

STRATEGIC SUPPORT SYSTEM

KATHY'S STORY: DR. ERIN JOY'S EVOLVE MEMBER



Kathy Jordan, CEO and Founder of Jordan Search Consultants, decided to join Dr. Erin Joy's Inner Circle because "it can be lonely at the top."

In Search of...

"I had been looking for a productive network of women business owners from whom I could get advice," said Kathy. "I wanted a support system of peers who were also running growing businesses and were facing the same challenges as I was."

Strategic Support, A Forum for Discussing Challenges

Kathy was amazed at the other members—and how quickly she learned to respect and trust them. "I never felt like an outsider," she said. "There is a mutual respect that exists among all the women in Dr. Erin Joy's Inner Circles."

Once a month, when the Circle members meet, they each have an opportunity to present a business challenge they are facing to the group for discussion. This was extremely pivotal for Kathy.

"I had pretty much decided that I was going to expand my basement into a full office to hire more staff," she said. "I brought it to Dr. Erin Joy just for affirmation. However, the other members severely discouraged me from doing this; their comments were backed with well-thought-out, valid reasons. I walked into the session thinking I was expanding my basement and I walked out of it knowing I needed to go look at commercial spaces for rent. The next day, I went office space shopping."

As a result of that decision, Kathy now has the space to grow more quickly—a benefit that has paid dividends since she has already added three staff members, and is on track to add more.

The Value

Kathy observes that Dr. Erin Joy provides a scheduled time and structure for over-scheduled business owners to work on their businesses.

"The facilitated sessions and the Dr. Erin Joy retreat provide time for me to approach my business in a proactive way," she said. "I am forced to strategically plan for five years, and create a list of action items in order to meet projections. It provides the time, resources, and structure to be forward-thinking about my business."

She also values the camaraderie with other Inner Circle members. "It's nice to know we're all struggling with similar issues—and that success comes as a result of those struggles," she said. "We all benefit from the depth and breadth of each other's knowledge and experiences."

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The Result

Jordan Search Consultants' revenue has grown by 33% in the past year with projections for 55% growth in the year ahead. Staff, clients, and services have been added, and referrals continue to come in.

Deciding to continue her Inner Circle membership was easy for Kathy: "This group helps me make critical business decisions that are imperative to continued and sustainable growth."

