

## Joanne Kennedy

*JL Designs*



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After completing a degree in Visual Communications at Waterford Institute of Technology, it didn't take Joanne Kennedy long to decide that she wanted to start her own business.

Joanne spent a year working as a graphic designer in a print studio before striking out on her own in February 2019 with JL Designs, a graphic design studio based in the heart of her home town of Clonmel, Co Tipperary.

JL Designs works on the belief that every great design begins with an even better story, so they like to learn their clients' stories before creating their graphic design needs. In following this philosophy, JL Designs has written a great story of its own: within a year of founding the company at home, Joanne has moved into premises in the centre of Clonmel and now has a team of three designers and two web developers.

And there have been other milestones. JL Designs received All Star business accreditation in September 2020 and Joanne and one of her employees are in contention for the Network Ireland Businesswomen of the Year Awards too.

Joanne credits ACORNS with helping her to accelerate the business and focus on where the money was coming in and where there was potential to grow. She also says her group gave each other huge emotional support and formed strong connections. Joanne found that the monthly catch-ups gave time to reflect on the strengths and weaknesses of business operations over the previous month, and she intends to build this time to reflect into her ongoing activities.

With a lot already achieved, Joanne plans to continue to grow her business based on the foundations of having strong personal relationships with clients.

***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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