



**NAME**  
CAROLE TATTERSFIELD

**COMPANY**  
HR CHALLENGE  
ASSOCIATES

**TITLE**  
FOUNDER AND  
MANAGING DIRECTOR

PROFILE **CAROLE TATTERSFIELD**



Like many over 50s, Carole Tattersfield, 53, from Yorkshire, had been comfortable and secure in her job for a number of years. As a HR Team Manager for over nine years Carole knew the role well and felt confident and knowledgeable in her ability to perform within the management team.

During a restructure of the department, Carole found her role began to dramatically change, so much so that she began to feel unfulfilled in her position. Carole's experiences in the office led her to make the difficult decision to take voluntary redundancy and consider setting up on her own. Carole said: "Redundancy whether voluntary or not, is a scary thing as you are giving up so much security, and it has a lot of negative connotations attached to it."

However, Carole was filled with drive and determination to become self-employed as a HR consultant. Carole discovered The Prince's Initiative, part of Senior Enterprise, which inspired her to take her idea further. Carole said: "I had always thought about becoming self-employed, but it wasn't until I came across The Prince's Initiative for Mature Enterprise and the "Preparing to Run Your Own Business" course that I actually took those steps forward."

Realising that she had the experience to be a HR consultant but lacked the business skills to make it a profitable business, Carole

signed up to the "Preparing to Run Your Own Business" course and found it very beneficial - "The first day of the course helped me realise that becoming self-employed was exactly the right thing to be doing. It was inspiring to be around a group of people who all had different business ideas and who had gone through a similar thought process to me."

Now with new found business confidence, Carole is doing remarkably well. Since completing the course she has set up her own HR consultancy business, 'HR Challenge Associates' and has already managed to secure a 3 month contract.

Carole said: "Before doing the course, I would never have dreamt that I could write a business plan, but now that I have, I'm so proud of myself. The whole experience with The Prince's Initiative helped me to be more positive about leaving my job. Going on the course helped me look to the future, rather than the past and made me realise that being brave and making a change was the right decision."

To any other over 50s considering self-employment, Carole comments: "I would thoroughly recommend attending a Start your own Business course. It helped me take a step back and focus on my plan, identify my areas of expertise and key customers."

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