

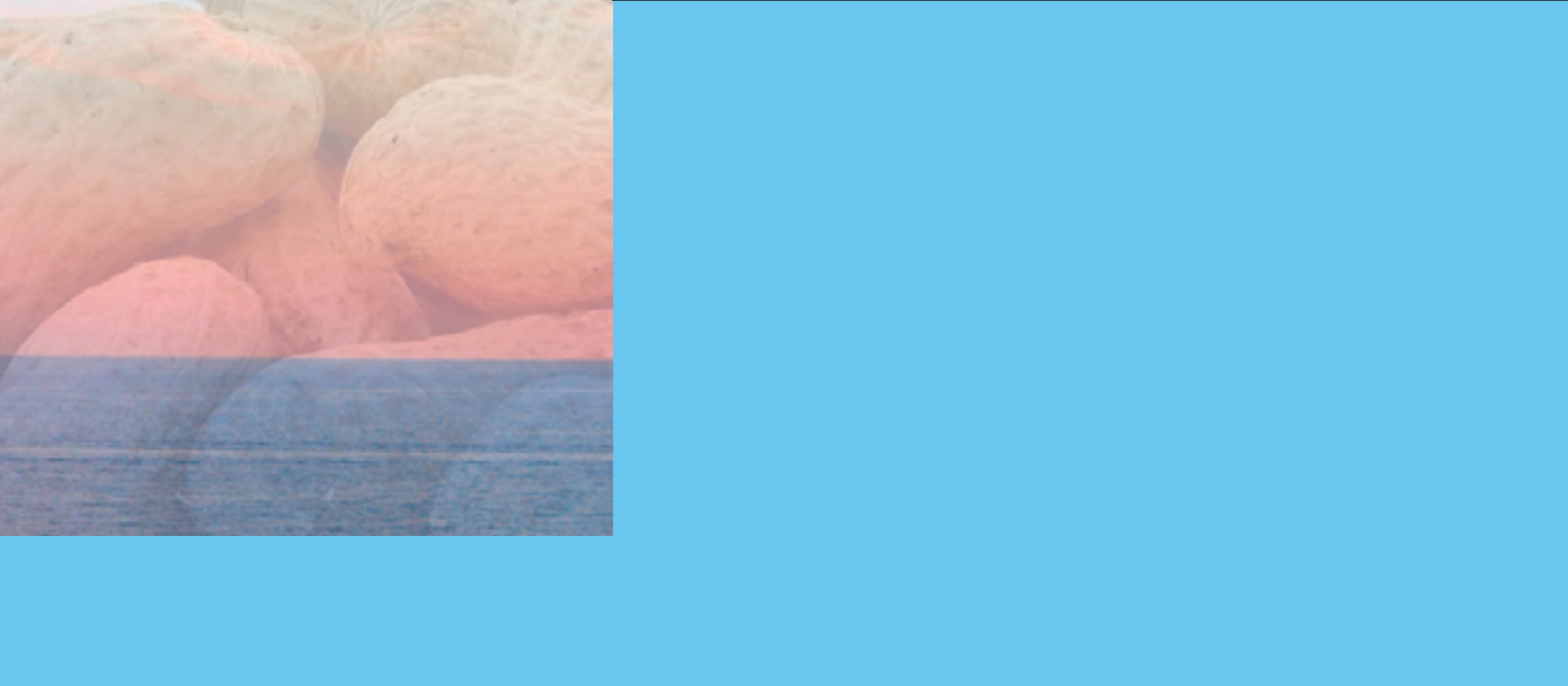


EntrepreneurNurse

PRACTICAL BUSINESS ADVICE AND GUIDANCE



MY STORY IS A NUTSHELL





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I qualified as a nurse in 1995.

I always say that I started my own business in 2010. Prior to this however, I had actually already dabbled. I had a very brief encounter as a Nurse Partner in General Practice. It was an opportunity that grew and I was very excited about the prospect. Sadly it changed quite quickly, from something exciting to something that was negative, confrontational and dysfunctional.

I quickly recognised this and left the partnership at the end of the probationary period.

I had begun to see clients privately for aesthetics treatments outside of my General Practice role and initially that business sat alongside my 'day job'.

I worked by renting rooms by the hour (all within a small geographical location) and saw clients on an 'ad hoc' basis. I gradually built up a client list over a period of years without much idea or plan of what direction I was heading in.

In the meantime I was becoming more disillusioned with my General Practice environment, the failing partnership and a feeling of 'what next?'. In part I recognised that I was becoming burnt out, having spent years in a deprived part of London working my way up to more and more responsibility.

Eventually my partner and I decided to take a leap of faith by leasing a premises. We set up our Skin and Holistic Health service, offering my treatments alongside renting space to other practitioners offering affiliated services.

The business was as close to having a baby as I have ever come! My life was taken over by the need to get this project off the ground. I had sleepless nights, worked 24/7 and gave it everything I had.

The clinic celebrated its fifth year last year and we look forward to the next five.

The Vision

In the time since setting this up, I have been approached by many Nurses interested in training and setting up in aesthetics.

It is my belief that Nurses gravitate towards aesthetics as they think it is the only opportunity for private

work and naturally feel comfort in replicating similar aesthetics business models to the ones that they see other Nurses already doing. Who wants to reinvent the wheel – right?

I believe that Nurses have a wide plethora of skills and experience to bring to the business world and have the capability to be leaders, not followers, trailblazers if you like.

Sadly we are at a time when the future of the NHS is looking less certain, services are being outsourced and it seems more than likely this model of healthcare will not continue as is.

It is my vision that we Nurses embrace our experience, knowledge and skills and work together to create businesses fit for a new decade.

There are some barriers of course, anything worth having in life has its difficulties. Some of these will be individual and specific to the scenario. As a profession however, I see that we have common hurdles to overcome.

Lack of confidence

Many Nurses (not all) suffer with a confidence crisis. In part this is perhaps attributable to the very characteristics that attract us to be nurses in the first place. We are, after all nurturers, carers, by those very principles we instinctively put others needs before our own. These traits can result in us being accustomed to taking a back seat, losing our voice, blending into the background.

Institutionalised Underdogs

Now you may find this somewhat controversial but I believe that nurses suffer from Underdog Syndrome. What is Underdog syndrome? Is that the same as Imposter syndrome?

No it is slightly different. The structure and function of the NHS does and has for years had a very special way of keeping nurses in their place. Nurses rarely discuss money, apart from the odd occasions when we lose our shit and go on strike. But in between – nothing. Underdog syndrome is so well orchestrated in fact that Nurses even engage in upholding it. Society at large upholds it. We are told over and over that we don't go into Nursing for the money, we are special people to do this job.



We are somehow proud of our martyr like approach to work and if we spot other Nurses breaking the line with this, we pull them back.

As Underdogs rather than imposters, we actually know deep down that we can do so much more, we know that we have enormous fortitude and adaptability, we know that we are consistently undermined.

We are not imposters, we are simply underdogs.

Overwhelm at where to start

A goal without a plan is just a wish, but you have to start somewhere right?

All you need to start the plan is a wish. Life is busy and work is tiring, so overwhelm at the prospect of a new project is inevitable.

This is where EntrepreNurse comes in.
To provide:

- Head space
- Map muddled minds and get that plan down in black and white in comprehensible chunks.
- Networking opportunities
- Education around different aspects of business
- Changes in the way society deals with us

Lack of Support / Guidance

By taking this Entrepreneurial journey together, we can share ideas and experience. Having an opportunity to bounce ideas around within our own exclusive community will be the support you are looking for.

Lack of finance

Business start ups do not necessarily require huge investment. They do require some financial investment depending on what your business is, but this may not be as much as you think. We live in an era where social media provides many resources and many options.

Creating the idea

Maybe you already have something in mind, maybe not. These are useful questions to ask yourself:

- Is there a problem?
- Is there a solution?
- Are people willing to pay?
- Do you have (or can you access) the expertise?

The Plan

Developing a plan is something you have done many times before, consider the Nursing Process:

Assessment Gather information, what do you see around the area you are interested in Diagnose – What is the problem / problems

Plan Using SMART break your idea down into smaller segments

Implement Write your actual business plan

Evaluation Stop look at your plan, show it to others find holes in it so that you can make it as watertight as possible.

IF ANY OF THIS RESONATES WITH YOU,
THEN LET'S START THIS NOW!

Elizabeth Rimmer

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EntrePrenurse

