

Introducing **Sherry B. Jordan**, small business consultant, author, speaker, and coach to thousands of business owners and professionals.

For over 20 years, Sherry has been coaching high performance executives, small business owners, solo entrepreneurs, and professional teams to success. She is a small business consultant and trained psychotherapist. She uses her system, 6 Step Planning™, to help business owners build high performing profitable businesses, and create a lifestyle that aligns with their values, purpose and priorities. Sherry has spent the past 15 years working to develop ways to help small business owners move from making a choice to own a small business to living a lifestyle they love while making a living. Her new book, ***Plan It! Do It! Love It! Be Outrageously Successful Living the Small Business Lifestyle***, captures and shares an arsenal of strategic advice on how to plan and execute a successful business strategy without sacrificing joy and fulfillment of a rich personal life. Her book offers a roadmap with simple changes every small business owner can make in operating their business, enjoying their work, and living a satisfying life. Using her background and experience in psychology, Sherry educates leaders and business owners on leading people through change in business including mergers, acquisitions, reorganizations, expansions, and more.

Sherry speaks on a variety of subjects including:

Living and Loving the Small Business Lifestyle:

Although it can be challenging to feel satisfied or fulfilled in the midst of demands on time, energy, and commitment, there are strategies that contribute to business and personal satisfaction. Owners can live an outrageously successful small business lifestyle if they:

1. **Know what they want from small business ownership.** Be clear on what benefits you hope to gain ~ flexibility, control, money, follow a “calling”, feed your passion. Be clear on what role you want it to play in life.
2. **Take time to plan.** Winging it does not work. Planning does not have to be complicated. Sherry offers a simple 6 Step Planning™ system that any business owner can use.
3. **Align the plan with your life dreams, values, and priorities.** A simple test helps to identify what is most important.
4. **Be accountable to the plan.** Be committed to the dates, deadlines, and actions.
5. **Do what you do best ~ always.** Delegate or outsource the rest.

6 Step Planning™

You can have it all . . . more clients, more money, the life you dream of. It all starts with a clearly defined plan. Without it, you're flying blind. Sherry uses her trademarked system as a backdrop to a comprehensive overview of a simple but effective planning process anyone can use for any business purpose. The program is designed around a strategic thinking method popular in most business cultures today.

Anyone can have a fool proof plan for business or life by following six simple steps:

1. **Design the Vision:** Outline what you want to do, be, or have by a target date you select.
2. **Examine and Assess:** Examine your business or position and assess your situation. Identify what you have to work with to build towards your vision. Clarify your strengths, weaknesses, and opportunities. Acknowledge any threats or contributing factors you do not control.
3. **Set Measurements:** Select the metrics for the plan. These measurements become a "report card" for plan progress.
4. **Select Strategy:** Select five to 10 key strategies. These are areas of focus that have the greatest impact on vision success.
5. **Assign Action:** Identify a series of actions you will take and then assign deadlines and responsible parties to each one.
6. **Take Action:** This is the execution phase of the plan. The audience will be given simple suggestions on how to stay on track with a plan once it has been developed.

Building Strategic Partnerships

One of the foundations of business or professional growth is building strategic partnerships. Finding and forming strategic partnerships is the single best way to extend your reach and accomplish more. Sherry teaches participants how to develop and take full advantage of strategic partnerships for mutual benefit. These relationships can open doors, and reduce marketing time and marketing costs. They can also promote career development and advancement. Key concepts include:

1. **Start by knowing who makes a good partner.** Effective strategic partnerships are not based upon personal chemistry or common interests and values, though these are important factors to consider.

2. **Look in all the likely places.** Most often, you will meet your potential strategic partners through referrals from people (clients or vendors, perhaps) who have worked with them and can vouch for their work ethic, credibility, service delivery and reliability.
3. **Synergy breeds success.** Selecting strategic partners is a process of matching values, beliefs, personality and commitment.
4. **Credibility trumps credentials every time.** For a strategic partnership to be truly effective long term, each partner should have a solid understanding of the others goals and objectives... and be able to wholeheartedly support them.
5. **Don't settle for less than you are willing to offer.** The process of selecting a strategic partner should begin with cautious optimism. Not everyone will be a fit. The best strategic partnerships take time to develop. Choose wisely. Think of it as a business mate for life.
6. **Start – Familiarize - Commit – Plan – Measure.** As in any successful personal or professional partnership, the need for mutual commitment toward continued improvement never ends. Once you find the right partner, the real work has just begun. Here Sherry shares a few steps to use in building even stronger relationships.

7 Rules of Change Leadership - The Secret to Successful Transitions

Change is inherently unsettling for people at all levels of any organization. When it is on the horizon, all eyes turn to the leadership for strength, support, and direction. The leaders themselves must embrace the change, speak with one voice, model the desired behavior, and inspire change in their teams. They must understand the dynamics of the change cycle and change process, and be prepared to address the stress and emotion of a natural human response.

This program shares the basics of the change cycle and offers basic rules to assist leaders, managers and executives in preparing for, understanding and responding to change in a business environment. Key concepts include:

1. **General Information on Change.** This segment offers basic facts on the psychology of change. The history of change management in business is discussed.
2. **7 Rules of Change Leadership.** One by one the 7 Rules of Change Leadership are introduced. Each rule is supported with examples linked to real situations.
3. **Change and Transition Cycle.** This segment introduces the Cycle of Change and Transition, discusses the emotional responses at each stage and offers the audience

advice on actions they can take to influence others and successfully transition to the next stage.

4. **Letting Change Work for YOU.** In this wrap up segment the advantages of change are introduced along with advice on how to use those advantages to advance business and personal goals.

Here's a sample of some of Sherry's recommendations:

Planning is the cornerstone of success: In work and in life, "winging it" is a risk you should never take. Planning saves time and offers the best chance for success. Planning does not just happen. You must dedicate time and energy to the effort. It starts with stopping the treadmill of life and work long enough to make it happen; to create the time and space to do the big picture work that sets you up for success.

Success takes time. It is rare for a business to be profitable in the first year or for it to meet personal income goals in the first year. Reaching revenue, profit, business development, personal income and other goals typically takes between 3-5 years. Having a safety net and back-up plan are critical. Prepare today to survive the long term.

You are a factor in your business and career success. Business owners and professionals can be more successful if they consider how their own behavior and actions contribute to or detract from achieving success. The most crucial choices people make are often some of the simplest. It's easy to get become overwhelmed.

Boundaries are critical to a balance between work and life. You are the only person that can set boundaries for the way you work and the way you live. If you do not have clear boundaries, your business or career may steal the joy out of your life or your life might steal the performance from your business or work role. You need boundaries for work and all other areas of life; boundaries with employees; and boundaries on personal and business money and investments.

It is not easy to relinquish control, but it is critical to know when you need help and ask for it. Be willing to ask for help and accept it – personally and professionally. You will reach your professional and personal goals much quicker.

Surrounding yourself with the right people and resources – in work and in life – makes everything easier. Every business professional has a need for resources and support. Not just anyone will do. You must select them carefully. The right team can help build your business,

develop professionally, and inspire you to create more than you ever dreamed possible. They can shorten the time you spend to learn or achieve anything.

There are 10 Critical Leadership Skills: Guiding people through change is one of them. The key is not to eliminate change but to learn to embrace and work within the rules of change to get the best outcome for everyone. It is impossible to reach that state of success personally or professionally without change. Expansion, contraction, realignment, reorganization, refocus, retooling, adjusting, and accepting are all part of the process. On the road to success change cannot be avoided.

Attitude is free and powerful. Focus on creating and maintaining the right attitude – optimism, mindfulness, respect for self, and respect for others. You and you alone control your attitude. When you make the positive choice, your outcome is higher productivity, better business results, and a more joyful life.

Trust your Inner Voice. Your inner voice will keep you out of danger and help you to avoid pain. It will help you sort out the differences between work and life.

Plan It! Do It! Love It!

Be Outrageously Successful Living the Small Business Lifestyle

Sherry B. Jordan

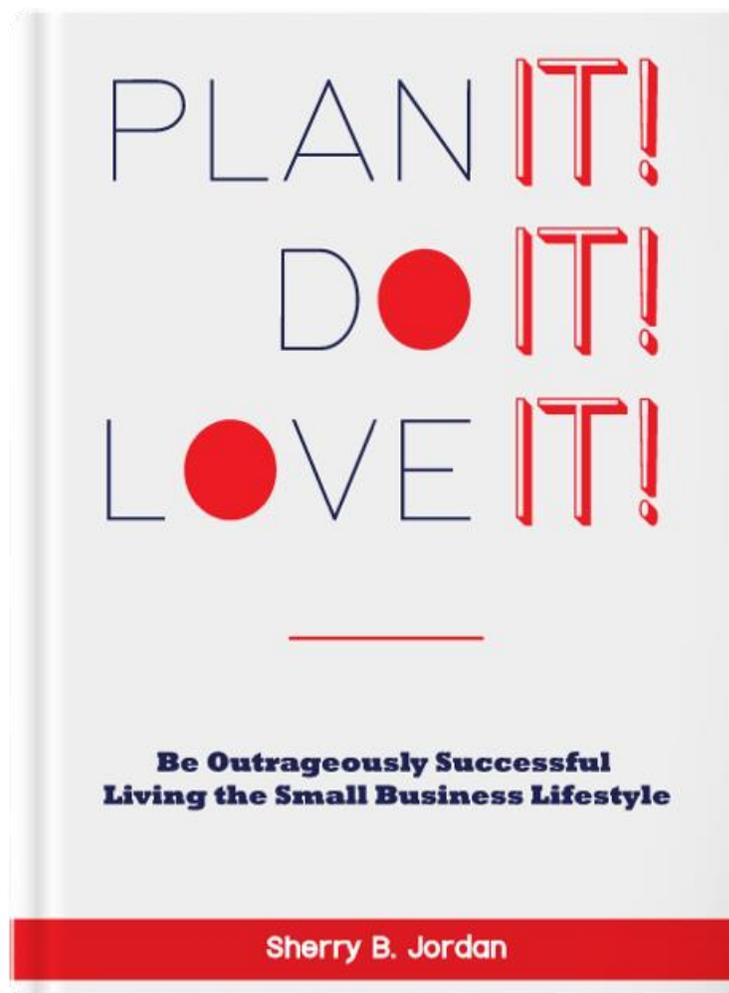
List \$17.95 Paperback also available in Kindle

386 pages

HBC Publishing (July 12, 2015)

ISBN-10: 0692478612 ISBN-13: 978-0692478615

This guide takes you through all the steps to running your small business with the least amount of stress and confusion through tried and true planning techniques that are easily executable. It offers tips on how to integrate your life into your business and your business into your life. At the end, you will be right where you should be — living and loving the small business lifestyle.



For more information visit www.planitdoitloveit.com



For over 20 years, Sherry Jordan has been coaching high performance executives, small business owners, solo entrepreneurs, and professional teams to success. She is a small business consultant and trained psychotherapist with a background in individual and group counseling. She uses her system 6 Step Planning™ to help small business owners build high performing, profitable businesses and create a lifestyle that aligns with their values, purpose and priorities. She is a professional speaker in the fields of strategic planning, change and change management. She has worked with clients such as JPMorgan Chase, CitiMortgage, and Principal Insurance Group /Principal Residential Mortgage. She has served on the Board of Directors for the Homebuilders Association of Metro Portland, the National Brain Tumor Foundation, Homeowners.com, LT Public Relations and COPE. Sherry is also a teacher, trainer and author on the subjects of planning, building strategic partnerships, psychology of change, harnessing the power of accountability, and the 5-Steps to the Career of Your Dreams.

She has received a Master's - Summa Cum Laude, in Counseling Psychology from Webster University (2004 – 2007) and a BA - Summa Cum Laude, Liberal Arts, Jacksonville University (2000 – 2004).

She is the founder of Sherry Jordan Coaching and The Northwest Coaching Group, Inc. She lives in Portland, Oregon. Learn more at www.sherryjordancoach.com.