

**Ann Halloran
Turning The Downturn
To Your Advantage**

For many, 2010 has been difficult economically with a slowdown in business. When Maree-based management and human resource consultant Ann Halloran noticed a shift in business trends, she decided to take action. Self-employed for the past 21 years, Ann noticed that demands for her training in leadership and management shifted from a long term focus to short term. When business became quieter, she took action. "I saw that people wanted a short term input of training; they wanted half days rather than full days so I saw an opportunity to develop a website offering free webinars to companies." How to manage change in uncertain times, increasing motivation and time management are just some of the topics she deals with on her self-developed website. "I used my time to build the website, combining what I've learnt over the past thirty years with lots of tips." The website at www.practical-management-skills.com has grown by 260% in the past year, with companies eager to avail of the free service. Revenue from the site is generated from Google advertisements and workbooks, which Ann sells to complement her free webinars that broadcast across the web to places such as Australia, Canada and the UK. "The site is international, there's a global market there so when things aren't so hot in Ireland, I have attracted consultancy work from abroad."

Ann has a strong work ethic but nonetheless, has reasonable expectations about the site. "This is a four year strategy. I'm finding it an exciting year, this is my year for investment, once the site is built, it will always be there." Ann believes others should tap into hobbies or skills to develop their own sites; "When it's quiet it's time to invest. Being occupied keeps you going; you don't get sucked up by the doom and gloom."

