



Don Carter, president of Cartgroup Consultants International, got over the fear factor to start his own company in Coppell.

Brad Loper/Staff Photographer

Career coach offers voice of experience

Don Carter had the entrepreneurial bug, but fear won out for a long time.

So Carter spent more than 25 years developing training and diversity programs and marketing services at companies such as Raytheon, Quaker State and Sunoco.

"I thought about it for a number of years while I was in corporate America," Carter said. "I couldn't disengage from the tradition of going to work every day."

After his last job with a consulting firm didn't work out, Carter began

consulting on his own in 2000. That experience eventually became Coppell-based Cartgroup Consultants International, which provides career and employment services as well as employee and diversity training.

Carter had considered finding another corporate job but he "recognized that the receptivity for a person over 55 and above into their 60s and 70s is not as strong on the corporate side as it would be for a younger person."

A heart attack also helped crystallize Carter's desire to turn his passion into a

business. Plus, Carter was not ready to retire.

"I thoroughly enjoy working with people and helping to mentor and coach others and providing insights that I've gained in my years in corporate America," he said. These days, he advises workers not to let the "fear factor stop you from achieving your passion." At 71, Carter is glad he followed his own advice.

"Through the economic downturn and loss of jobs, I grabbed the bull by the horns and went for it. And 13 years later, we're still moving ahead."