

# NAVIGATING DIFFICULT DECISIONS & SITUATIONS

## NANCY'S STORY: DR. ERIN JOY'S EVOLVE MEMBER



Nancy Cripe, President/Auctioneer at GRS Auctions, a professional live and online commercial auction services company, knew Erin Joy, Founder & CEO at Erin Joy Companies, through networking.

“Erin was one of the advisors I reached out to when I was trying to decide whether to go out on my own,” she remembers. “I met with her and voiced my fears. Then, once I decided to do it, I remember thinking ‘Now what? Where do I go for advice?’ Black Dress Circle Evolve was my answer.”

### In Search of...

“When I first bought the company, I bought it with a partner,” she said. “Partnership comes with a unique set of challenges and I needed smart women who had faced, or were facing, something similar to help me navigate the transition from employee to employer/owner/partner.”

Nancy was looking for a sounding board, an advisor, and a facilitated and directed mastermind as she changed careers and roles.

“I never thought I’d find all of the counsel and input in one group.”

### Navigating Challenges with Confidence

The power of the group was magnified when Nancy was faced with a pivotal business challenge: buying her partner out within a 30-day timeframe.

“There are so many options when you are talking about raising capital, assigning value, and structuring agreements,” she said. “It was amazing to have all of these experienced female business owners talk me through the pros and cons of each scenario.”

Nancy met the timeline and became a sole owner.

“Dr. Erin Joy’s Evolve has helped me navigate a series of business challenges with confidence,” she said. “These women inspire me to succeed.”

### The Value

Nancy credits Dr. Erin Joy’s Evolve with her growth, expansion, and helping her refine and develop her processes.

“The support you receive as a member is unparalleled, as is the facilitation,” she said. “Erin’s ability to guide the conversations so they are impactful for everyone is masterful and sets the tone for the Evolve experience. The diversity of personalities, businesses, and industries results in some powerful knowledge.”

### The Result

Nancy has seen significant business gains since her membership in Dr. Erin Joy’s Evolve. More importantly, though, she feels well equipped to handle the volatility of entrepreneurship.

“I would not have been able to effectively and quickly navigate the myriad business transitions and stages with confidence without this group by my side,” she shares.

Nancy also finds comfort in the fact that other members experience the ebbs and flows of business ownership.

“It is a roller coaster,” she says. “And there is comfort in the fact that everyone is on that ride together.”

