



NAME

FAY HOARE

COMPANY

TORQUE COUNSELLING

TITLE

**CO-FOUNDER AND
MANAGING DIRECTOR**

PROFILE FAY HOARE

If you would like to learn more about Senior Enterprise visit the website www.seniorenterprise.ie

When Fay Hoare, 65 and from Sutton Coldfield, was given the chance to take voluntary redundancy from her role as a Talent and Leadership Manager, she didn't see it as a setback – she knew it was the opportunity she'd been waiting for.

After 13 years raising her children, Fay returned to work aged 40 and worked her way up to a Senior Consultancy position within the Learning, Development and Training environment, finally becoming a Talent and Leadership Manager for a large global organisation. She enjoyed the role, which included the identification and development management of top business talent and involvement in the coaching and training of those seen to be future leaders, but in the back of her mind Fay longed to begin her 'third career' – to become a counsellor.

Fay had worked in the organisation for over two decades, and not much had changed in the last few years. The lack of variety, along with the unsociable working hours and travelling, made Fay decide to act on her self-employment dream. Fay saw there was a gap in the market for counselling services when a family member had to travel far out of the local area to find a suitable Counsellor and was inspired to begin training while still working full-time.

When the option of voluntary redundancy came up she took it and, with the counselling training on-going, began to look for some support to set up her own business 'Torque Counselling'.

Fay found The Prince's Initiative for Mature Enterprise, part of the Senior Enterprise project, and attended the Preparing to Run Your Own Business course which helped her to focus on what she wanted to get out of her own venture. Fay said: "I was impressed with the tuition on the course, which covered business planning in great detail. I was taken step-by-step through the start-up processes involved, making me realise how much there was to take into account. Meeting a variety of like-minded people with wide-ranging ideas for businesses was inspiring, and I especially enjoyed the group work."

Fay felt that the course covered everything she needed to know and more, with sections

on marketing, research and finance. It made her confident that she could realise her dream to be a counsellor.

With an Advanced Diploma in Psychotherapeutic Counselling and previous integrative counselling qualifications, Fay was well equipped to progress in her third career. She realised she could incorporate skills from her previous job into the business by offering business and training consultancy as well as counselling.

Drawing on 20 years' experience of dealing with people from all levels of business to provide training, life coaching and career advice, Fay is now able to use her new skills to offer general counselling through an integrated counselling model. In the future Fay hopes to diversify into specialised counselling for those with autism and their families, particularly Asperger's Syndrome.

The Prince's Initiative's mentoring programme has been an additional bonus for Fay; the advice from her mentor, who has years of experience in the recruitment sector, has given her insight and necessary challenge. She has made an action plan with the input of her mentor to structure her goals for the business, which she plans to revisit with him in their next meeting.

Fay is currently working on a logo and website for her business, which will give a breakdown of the services she offers. She plans to produce leaflets and business cards to promote the business, but her main advertising stream will be through personal networking and the contacts she has built throughout her years in the Learning, Development and Training sector.

Fay is happy being her own boss and taking responsibility for all decisions in her counselling and consultancy business, as the reliance on corporate structure in her previous job was one of the reasons she stopped enjoying it. She feels that now she has become 'her own executive board' she has the work-life balance she always wanted, and is hoping that one day she will accomplish her goal of becoming recognised as a leading counselling provider in her local area. Relishing the challenges of self-employment, Fay said: "I could have retired but I'm just not the sort of person who ever will."

STARTING & PARTNERING

INVESTING & ACQUIRING

ADVISING & INNOVATING

