



**PROFILE** Lisa Wiley-Strong,  
International School of  
Colour and Design

It's a long way from research scientist to colour consultant but Lisa Wiley-Strong is taking the tentative steps to establish herself in a new career.

The mother of three from Lindfield has a PhD in veterinary science but after the birth of her sons (now aged from nine to 12) she found it difficult to secure part-time work in her chosen field.

Wiley-Strong, who is in her 40s, had always had a talent for art and realised she also wanted a career that was flexible enough so she could be at home with her children. "I'd actually done art to the HSC at school but I didn't really see ... an avenue to pursue at that stage as a career," she says.

After seeing ads for the International School of Colour and Design, Wiley-Strong realised it was something she really wanted to do. "You feel a bit guilty not going back to what you trained as and so I think that's the hard thing you've got to get your head around."

When she started a certificate IV in colour and design, Wiley-Strong knew she'd made the right choice: "I just loved it; it was great."

She then completed two diplomas, one in colour design and one in surface design, which dealt with fabrics and wallpapers.

"If I could have a dream job freelance designing wallpaper or fabric for people, then I'd be in heaven," she says. "But I thought [that] having the qualification as a colour consultant was going to be something that I'd be more readily able to put into practice as my own business."

Now that Wiley-Strong has finished her studies, she is taking on clients. She has launched her marketing by handing out business cards to friends and family. A website is also planned but she says she has a lot to learn about running a business.

"Having come from such a vastly different career background with no experience in business or in marketing or anything like that, it's quite hard."

**Carolyn Boyd**