathways participants experience difficulties with childcare. Transportation can be an issue. Also accessing business centres can be harder.

Lesley

Can you tell us in more detail about the variety of support you have provided for your clients so far.

Holly

Our clients come to us at various stages in their start-ups. Everybody has their own, what we call blind spots, areas that they need to tackle to make their business successful. Through active listening and being a sounding board and accountability partner we work on everybody's challenges in a supportive way.

Lesley

So talking about variety of support, I would imagine that some people come to you and the support they would need would be the business support, but also can you tell us about some of the personal support that people might need? Are people lacking in confidence? Is it impostor syndrome that's getting in the way of their business dream? What other varieties of support are you giving the clients?

Holly

Absolutely yes. Imposter syndrome comes up a lot. Self-confidence comes up a lot. It's extremely common and having that person, that person there, to really listen to you and really take on the scope of everything that you're willing to share about your own life, can really help. Yeah, being listened to is a gift.

Lesley

Any common issues that people seeking to start their own business encounter?

Holly

Yeah, lots of people wonder about the paperwork side to a business. How to organise their books. So, what questions do we ask HMRC? Yeah, the scary bit. Exactly. That's a really common one that comes up for people. And often people have again, what we call blind spots, where they know they might have to look at legislation or rules and

regulations and they don't know where to start. But we write that down into easy, manageable steps.

Lesley

Excellent. And I would imagine after some coaching sessions with yourself, all that just seems a little bit clearer and not as cloudy or as scary as it might have been at the beginning of their journey

Holly

It certainly seems to. Yes, people often leave their first session really high and feeling more empowered. It's wonderful to see.

Lesley

You must have worked with quite a lot of clients by now Holly over the last few months. Can you tell us what has been the most rewarding part of your job as a Pathways coach?

Holly

Yes, undoubtedly seeing people's confidence grow, watching people work towards their dreams and getting there, is a wonderful thing to see.

Lesley

Well done, and I'm sure the help that you give them is really well received, so well done to you as well. Finally, Holly, we may have some listeners out there today that have been thinking about starting their own business, but just don't know where to start. Can you give them a couple of recommendations on how to get them going?

Holly

Yes. You need to speak to somebody about your idea. You won't know how to do it all by yourself. Reach out to SOSE, reach out to Business Gateway and understand that any barrier that you come against can be tackled. You just need to break it down into small steps.

Lesley

Thank you Holly for coming along today and sharing the successes and the experiences you have enjoyed as a Pathways coach. South of Scotland is proud to be supporting new entrepreneurs.

To find out more about Pathways and the success stories along the way, visit our website: southofscotlandenterprise.com/pathways or send us an email. Our email address is clienthub@sose.scot or give us a call on 0300 304 8888 that's 0300 304 8888.

We'd love your feedback and please subscribe so you don't miss our next episode. I'm Lesley Forsyth. Thanks for listening to the SOSE Spotlight. Do join us again next week for more inspiring Pathways stories from around the South of Scotland.