

Caroline Fry

Caroline Fry Coaching



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Caroline Fry set up Caroline Fry Coaching after seeing how senior executives were failing to filter down the lessons of management training courses to their middle managers and team leads.

Indeed, her experience as the CEO of a successful online training company for accountants, OmniPro CPD Store, meant that she had witnessed this disconnect between senior leaders and their direct reports first-hand. She was sure that it was something she could remedy.

“I had seen people return from courses and bombard staff with information. It wasn’t until I did the training that I realised that it was important to target the next line of management down because team leads are so important in terms of disseminating messages and implementing new processes. When we did that at OmniPro, the transformation in the team was unbelievable,” Caroline says.

Caroline runs her coaching company from her home in Ferns, Co. Wexford. Clients sign up for six to 12-month programmes in which they meet with Caroline for a one hour-long personal coaching session every two weeks, covering topics such as leadership management, time management, how to conduct performance reviews, and how to have a difficult conversation with a staff member.

“It’s about showing them how to navigate the practical and uncomfortable side of management,” she says.

Caroline hails the “phenomenal” influence her participation in ACORNS has had on her business, adding that the peer-to-peer support from her fellow entrepreneurs provided a much-needed boost during more challenging moments.

She continues: “Every entrepreneur has a day when they’re wondering why they are doing it. When that day came for me, I got the support of the others in the group. Family and partners don’t really understand what you’re going through as a business owner, but having someone there to encourage you or provide information about supports was fantastic.”

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



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