

Leading Women in Business

Female-led start-ups are shaping Irish life today. This month we celebrate those inspiring and innovative leaders whose companies are the ones to watch in 2021

Jennifer Haskins Two's Company

What sparked the idea for your dating agency?

I had read an article about a high-end agency in London and I was very excited about the concept. Having had a manufacturing business for 23 years, I was looking for a change in direction. With a background in counselling and psychotherapy, I possessed the skills to help people find life partners. I know how important a good relationship is to our mental health and general wellbeing. I also joined an agency myself, and had great success.

What sets an agency like yours apart from joining an app like Tinder?

People who join a dating agency are very sincere and transparent about their intentions, they're not looking for hookups or affairs. They're genuinely looking for love, for a compatible partner and a sustainable long-term relationship.

How will the pandemic impact how we approach dating?

I think there will be a lasting effect on how people date and interact due to the pandemic. People do not meet organically anymore. Social media and internet sites have taken over the dating world. However, they have their limitations. Safety is a big issue for women, you don't know who you're talking to, fake profiles and online scammers are

prevalent in the online dating world. Privacy is KING and that is where dating agencies take the prize. Profiles are never shared online or over the internet, everything is based on securing highly compatible partners while protecting our members' confidential information.

What are the biggest mistakes you see people make when looking for love?

They can be too particular. The perfect partner may not be what we expect, but someone with whom we're really comfortable and can be ourselves. Looking through the lens of past relationships can be a big barrier; unless we deal with past issues, we carry them forward into our future relationships.

In your experience what is the key to finding Mr Right?

It's important to be realistic, adopt a positive attitude, and believe in love – if it doesn't happen immediately then keep the faith.

What has been your proudest moment in the business to date?

Finding life partners for twin sisters! It's so unlikely to have success twice within the same family but that's exactly what happened. I was obviously delighted when I had success with sister 1 – she is now married with her first child. When twin sister 2 joined Two's Company, we joked about lightning striking twice, but what a fantastic result!

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TWO'S COMPANY

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