BY DECLAN VARLEY

Well-known Galway businessman and inventor Michael FitzGerald, founder and CEO of OnePageCRM, is setting off on a 30-day road trip around the UK. Famous for his problem-solving skills (on a whiteboard), he is offering his time and expertise in return for the opportunity to learn from everyone he connects with on the route.

“With a tiny domestic market of just 4.7 million, Irish entrepreneurs have to wake up thinking globally — turning a perceived disadvantage into an advantage. Small businesses in the UK need to do the same now. A strong UK means a strong Ireland, and I want SMEs to lead the way, says Mr FitzGerald.

“SMEs are the oxygen of the country, and sales are the oxygen of SMEs,” says the entrepreneur whose philosophy is “GTD — Getting Things Done.” GTD is known for its uncluttered focus on what needs to be done next, clearing the mind for creativity, action, and progress.

A natural sales and productivity master, who thinks first in front of a whiteboard, Michael is offering to apply the principles he lives and works by to an issue at hand of the SMEs he meets with. In return, he seeks an opportunity to learn from everyone he connects with along the route.

His home for the next month is a Knaus C-liner motorhome — one of only two models that ever came into the UK. The other one is sandwiched between Jamiroquai’s 100+ collection of supercars.

The tour’s unique hashtag, #RoundUKWithaWhiteboard, was inspired by the book Round Ireland with a Fridge by Tony Hawks, and it being said that Michael thinks best on the route.

A devoted cruiser of the length of breadth of Ireland, and I want SMEs who think global.