

## Eileen Conlon

*Apricity*



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Eileen Conlon had been providing health screenings to private companies when staff’s common complaints of low confidence, low motivation and high levels of anxiety revealed to her the extent of the malaise affecting the modern worker.

An experienced nurse and midwife, Eileen had been operating Apricity, her healthcare solutions company, for three years when the level of disenchantment among corporate staff shocked her into switching her focus to life-coaching.

“I started life-coaching in October 2022 after studying self-development with the Proctor Gallagher Institute. Now I work from home, in remote one-on-one and group sessions, predominantly with women who want a change of direction in their lives. In a lot of cases, my clients have taken a career break to care for children or an elderly relative and need support getting back into the workforce,” says the native of Mullingar, Co. Westmeath.

Eileen credits ACORNS with providing a ready-made network of her peers to serve as a sounding board for solutions to her business challenges. The support of her fellow female entrepreneurs, she says, stands in stark contrast to the isolation she felt in the period between the formation of the business and her beginning ACORNS in 2022.

“ACORNS was a God send. From 2018, it was very stressful trying to navigate the various business challenges myself. Now I’m connected with a group of female entrepreneurs and together we inspire and motivate each other. That’s massive for me,” says Eileen, who is focused now on expanding her client base and growing the business.

“There’s huge demand for life-coaching services now. I provide my services 30 hours a week so that has freed me up work on the business while still having time for my sons and daughter.”

***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**