

Carole McGuinness

Child's Play ABA



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Carole McGuinness is a behaviour analyst with over 15 years' experience in Applied Behaviour Analysis (ABA) and Special Education. She became an entrepreneur to showcase ABA as a cost-effective, international best-practice model that empowers parents and teachers to plan an effective education for their child, irrespective of diagnosis, disability, or delay.

Carole, from Mullingar in Co Westmeath, first worked as a behaviour analyst with national providers like the HSE and Department of Education, but was frustrated by their lack of funding, long waiting lists and 'eclectic' approach.

After working privately with some of the world's best clinicians, she set up Child's Play ABA in 2019 to provide a service that would truly support children with difficulties in speech, language, feeding, play or social skills.

Carole believes that children who receive an education based on ABA can fully meet their potential and enjoy their best quality of life, whether that is in a mainstream, inclusive or special education setting.

Although working on her own and with two small children, Carole has made exceptional progress. As well as offering one-to-one therapy and training, she plans to open an Early Intervention Autism Preschool in October with a team of four teachers. She has also created a low-cost online membership area, giving families anywhere in the world an easy, play-based ABA programme they can follow with their child. Carole is developing a puzzle, especially for children and adults with limited motor or visual-spatial skills.

Overall, Carole found the ACORNS programme helped her to see therapy as a business first and foremost, which in turn will enable her to help more families.

She says Irish behaviour analysts are offering extremely high-quality ABA, and she looks forward to showcasing that as a speaker when the ABA International Conference comes to Dublin in 2022.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine