**Abundant**

Shane Wall has a history of making things happen: at 15 years old he was running discos in his local village; by the time he was 20 he had bought his own DJ equipment and had a successful business providing the entertainment at weddings, which he ran at the same time as working in a day job.

Eventually Shane lost interest in this business and moved to London where he volunteered to gain work experience before eventually finding a job working for BBC Radio in technical administration.

Shane moved jobs twice after this, ending up at a creative communications agency called Unique. (Much of Unique’s business involved sound recording for the BBC and various radio stations.) Shane continued to run disco parties as a side-business in his free time.

In 1997 Shane set up a business with a friend running snowboarding holidays for groups of young party-goers. Shane’s friend already had a clubbing business called Abundant Clubbing so they called this business Abundant Holidays. They used their access to clubbers who already knew the

Abundant brand to target individuals with the money to spend on snowboarding – a fashionable new sport at the time which was gaining popularity. They would book the holidays, take over whole venues in the ski resort and fly in bands or DJs to run events in the evenings. By 1999 the friend had left the business and Shane had taken over ownership of Abundant Ltd.

Shane no longer runs holidays. In 2007 he was made redundant by Unique. Needing direction, Shane spent some time thinking about what he could do with his skills in technical administration and his experience of working at the communications agency. Unique had, by this time, given Shane experience in a diverse range of roles. So when a business contact called and asked him to do some freelance work for him, Shane spotted the opportunity to set up his own communications agency, producing adverts for radio stations, social media advertising and some radio programmes. He funded this with retained profit from the holiday business as well as personal savings.

Abundant is now a creative communications agency with Shane leading operations. He has brought in a Creative Director, James, who has added creative skills to Shane’s technical expertise. A team of 10 staff members now work with Shane. He still works 14/15 hour days when necessary, sometimes 7 days a week. The business is busy, successful and growing.

**Discussion points**

(a) What personal qualities did Shane have that helped his business ideas to become a success?

(b) Why were these qualities necessary for Shane?