

Aude Fischer – Lexicom



Aude Fischer made the decision to leave her job in communication to start her own activity.

What urged her to this choice is her will to reach professional satisfaction and a balance in her life.

The entrepreneur compares the creation of an enterprise to the work of an artist.

The educational and professional route of Aude Fischer could come down to one single word: “communication”. After her graduation in journalism and communication, she held for fourteen years diverse functions in the communication field.

At 37 years old, she admitted she started to feel uncomfortable. Indeed, she felt she had to choose between her carrier and her family life, as she goes every day all the way to Brussels... “I started to be impulsive and changed occupation. But it didn’t make any sense, I could not be wholly satisfied,” she says.

Her way into entrepreneurship

This is when Aude Fischer began to be interested in launching her own activity. “I was not starting something out of the blue. I had a diploma, experience and social network at my disposal. I told myself I could develop something with all those elements. I wanted to have a job that would fulfil my expectations and allow me to organise my life as I liked.

She thus joined a cooperation (an agency that supports business creation) that would enable her, for one year, to carry out her project without taking too many risks. “It allowed me to appeal to customers and to put my project, Lexicom, to the test.” After twelve months, she settled as an independent.

“At first, my husband was almost more scared than I was,” she shared. He could not accept my decision abruptly. Financially, it is clear I earned more when I was salaried. But today, I felt I succeeded in terms of personal and professional fulfilment. Plus, my husband observed some more positive points: my availability on a daily basis, I am no longer constrained to accept a strict timetable... this is very convenient for our family.”

Today, Aude Fischer is happy and feels she built something gratifying that is worth it. “The more time goes by, the more my fears fade away. Developing an enterprise is a little bit like the artist’s work: the impression to create something that has a certain value.”

What will be the future like?

The young entrepreneur definitely wants to expand, “because evolution is a strength.” But she plans on doing it slowly and healthily. “I want to keep my autonomy, and continue to work along with a series of partners that are independent as well. They are complementary and have great skills. Growth might make me employ some staff in the future. I believe in time.”

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