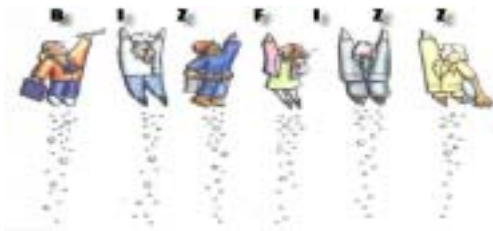




“When we found out we were having Patrick - number four - it was time to re-evaluate and take stock from a personal point of view.”

Wendy Leighton
BizFizz client, Tuxford



With a full-time job and a fourth child due, Wendy Leighton decided she wanted to focus more on family needs. Her solution was to set up a Learn Direct online learning service, which allows her to work flexible hours from home.

“When I first got in touch with Fred [the BizFizz Coach] I knew how to do a business plan and had submitted for the contract, it was just putting it in motion. I wouldn't say I was driven to have my own business. We were looking at how to manage things more flexibly.

In the last six months my stress levels have increased in one way and decreased in others. We're very busy and successful which is great so I have the stresses of trying to juggle everything, which I don't enjoy. But the fact that I can do a lot of things I wanted to do and do them well now, that is something I couldn't do when I was employed by someone else. So for me it's about quality as much as anything else.”

Wendy recently became a member of the BizFizz panel.

“It's been interesting from the panel looking at how many women start ups there have been. I don't know if that's purely because there are lots of women wanting to do business. I think also the fact they've used the project has been more about Fred and the way he supports people. Rather than 'I'm a businessman, I know what I'm doing', it's been much more of a supportive approach which I think has actually helped women in business very much.”