

Q&A



Alex Haddon

Entrepreneur Alex Haddon set up brand communications consultancy ic design in 1998 to help companies build commercially strong brands and add value to their business through design.

What inspired you to start your company?

I come from a line of entrepreneurs. My father and grandfather both started and ran their own businesses. It felt like the normal thing to do, and it also felt very exciting to create something yourself rather than be employed. I was student rep at University all three years of my degree, so I guess I like to be in charge!

the freedom to change direction if I feel we need to be doing something differently.

What is the most important thing to think about when running a company?

For me, it's financial stability. I have always preferred to run the business without external investment and I keep a close eye on expenditure vs. income. It's then easier and much more fun to think about creative things than worrying about day-to-day cashflow.

What makes a successful entrepreneur?

A person with self confidence, drive, and a healthy dose of common sense. Being able to get on with people and having charisma will also help you get people to take notice and remember you.

Have you got any big plans for the future?

Only building the best and happiest brand communications consultancy in London! Being Swedish I am very keen to retain my links to Sweden in the future, perhaps with an office in Stockholm.

Any useful tips for others thinking of starting a business in the UK?

The markets in most sectors are big, so there is always room for someone with the right proposition. Set the business up properly from the start and make sure you have the right support network; professionally and at home. Go for it and don't ever look back: 'Shy boys never kiss beautiful girls!'

www.icdesign.co.uk

What gives you the most inspiration about being an entrepreneur?

Taking risks and seeing them pay off, and watching the people in my team develop and grow. Being able to do things really well also keeps me inspired: we still have clients from when we started 12 years ago.

“Being able to do things really well also keeps me inspired: we still have clients from when we started 12 years ago.”

What has been the most challenging thing about being an entrepreneur?

It has felt a bit lonely sometimes not having a business partner; especially a few years back. I now have an excellent support team made up of a mentor; a non-executive director; and my amazingly supportive husband.

What has driven you?

Passion for what we do. My team in the studio inspire me to achieve very high design standards. I'm also driven by clients: watching their businesses grow, seeing the difference a strong brand makes to a business, and having had a part in making that happen. I also love having

