

Sara Carroll

Waggle Learning



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Sara Carroll, who is originally from the UK, set up Waggle Learning at her home in Valleymount, Co Wicklow, in July 2023.

Before starting the business, Sara worked as a manager in Google, but found that as a manager she was moving further away from the work she most enjoyed: teaching, facilitating and being in the room with learners.

At the same time, she could see an increasing urgency for businesses to understand climate change and the requirements around becoming more sustainable. Waggle Learning brings those interests together by helping teams develop skills for the future through engaging and lasting learning experiences across innovation and sustainability.

Sara began by using her existing network, speaking to people she had worked with previously and connections of connections. More recently, she has focused on broadening that network through conferences and other opportunities to meet people outside her existing circle.

Although Waggle Learning was dormant for a period while Sara took a 15-month full-time contract with the Innovation Academy in UCD, that experience brought valuable learning back into the business.

Sara says a key business milestone was winning a contract with a high-end luxury goods company. The client came through a workshop she had offered as a lead magnet and has returned several times for further work.

Through participating in ACORNS, Sara has refined her offer and gained a clearer understanding of her ideal client. She is now focused on creating more tailored programmes and is beginning to bring in associates on a contract basis to support workshop delivery.

She says ACORNS helped shine a light on her blind spots, particularly around finance, and that the targeted workshops, peer support, collaboration and wider networks of the other participants were hugely beneficial.

Sara's plans include relocating to Naas to be closer to clients and networks, building a team of associates and tendering for larger contracts.

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
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