

Evening Echo

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Wow!

EVENING ECHO, Wednesday, November 21, 2007

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My career: Ita Murphy — Business Adviser & Training Coordinator

Ita is good for business

Describe your job in five words: Diverse, challenging, multi-skilled, rewarding, unusual.

Describe yourself in five words: Open-minded, sociable, energetic, adaptable, organised.

Personality needed for this kind of work? Good listening and communication skills are essential as there is a lot of personal contact with people setting up or developing small businesses.

How long are you doing this job? Three months.

How did you get this job? I saw the job advertised in a newspaper and thought it was very appropriate to my skill-set, having worked in small business, project management, sales and marketing, and laterally as Communications Manager for a large research institute within NUI Galway which carried out industry based projects.

Do you need particular qualifications/experience? I think my experience working in a small company is very beneficial. Good communications training and a strong education are also essential.

Describe an average day/night/shift at work. My day is mainly taken up with running and co-ordinating training courses on site two to four days a week. The courses are relevant to small business and subsidised for businesses based in Cork city.

I may have a meeting or an event to go to, which takes me out of the office so there is a lot of variety in what I do. I would also have meetings with the professional trainers

Name: Ita Murphy
Title: Business Adviser & Training Coordinator
Organisation: Cork City Enterprise Board, Union Quay, Cork.
Age: 33
Lives: Cork City
Job title: Training Coordinator/Business Adviser, Cork City Enterprise Board.
Salary bracket: €30,000 — €45,000
Education background: Primary & Secondary education in West Cork. Leaving Cert at Mt. St. Michael's, Secondary, Rossaberry, Science Degree from UCC and a Communication Masters, Dublin City University.

who deliver our courses and one-to-one mentoring. At the end each day I tend to write a list of outstanding issues and tasks.
How many hours do you work a week? Our basic week is 35 hours but we sometimes have our courses after hours to accommodate our clients.

What do you wear to work? Smart casual — occasionally suits — depending on what is going on.

Is your industry male or female dominated? I think it is fairly balanced within the Enterprise Boards.

Does this affect you in any particular way? No.
Is your job stressful? How? Not overly stressful as we are providing a very positive service and businesses are very

appreciative and surprised that there are so many supports available to them on their doorstep. Things can get busy when we have a lot of training programmes running and the stress levels might rise then. Do you work with others or on your own? There are four of us working together in Cork City Enterprise Board, and it is a very busy place. Small business owners in the city are constantly contacting us, but we have a lot of contact with other boards and organisations which might be useful to start-ups or growing small enterprises. Everyone is involved in providing business information and advice and our job is to drive innovation and entrepreneurship in the city — look up our website: www.corkceb.ie
When do you plan to retire or give up working? It's a bit far away yet! I like to think I will do something totally different sometime in the future.

Best bits: The benefits people get from coming on a training course, or if they receive an employment grant or a mentor to help them get up and running it can make a real difference in their business and motivate them to grow further.

Worst bits: Witnessing the pressures people can experience during the tough times that are inevitable when running a business. But we're there to help.
Advice to those who want your job? I don't plan on leaving soon... however, I would advise people to take every opportunity for training and development and don't be afraid to try working in a totally new area.



ITA MURPHY: Business adviser & training co-ordinator, Cork City Enterprise Board.

● ON Saturday afternoon I sat in Tallow church County Waterford, to pay my last respects to my grand-uncle Ned Power.

The guard of honour created by the GAA clubs and County Waterford representatives paid a great tribute to the revered Waterford hurler of the 1958/59 inter-county senior team. He was an All-Ireland champion in 1959, the last time Waterford took the title.

There is a very famous photo of Ned, leaping in the air and catching a ball, denying the incredible Christy Ring from scoring a goal. Playing in goals, Ned showed true passion and hurling was his favourite subject in the whole world. I liked to hear him talk about hurling. I often felt out of my depth when he spoke about it, because his knowledge was so vast and the technicalities of the game just rolled off his tongue like his words did when he spoke in Irish.

I didn't know Ned as a player or a coach, but at his funeral it was obvious that he touched many lives on both counts.

As a school principal, he instilled the skill of hurling and education in many children through the years. He coached teams year after year after retiring as a player and is now said to be one of the pioneers of the high skill level we see on the pitches of Ireland to-day.

The Tallow GAA grounds are now named after Ned, Páirc Eamonn de Paor, a fitting honour for a man that put so much into his local community for over 40 years. On the GAA unplugged website, An Fear Rua, the tributes to Ned are still pouring in. One post simply said that one coaching session from Ned would make you feel 10 feet tall. Many of those posting comment on his level of praise as 'vital'.

I went to Inchydoney beach with Ned and his family in 2005. At that time he was in the early stage of an illness that ultimately led to his death. He was weak, but his spirit was so bright. He was happy to accept his lot, and laughed heartily and enjoyed the good times with his family around him. He wanted to walk in the sea, and we were all nervous that he might fall or hurt himself, but he did it anyway.

For me, he was the epitome of someone that



As I see it
by Julie O'Leary

“For me, he was the epitome of someone that could make every minute count”

could make every minute count. I can still see him in the sea that day, beaming from ear to ear. Back in the cosy bar that evening, he slipped a brandy with us and remarked on what a great life he had.

When he said that so bluntly, I was sad, but now I realise he was just letting us all know that he was adding that very moment to his bank of cherished memories and I was lucky to be part of it.

Everybody touches our lives in different ways.

I visited Ned later on in his illness and he needed a lot of help to move from the chair. He took help graciously and knowing that his body would continue to fail him, he expressed how glad he was for being able to do so much for so many years.

A real hero is a humble one and Ned was certainly that. His determination to fight his illness made me feel as though I witnessed him playing on the field.

In his own testimony Ned would always impart the wisdom that if you had character on the field you would show the same off the field. Ned played the match of life valiantly.

Ar dheis Dé go raib a hAnam.

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