

‘The Culture Queen’ on what it takes to be an entrepreneur



Wallace

Known as The Culture Queen, Camille R. Wallace inspires leadership and company culture as founder and principal consultant of The Culture Company. Camille works with a variety of professionals on transforming them into the best versions of themselves. We asked Camille to share some of her thoughts on entrepreneurship and what it takes to act on entrepreneurial instincts.

Q: What comes to mind when you hear the word entrepreneurship?

When I hear the word entrepreneurship, I think of someone who is betting on themselves. Someone who believes they have the solution to a problem and is bold enough to provide it to society! I think of courage. I think of risk, diligence and of the incomparable reward that comes when you take a chance and succeed.

Q: Who/what inspires you?

I draw strength, encouragement, and inspiration from historical leaders and entrepreneurs. For instance, consider Madam CJ Walker, one of my favorite entrepreneur role models. Despite life’s challenges and obstacles, I am in awe of her foresight, fortitude, and ability to create opportunities for herself and others. I am also inspired by people of this generation who are choosing to be the solutions to the problems they experience. Especially folks right here in Indiana who are making a meaningful impact through the services and products they have developed and provide.

“Surround yourself with like-minded folks who will encourage you, support you, and connect you with the resources you need!”

Q: What is one piece of advice you have for aspiring entrepreneurs?

I would remind all aspiring entrepreneurs that they are not an island...that we all get by with a little help from our friends. Your network is important. So, surround yourself with like-minded folks who will encourage you, support you, and connect you with the resources you need!

Q: What was the biggest obstacle you faced when you were launching your business?

Me! The imposter syndrome is real. For some time, I questioned my ability to provide the market with a unique service worth investing in. Once I got out of my own way, I realized that it doesn’t matter how saturated the market is. My unique calling is what makes room for me, too!

Q: How do you define success?

First you have to understand that the definition of success is different for everyone. I define success in terms of balance and alignment. I count it a success when I am navigating life with both.

Q: What’s your favorite hidden gem in Indiana? (i.e., museum, organization, park, etc.)

I am a huge fan of the work that Katina Washington is doing with her nonprofit organization SHE (She Has Everything),

which is a platform she created for Black entrepreneurs. I especially love visiting the SHE Experience, located in Circle Centre mall. It has a little bit of everything and is definitely a gem!

Q: What’s your favorite local restaurant?

I am looking forward to the day that the local owner and operator of Anna’s Hands Catering, Shannon Shouse, opens a brick-and-mortar location. Until, then I will continue to enjoy her amazing delicacies through catered events!

Q: Why did you choose Indiana as the place to grow your business?

Indiana is home. This state is one where families live, work, and play and where businesses can truly thrive.

Q: What role has the Indiana Small Business Development Center played in your success?

I consider the ISBDC a part of the invaluable network that every entrepreneur needs. The knowledgeable staff graciously shares resources—many of them free—that made all the difference for me. Over time, the business coaches have become friends who can be sought out for not only direction, but encouragement. ■

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