

Mixing colour with business opportunities



By [Evan-Lee Courie](#)

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Lien Potgieter, a colour intuitive, inspirational coach, and founder of Lien Potgieter Creative Consultancy, believes that colour allows people to explore new personal options and business opportunities.

We chat to Lien Potgieter to find out more about her journey as an entrepreneur...



Lien Potgieter

■ Can you tell us a bit about Lien Potgieter Creative Consultancy?

Lien Potgieter Creative Consultancy specialises in teaching corporate employees how to improve their creative intelligence and thrive in the Fourth Industrial Revolution.

■ When, how and why did you get started?

Lien Potgieter Creative Consultancy was founded in 2019. After more than 24 years in the corporate communications and content creation space, while practising for the best part of 10 years as a part-time colour therapist, I decided to combine my love of words with my love of personal development and shape it into a disruptive corporate creativity consultancy.

The reason for focussing on and specialising in creativity is that it is one of the top ten skills in the new world of work and an essential skill for leaders. Most people, however, don't see themselves as creative or they equate creativity to the ability to draw or paint or sculpt. However, creativity is much more and diverse than that.

▣ ***What is the core function of Lien Potgieter Creative Consultancy?***

Our core function is essential skills training – the non-conventional, disruptive way. We use modern science and ancient wisdom to transform how people act, see, feel, think and believe. When you adopt a creative mindset you see and experience your job, your career, your business and your life through different eyes.

▣ ***What are some of the obstacles you've had to overcome since starting out?***

Many people still regard creativity to being artistic or creative careers like graphic design or photography. So, the main obstacle has been to communicate effectively that we don't teach employees or leaders to draw or paint, but we help them tap into their kind of creativity and express it.



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▣ ***What advice would you give to other aspiring entrepreneurs?***

Test your product or service before you spend a lot of money developing systems, employing people or even designing a website. Ask people if they would pay for what you have to offer. Host focus groups to get feedback. Also, be flexible and adaptable. You can also keep your main idea, but then adjust it to what people need or are willing to pay for.

▣ ***What has been your proudest achievement thus far?***

I booked my first workshop for 14 corporate employees within a few weeks of launching the business.

▣ ***What does the future of entrepreneurship look like to you?***

Entrepreneurs are the new celebrities and should be treated as such! Also, the education system must incorporate entrepreneurship into its curriculum, whether you become an entrepreneur or intrapreneur. But, entrepreneurs should first be equipped with core life skills like communication skills, creativity skills, emotional intelligence and critical thinking skills.



■ ***What do you think is the importance of startup accelerator/incubator programmes?***

These programmes help you to lay a solid foundation for your business. They also offer much-needed support as the entrepreneurial journey is a roller-coaster ride! I think they should also teach life skills and do a lot of mindset work, as that is ultimately what will make the difference between success and failure.

■ ***What would you like to see changed in the South African startup landscape?***

Mentors and coaches should give much more attention to individuals and their ideas, and really help them to cement and expand on them. They should also help them take it to market. Often ideas are just that; they never become a reality. I am all for one-on-one mentoring and coaching, as well as taking a holistic view. It is also important to manage expectations!

■ ***What do you believe are the traits an entrepreneur needs in order to succeed?***

Emotional resilience, agility and flexibility. You must also be a life-long learner. And of course, creativity in the broader sense of the word.

■ ***Tell us about your biggest struggles as an entrepreneur, as well as some major highlights.***

The biggest struggle is to keep going when things are not going your way! You must also know when to give up and try something new. We often become so emotionally attached to our idea that we don't see the wood for the trees.

One of my major highlights is that I have been going for more than 14 years! In 2019, *Entrepreneur Magazine* listed me as one of the Top 50 Business Women to Watch. That was super cool!

■ ***Why would you encourage someone to become an entrepreneur?***

If you love time, money, location or creative freedom then entrepreneurship is the best route to take. But, I always say, there is no harm in working for someone for a few years. The skills, experience and knowledge you gain will be invaluable when you finally take a leap of faith and just do it!

🏢 ***Where would you like to see Lien Potgieter Creative Consultancy in the next 5 years?***

Our big hairy goal is to support 10,000 companies globally to make space for creativity and impact the 17 Sustainable Development Goals on a profound level.

ABOUT EVAN-LEE COURIE

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