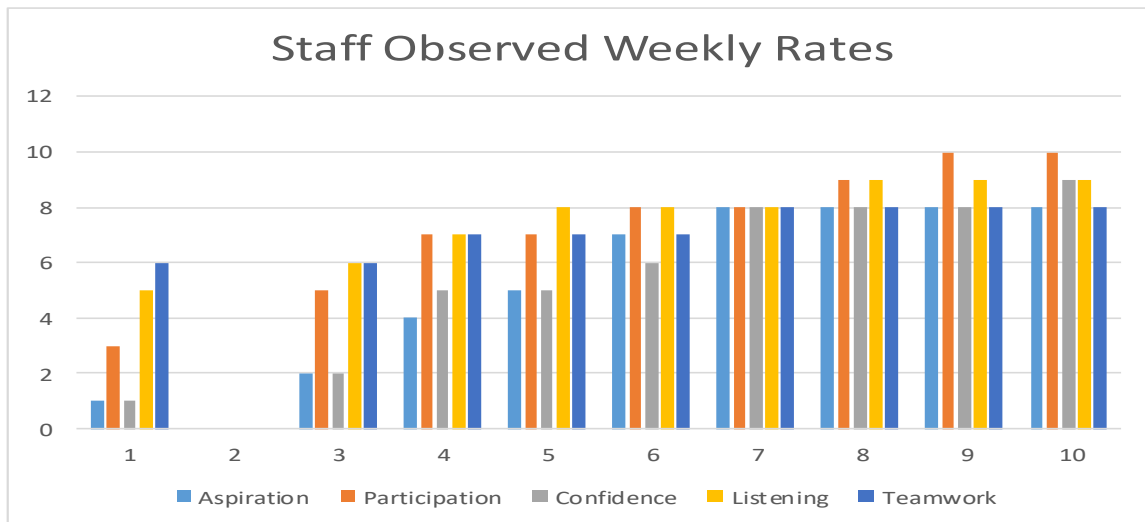
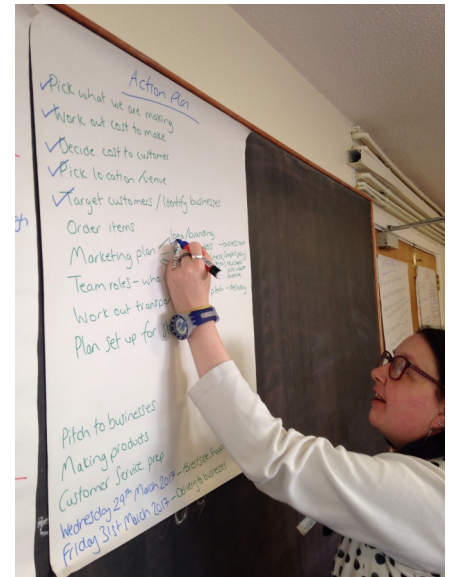


CASE STUDY—CHRISTINE

Hello, my name is Christina. I am 36 years old and I was really nervous about doing the OPTIO project. I actually said I wasn't going to do the course and wouldn't go to the second week. I had zero confidence in myself because I didn't think I was good at anything. I also didn't think I could learn about enterprise. My support staff chatted to me and said I should go for a couple more weeks. I didn't miss another week! I loved the course, and I did really well, my confidence grew really quickly in the group. I talked about myself and things that I like, and was encouraged to look at all the things I am good at.

I loved planning our business in Stage 2! We called our enterprise Loughshore Crafty Creations (LCC) because we are down by the water. Before OPTIO, I would wait for other people to speak but I had lots of ideas for all of our business and talked non-stop! I worked online to find different items we needed and picked a beautiful design of business card.



Being on OPTIO meant that we went out into the community and talked to businesses about buying the products we make. I also did a pitch to a business which was a bit scary, I would never have done something like that before, and would always say no to something new but I was really friendly and really liked it! We also had a launch day for LCC at Forestside.

After OPTIO I now feel I can do more with the right support and I have completed an OCN Level 1 Award in Vocational Skills. I am keen to make Loughshore Crafty Creations a really good business and we have already used some of the profit we made to take a stall at the Balmoral Show which is a really big event in Northern Ireland. My hopes for the future – to work in a shop and I believe I can with the right support.