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CAROLYN CRESWELL

As an 18-year-old first-year university student in 1992, Carolyn Creswell bought a small muesli business, where she worked part-time, for \$1000 and launched Carman's Fine Foods. Her products are now sold in 2500 outlets around Australia and in 32 countries. She sits on the board of the Stephanie Alexander Kitchen Garden Foundation. In 2012 Carolyn was named Telstra Business Woman of the Year. In 2015, *BRW* magazine's Rich Women list estimated her wealth at \$57 million.

WHEN DID YOU FIRST REALISE YOU WERE SUCCESSFUL?

I was at the airport in 2004 and went over to put something in the rubbish bin and saw three separate Carman's wrappers in the bin and it was one of those moments of, 'Oh my god'. I remember getting my phone out and photographing the bin. These are real people in the real world who have bought Carman's. It was this overwhelming moment.

SECRETS OF SUCCESS?

It's working out the small tweaks you need to make to ensure you are better tomorrow than you were yesterday. It's constant evolution – how could I change that, can I systemise that – all the time. I have a sign on my desk: "Inch towards a better tomorrow." It's the little ones that make such a difference.

HAS SUCCESS CHANGED YOU?

I still think I'm absolutely the same person. I can't believe I've gone from the checkout at Coles to having a business

SECRETS OF MY



(SUPPLIED)

“THE WEALTHIEST PEOPLE I’VE MET HAVE BEEN SOME OF THE MOST UNHAPPY”

that has just won Woolworths' Supplier of the Year. People say, 'You're exactly the same as you always were'. Money does not make you happy. To me it's always about being so proud of Carman's. Money doesn't buy anything [important] like having a strong marriage, having a great family and good friends. The wealthiest people I've met have been some of the most unhappy, or perhaps have their priorities a little bit skew-whiff.

HOW DO YOU MEASURE SUCCESS IN OTHER PEOPLE?

As [American poet and civil rights activist] Maya Angelou said: "Success is liking yourself, liking what you do and liking how you do it". It's not about the title on the business card, it's about having your priorities right – I'm a good person, I'm doing something that's making a difference.

TIPS FOR SUCCESS?

Do what you love doing. It's about doing something because you're going to make a difference. Having a sense of purpose. Every January I think, 'OK, what are the things I want to do with my life?' It could be tiny things. And then I laminate them and put them in my shower and remind myself every day. That way you can evolve your life. ●