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My Philosophy and Story.....

As a business coach, I will challenge you. Force you to think about and question how you presently function as the leader of your business. I want to give you power. The power to actually make things happen... really happen!


If you're like most successful people, you have been trained from childhood, and through your education and prior business experiences, to be accountable to others. Parents, teachers, and bosses all gave you indications of what they expected from you, and you tried your best to live up to their standards. But now, you're running your own business (or possibly someone else's business), and if you're struggling, there's a good chance you're not sure why.

From my thirty years of business experience, I can tell you it's probably not from a lack of knowledge—you're an educated businessperson. But, over the years, I've learned that the most successful people were not always the smartest. They were not always the most knowledgeable, nor did they always possess the most resources. More often than not, they were the people who had the rare ability to maintain a razor-sharp focus on their goals and do the right things—the most important things—day after day after day.

Don't get me wrong: They may have also had knowledge and the capital resources, both of which can help kick-start things. Knowledge is clearly a prerequisite to getting into the world of business. But I found that more importantly, it was focus, consistency, and, above all, the ability to hold themselves 100 percent accountable that would eventually make their vision and goals a reality. As a professional business coach, my experiences with getting stuck—and getting unstuck—aren't just anecdotal. I've listened to hundreds of stories, and I've experienced it firsthand.

I grew up in Levittown, New York, the child of a hard-working, middle-class family. I started working in when I was fifteen years old. I worked in a shoe store, a jewelry store, a bowling alley, and a luncheonette by the time I graduated from high school. I attended New York University and was on an educational path to become a theatrical Broadway lighting designer.

Unfortunately, the Vietnam War caused me to take a different path. Because of my electronics background, I spent four years in the United States Air Force in a most amazing position—helping to make sure our country was prepared to win in a possible all-out atomic war with the Soviet Union (sorry, I can't go into the details).



When my term in the Air Force was over, going back to school to finish my education as a theatrical lighting designer was really no longer an option. I had to figure out how to reinvent myself. Since I was almost out of money, whatever I was going to do, I needed to do it fast. I remember driving around in my car on a really hot afternoon and thinking, I'm seriously stuck. What do I do now? After exploring a number of alternatives, it finally hit me. I like people. I'm friendly, and always enjoyed working in retail while I was in high school.

I started interviewing with a number of local and national retailers and ultimately landed a position with a small regional retail firm—and never looked back. For the next twenty-three years, I helped develop and ultimately operated what eventually became a \$400 million national clothing chain (Loehmann's). During that time, I finished my education and eventually earned my MBA.

All of these experiences led me to KPMG, one of the world's largest consulting firms, where I was managing director for four years. At the end of my stint at KPMG, I joined a group of serious entrepreneurs and helped develop, operate, and eventually sell three successful professional services firms. Throughout my journey, I've had the opportunity to be an advisor and coach to hundreds of executives and business owners.


So what's the biggest thing I've learned?

Most CEOs, business owners, and serious entrepreneurs who struggle with underperforming businesses have never learned how to be accountable to themselves. Unfortunately, most business books ignore the crucial issue of personal accountability, focusing instead on loading up readers with cookie-cutter academic or technical knowledge: people skills, productivity, finance, operations, sales, you name it.

There are literally thousands of books that outline the many essential steps to becoming a successful CEO, business owner, or entrepreneur. There are even more books about time management, marketing, leadership, and motivation. I'd guess you've read your fair share (or at least bought your fair share). Luckily for book publishers, authors, and course writers, people have an unquenchable thirst for more knowledge. People continue to seek out more knowledge thinking the concepts, or step-by-step instructions, or seminars of how to do this or that, will be the "magic bullet" to success. We've been trained from our early years that the more knowledge we acquire, the better chance we have at becoming successful. Don't get me wrong—that's true. But it's more than that.

Assuming you have the proper knowledge to succeed in business—and if you don't, you never should have entered the race—the only thing really holding you back is not using that knowledge effectively day after day.

As your coach, one of the key Pillars I will share with you, and a key to success, is a process that no one else is talking about: personal accountability. I'll not only focus your attention on the importance of personal accountability, but I'll also show you how to achieve it. What is it? Why you lack it? Why is it so important? What can it do for you? How can personal accountability make the difference between success and failure? And how can you attain it?



The concept of personal accountability dictates every choice you make: how you spend your time; how you spend your money or someone else's money; whether you effectively delegate or compulsively over-control; whether you blame others, make excuses or take responsibility; and how you plan your workday versus what you actually do all day. Even down to how often you check your email—it all comes down to personal accountability.

I've even written a book written a book shining a spotlight on the topic of personal accountability in business. So, I encourage you to read it and take action on the vital issues you'll find in this book—or risk staying STUCK where you are right now. The choice is indeed that stark.

My style of coaching is honest and "to the point". No sugar-coating; no selling you some new marketing, people, or leadership skills; no CRM software or training program; no promises to "get one hundred new clients in the next thirty days," or "become a millionaire in six months." I'm not going to fix all your challenges, or reveal the one simple secret to turn your business around. There's not coach out there who can do that quickly for you (although some may purport to be). If your business is not as successful as you want it to be, I will ask you to look in the mirror.

Focus and consistent action is where the rubber meets the road. It's also where most businesses get STUCK. I realize I'm making it sound simple, and we both realize it's not. Can you really take all of that theoretical, academic, and technical "stuff" you've read or learned and actually make it use of it all by yourself? For most of us, the answer is "NO." That's why I decided to become a coach, advisor, and mentor. To expose you to the detrimental success myths stagnating your growth.

After running a hugely successful national business platform for over twenty years—and mentoring and coaching hundreds of CEOs, serious entrepreneurs, and managers for even longer—I know the FIVE KEY PILLARS that enable the leader of a business to be highly effective.

Pillar #1: Focus


Pillar #2: Time Management

Pillar #3: Taking Consistent Action Pillar

Pillar #4: Self-Talk

Pillar #5: Accountability

There are literally hundreds of major and minor things that need to be done for your business to succeed over the long term. With that being said, operating a successful business will be next to impossible unless you master these few basic business and personal strategies, tactics, and behaviors. They are the very same methods I used to catapult my company from \$24 million to \$400 million. When you put them to use (and I stress use), they will not only dramatically and positively affect your bottom line, but help to reduce the levels of stress you experience on a day-in, day-out basis.



In order to do so, you need a strategy and a system—and, if you're like most people who want to "up their game," you need a coach. I'm here to coach you—not only to offer you the additional knowledge you seek, but also show you how to use the knowledge you already have, and empower you into taking the kind of action that grows businesses and aligns goals with results.

The barriers blocking your growth exist in businesses and companies of all sizes, so whether you're a founder, small-business owner or the CEO of a multimillion-dollar corporation, these personal strategies will work for you, and make you dramatically more effective. Whether your empire is your business, creative venture, or career, the same rules, processes, and structures apply.

It's the same road for all, and I'll show you how to successfully navigate down that road.

It's very easy to become a prisoner to old bad habits and behaviors, and default to what you know best, which is typically your technical expertise. You may have bought into the myth that business ownership requires exceptionally long hours, lots of hard work, and sacrifice. While this is clearly true during the early stages of a business life cycle, owning a business should not be viewed as a life sentence of hard time.

Some business owners are convinced that they are "experts"— they know it all, and they're not willing to challenge old assumptions or consider new ideas that could substantially improve their business and life. They're so busy defending their position (even though they are miserable) that it's almost impossible to help them.

I understand the frustration and powerlessness you sometimes feel. More importantly, I understand what's sabotaging your success and how you can change it, so you can get off the business-owner's hamster wheel. If you're like most, you already have what it takes to be a successful business owner or operator. All that's required is a simple and effective shift in approach—a shift in mindset—a better way to manage YOU!

Imagine if you could take your biggest business challenges and learn how to manage them more effectively. What would that be worth to you? What would it be worth to start every morning knowing that you were able to accomplish what you set out to accomplish? What would it be worth to feel good about your business again? I'm here to teach you how to do the success game differently.

So, if you're ready, I invite you to take a deep breath, [and set up a call with me.](#) Your life and business will never be the same.