

# Meet the entrepreneur

## Amanda Wallace, CDH Consulting Ltd

Welcome to our series, 'Meet the entrepreneur', where we sit down with founders, CEOs and the like and get to know the person behind the business.

Welcome Amanda Wallace, director and founder of CDH Consulting Ltd, as we take a look into this entrepreneur and her business.

### Q: Can you tell us a bit about the business?

**Amanda:** CDH Consulting blends business strategy with cultural insights to help you reach your full potential. We focus on aligning financial and cultural goals to drive success, whether you're scaling, adopting new tech, or restructuring. Our services include corporate culture assessments, organisational design, team development, and executive coaching, all tailored to fit your unique needs.

### Q: What is your Monday morning routine to get you in the mood for a successful week?

**Amanda:** I never enjoy getting up but within 15 minutes and a cup of coffee I am ready to go. I start by getting my son ready for school and walking him to the bus stop. On a good day, I then take a quick walk around the village where I live, followed by 15 minutes of meditation and then I am ready for work.

### Q: What is your favourite podcast to listen to/book to read for business advice?

**Amanda:** Diary of CEO and The School of Greatness.

### Q: How do you navigate the digital world as an entrepreneur?

**Amanda:** I'm not sure how I am navigating it, but I am certainly reaping the benefits in my business. I can work around the world from my home office in Dublin, which is something I would not have thought was possible 10 years ago. Also, AI has been a game changer in terms of an effective tool to help me explore my thoughts and get them down on paper.

### Q: What is your best IT infrastructure advice to other entrepreneurs when getting their business started?

**Amanda:** This is very dependent on your business type and size, strategic planning, scaling etc. Before you do anything, I would say look at your strategic plan and employ as much technology as your budget will allow, as putting the right foundations up front will save you in the future. For a small business, I would say a combination of Microsoft Office, including Teams and some AI tools specific to your business needs are essential.

**Q: What are your biggest pain points as an SME?**

**Amanda:** The biggest challenge for me is marketing myself and my business. I overcome those challenges by reaching out and employing others who have the necessary skills that I don't have.

**Q: What helps you wind down at the end of the day?**

**Amanda:** I spend 30 minutes watching a TV programme, which is usually something very brain-numbing like reality TV.

**Q: What did you want to be when you were growing up? Did you always see yourself being a business owner?**

**Amanda:** When I was a kid I thought I would be an actress and I didn't discover that I really enjoyed the hustle and bustle of business until my twenties. I grew up in a family that was self-employed, so I was always involved in some capacity but I didn't generate a passion for business until later in my life. My ambition now is to remain curious and continue a passion for learning.

**Q: What do you see for the future of your business?**

**Amanda:** To continue to do what we are doing, grow the client base and improve our marketing strategy.

**Q: What do you do to stay ProActive (please excuse the pun) when times are hard as a business owner?**

**Amanda:** This has been extremely challenging over the past 10 years. I would say managing myself, tackling my limiting beliefs, digging deep into understanding what makes me 'tick' and never giving up. It is a daily practice. The last 10 years have not been a linear process, and allowing myself to accept that has taken the pressure off, which in turn allows more creativity and enjoyment.

**Q: What song would you play on a Monday morning to get you through the Monday blues?**

**Amanda:** Girl on fire by Alicia Keys.