

# 60 SECONDS WITH AN ENTREPRENEUR...

## LISA THOMSON

**Role:** CEO / Founder

**Company Name:** Purpose (HR & Coaching) Ltd

**Sector:** Professional Services / HR

**Founded:** 2016

**Base:** Edinburgh (and now Glasgow & Aberdeen)

**Purpose:** We are passionate about working with our clients to develop inclusive, diverse and purpose-driven workplaces and cultures to enable their teams & businesses to thrive & grow



**Tell us a bit about your business?** We provide outsourced HR/People support and advice to early stage and high growth businesses, essentially, the full functions of an in-house HR/People team flexibly & cost effectively as our clients scale.

**How did you come up with your business idea?** I'd set up and run HR functions in some exciting tech companies in my early career and realised there was a gap in the market to provide this as a service for startup and growth companies. I then further tested and developed this idea during the Saltire Fellowship programme where I studied in Boston in 2014 before coming back to launch the business.

**What's been your biggest challenge to date?** Definitely the pandemic and lockdown, juggling running a fast growing business and team with home schooling my 2 young daughters who are 4 and 9.

**How has SE (or any other support organisation in the Scottish ecosystem) helped you on your journey?** I was lucky enough to join the first cohort of Unlocking Ambition which was transformational for me in accelerating the vision, ambition and growth of the business and my team.

**What's been the highlight of the last year for you?** In July of this year we announced that Purpose HR has been acquired and joined the AAB Group as a subsidiary company. This was a milestone both for me personally and the business and team and a very exciting next stage in our scale up journey. Read all about it [here!](#)

**How did you come up with your business name?** The business name combines 2 key areas – the importance for businesses of understanding and articulating your purpose and mission so that your people and team understand and engage with this, and the need for fit for purpose HR support tailored to the needs of the businesses we work with.

**What's the best thing about being an entrepreneur in Scotland?** I'd never have thought this earlier on in my career prior to setting up in business but my favourite thing is being the face of our business in the market, networking, and meeting new prospects/business development, finding ways to support amazing innovative businesses & help them grow.

**What's the best piece of advice you ever received?** Believe in yourself and your own capabilities and remember that what works for others might not be the same for you so focus on your own strengths and what makes you unique.

**What has been your proudest achievement since starting your business?** The acquisition in July of this year and selling a majority stake in the business to become part of the AAB group and enable us to scale up.

**Who's been your biggest supporter?** My husband

**What's the best business book you've read?** I am a big fan of Quiet by Susan Cain on the power of introverts (not sure if it's a 'business book' per se but I highly recommend it!)

**What do you do for fun after a busy week?** I like to swim to go for walks and to read. I do spend a lot of my day with other people at work, and then with my family so its really important to me to get quiet down time to recharge.

**Any office pets?** I have a 4 month old cocker spaniel puppy Lola who is our designated Purpose HR CCO ("Chief Cuteness Officer). Also 2 cats who are not impressed by Lola's arrival unfortunately!

**What's your best tip for achieving a good life/work balance?** Take time for yourself, switch off and don't feel guilty as we all need to recharge to be effective.

**Where can we find out more about your business?** [www.purposehr.co.uk](http://www.purposehr.co.uk) / @Purpose\_HR