

Business Breakthrough

YOUR CREATIVE VALUE BLUEPRINT TO GET PAID WHAT YOU'RE WORTH



GAIL DOBY, ASID

CREATIVE ENTREPRENEUR'S GUIDE TO COACHING & CONSULTING

HOW TO EARN MORE MONEY QUICKLY... AND WITH LESS STRESS

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CREATIVE ENTREPRENEURS: WHO ARE THEY AND WHY DO THEY MATTER?

PREFACE

I grew up in a home with a father who was a doctor, and a mother who was a scientist. She was an RN, held a Bachelors in Chemistry, a Masters in Bacteriology, and went to medical school until her health failed her.

She wrote, cartooned, painted, researched and was a perpetual student. I inherited her love for learning and creating. I sang before I talked; my sister and I both learned to read before we went to school, and by the time we started kindergarten we were playing several musical instruments including piano, fife, recorder and violin. When it came to art, our mother taught us there, too. From her we learned about color, proportion and design, this while also teaching us math, science, and cooking!

She was a true Renaissance woman. Her influence on me was so vast that when it came time to name my design business, I called it *Renaissance Design*, in her honor.

My mother wanted me, as well as my sister, to be violinists, but by the age of 17, I told her I didn't see that as my future. Though I loved playing the violin, it seemed to me that few musicians made a good living doing what they loved. I didn't know then that you could make a living doing something you loved, that you could be a successful creative person and be financially successful, too. It was a lesson I learned later in my life, and it was one of the few really important lessons that my mother didn't teach me, for while she was a Renaissance woman, she was neither an entrepreneur, nor a creative entrepreneur.

TWO DEFINITIONS

Since I've mentioned those two terms, let me now define them. To me, an entrepreneur is a person who turns a passion or an idea into a business that generates revenue. That person is also a risk-taker, someone who is willing to attempt to build something that didn't exist before because their vision is so compelling.

A subset of that group is the creative entrepreneur, and this includes any business owner who happens to be running a creative business like interior design, architecture, lighting design, graphic design, landscape design, etc. And as a quick sidenote, while the majority of the clients of Gail Doby Coaching & Consulting (GDCC) are creative entrepreneurs, we've also worked with CPA firms, sales people, and bookkeeping firms. In short, we're open to all kinds of business and the people behind them... the people trying their best to make a success of them.

THE STORY CONTINUES: MY PATH AND MY PASSION

Once it was clear that music wasn't my path in life, I headed off to college where I signed up for Political Science classes. With 11 credit hours under my belt, I realized that not only did I enjoy, and also do well, in the business classes I'd taken, it also dawned on me that a business degree was definitely more pragmatic. And so when graduation day came and I crossed the stage to receive my degree it was in Finance & Banking.

Shortly after I graduated, I went to work for Armstrong World Industries as a marketing representative in their carpet division. That first year out of college was invaluable in terms of all that I learned when calling on architects and interior designers. One of the things I quickly discovered was that many designers had high opinions of themselves, which was a definite turn-off for me. I also recognize the irony in it all, as, years later, I ended up becoming an interior designer, and for added irony, today, my coaching and consulting business is focused, to a great extent, on design.

My march towards design was not straightforward, it was much more of a circuitous path, and it started to come about while I was living in Dallas. I was working for a subsidiary of American Airlines and had designed two commercial spaces (without training) the subsidiary. Additionally, more and more of my friends were settling down and buying homes, and often there were asking me to help them shop for their homes, arrange their furniture and hang their artwork. Yet, still I didn't make the connection between what I'd been doing as side jobs at my work job, and also doing in my spare time, and being an interior designer. I wasn't connecting all of the many dots yet, the dots that starting appearing back in my childhood with my mother's lessons on color, proportion and design. But, it was finally about to happen.

After moving to Denver and getting married, a friend flew me to Cleveland to help her with her home. While I was helping her hang art one evening, it occurred to me that my natural interest and skills were leading me to make a career change.

When I returned to Denver, I told my husband it was time for me to go to design school. I applied, was accepted, enrolled, learned an incredible amount, studied and worked hard, and by my last semester, I was finishing my degree and also working full-time doing interior design.

I loved being out in the world doing design and loved being an actual designer. Finally, the dots had been connected!

Except... there was still one rogue dot floating around. That one came into my sightline a little later when I realized that to be successful as an interior designer it was essential to understand the business!

I had a business degree! Why didn't I see it sooner? Today I know it's because my road to that degree didn't teach me how to be an entrepreneur! And so I struggled. I learned how to run a business the hard way... with lots of costly and stressful mistakes. This is why, I believe, I'm so passionate about helping interior designers.

Now that I truly had the dots connected, I felt that I could help others avoid, not just the mistakes, but also the heartache and sleepless nights that go hand in hand with the mistakes.

Beyond that, I felt that my experience as an interior designer shed light on another issue that many of us have in our beautiful and complex world of design: not seeing our value.

As designers, we have gifts that others do not have. We make people's lives functional, we make them artistic, and we make them beautiful. We dream up and execute fabulous ideas, and all the while we do it while making it look effortless and easy. And if that's not enough, we love what we do; our passion is as clear as it is beautiful!

Why then don't we see the incredible value behind what we do?

And because we don't see our value another issue arises: we don't earn the great living doing what we do so well (and changing lives while we're doing it!). But don't we deserve to? I believe that answer is a resoundingly clear, Yes!

Yet so many of us live like the musician I told my mother I didn't want to become; the person who is unable to make a good living doing what we love.

Is there a solution? Can you hear another resoundingly clear, Yes! The solution lies in embracing our value and... it lies in another place, too... in embracing our mind for business.

I believe that every one of us has a mind for business locked away inside us. I also believe there's a key to unlock it and that's why I started my business. Yet most of the creatives I know whether they are artists, graphic designers, architects or interior designers, do not have business training. The select few that do might not know how to apply their training to the particular world of entrepreneurship.

I'm saddened to see business owners fail at the work they love and have such a talent for simply because they lack basic foundational business concepts. I'm equally saddened to see so many gifted and passionate business owners only make minimum wage because they don't understand how to read their financial statements, or how to make money.

It Doesn't Have to Be That Way!

If you're reading this, you're obviously one of the creative entrepreneurs who wants to enjoy your passion and earn a great living. That's great, you're in the right place.

Whether you work with us or someone else, I want you to make an educated decision about selecting a coach or consultant. My goal with this guide is set out the criteria that will lead you to finding the right person, the one who can help you achieve your dream.

“

Around five years ago I was looking for a coach while at Highpoint Market. I knew I wanted someone who understood the emotional baggage and struggles interior designers experience that are so particular to our industry. And beyond business advice, I was looking for warmth and personal support. Those criteria eliminated a lot of coaches, but not Gail, so when I found out she had one time slot available, I begged for it.”

— KAREN WOLF
Karen B. Wolf Interiors



ABOUT GAIL DOBY COACHING & CONSULTING

When 2007 came around I could see the economy changing, and with it the future of Interior Design, the business in which I was fully immersed. Aware of what was coming, on March 8, 2008, Erin Weir and I co-founded Gail Doby Coaching & Consulting (GDCC) to help interior designers learn how to run their businesses more profitably, but before I go forward, let me circle back to Erin Weir.

Erin had been a part of my design team since joining it as an intern in 2005 and moving ahead within it rapidly. We worked well together, we understood each other, we trusted each other and knew we were stronger together than we were apart. We met our own criteria for a successful partnership.

Leaping through time 15 years to the present, today Erin and I are business partners in our never-ending passion project that is GDCC. We've helped over 18,000 designers in 76 countries build successful businesses more quickly than if they'd done it the way we did... trial and error.

Recently I read American Express statistics that shocked me. Only 1.7% of all women-owned businesses and 6.3% of male-owned businesses ever achieve \$1M+ in revenue. And, only 40% of all businesses make a profit. That's shocking!

Erin and I are intent on transforming creative entrepreneur's lives.

If you are a creative entrepreneur, our goal is to shortcut your process, provide tools, training, coaching and consulting that make you the expert at running a business that happens to provide creative services.

We promise that the financial investment you make in yourself will be repaid many times over. We've watched our clients accomplish miraculous turnarounds of their businesses and earn more than they ever thought possible. Even more importantly, we believe in teaching you the shortcuts so you don't have to learn the long and hard way.

“

The mixture of: finance, business planning and community that we found with Gail was beyond anything I could have anticipated. Under her smart and professional coaching, we grew. She inspired us in many ways, one way was to scale our business and we did. In one year our revenue shot up 140 percent!”

– JOE MCGUIRE
Joe McGuire Design



COACHING VS. CONSULTING

We know there are many coaches and consultants out there to choose from, and we also know that we may not be the one for you. Part of the reason we wrote this guide is to give you the criteria to help you identify what the right person and/or team looks like for you. The other reason we wrote it is because once you do have the criteria, we want you to use it to make the right decision that leads you to hiring the right people.

We highly recommend getting coaching & consulting. And we unwaveringly believe in the power of it to achieve, not only goals and not only a fantastic living, but most of all, to turn beautiful dreams into an equally beautiful reality.

WHAT IS CONSULTING? AN 8 POINT LIST:

According to the Harvard Business Review, here is the Hierarchy of consulting purposes:

1. Providing information to a client.
2. Solving a client's problems.
3. Making a diagnosis, which may necessitate redefinition of the problem.
4. Making recommendations based on the diagnosis.
5. Assisting with implementation of recommended solutions.
6. Building a consensus and commitment around corrective action.
7. Facilitating client learning—that is, teaching clients how to resolve similar problems in the future.
8. Permanently improving organizational effectiveness.

WHAT IS COACHING? A DEFINITION

Having received my own share of coaching, I am a firm believer in its power and see it as applying accountability to the decisions we make.

We can have dreams and goals, and what would life be without them? But... without action and follow-through it is impossible to reach our dreams, our goals, or our true potential.

Put simply, coaching is a process that aims to improve performance and focuses on the 'here and now' rather than on the distant past or future. Coaching is unlocking a person's potential to maximize their own performance. It is helping them to learn rather than teaching them."

– SkillsYouNeed.com

WHAT IS COACHING & CONSULTING?

OUR VIP EXPERIENCE

When we gather during your VIP Experience, we analyze all aspects of your business. Our objectives as your coach and consultant is to understand who you are, what you want to accomplish, and always... why it's important to you. Once we know that and understand you, we move forward and help you develop a plan and multi-year budgets to accomplish your goals. (We'll take a deeper dive into our VIP Experience a little later.)

Our approach to consulting is holistic. The look we take at your business is both deep and wide. We strive for different perspectives, look at ideas from unique angles, and assess issues from fresh viewpoints. We're seeking to understand your motivations and fears, your roadblocks and unique challenges. Fortified with multiple insights, we sit down with you and map out the best path to solving the problems.

Over our decade plus of coaching, and through our many client encounters, we have developed tools, processes, systems and solutions to better solve problems. We've seen a lot in our years of consulting, and with that we've formed the belief that many issues can be addressed with the right attitude, combined with the right information and tools.

We continue to improve and refine our processes to get you to the best result you can possibly achieve. It does take effort on your part. There is no fairy godmother (though we've worked hard to develop our magic wand!).

“

I appreciate Gail's approach. It feels like she has created a holistic method to redefining my work and life goals. She took into account actionable items that moved me forward in my career, while at the same time, she addressed my fears and what was holding me back in a realistic way. And yet, I was still concerned about the ROI on my VIP day, I didn't need to be because in less than six months it had paid for itself. “

TINA RAMCHANDANI,
Tina Ramchandani Creative



TYPES OF COACHING

Life Coaching

A person employed to help people attain their goals in life.

– Lexico powered by Oxford.

Though at Gail Doby Coaching and Consulting, we do help people recognize and remove their roadblocks (sometimes with a share of cathartic tears), our business as a whole does not focus on life coaching.

Accountability Coaching

Coaching in a business environment is a training method in which a more experienced or skilled individual provides an employee with advice and guidance intended to help develop the individual's skills, performance and career.

– SHRM.org

Accountability coaching, to me, is a powerful way to help people stay focused and committed to their stated goals. This is our focus with coaching and mentoring. We have a team of coaches that are trained and certified by us to provide encouragement and support using our methods and tools.

TYPES OF CONSULTING

Financial Consulting

In our VIP Experience, we provide assistance in developing the right financial model (profit, pricing and revenue) for your business. We provide budgeting and financial tools to help you plan and track your business results, and we provide recommendations and consulting when you need the help of someone that understands your business. We work with a team of CFOs, bookkeepers and accountants who work under our umbrella that understand the industry. We also provide industry benchmarks to help you set and achieve your financial goals.

“

As the leader of my company sometimes I don't always look to myself as being the source of the issues that arise there. Gail has a way of shining a light and making me critically examine my own values, behavior and motivations and that's made me look at the way I'm contributing to my office. Whenever Gail calls me out, it always gives me pause; I stop, look at myself, reflect on what she's said and coming out of that process always makes me a better leader. I've seen how I determine the culture, our atmosphere and the tenor felt in my office... it's on me. Gail has taught me to lead with intention, wisdom, awareness and kindness, to step into leadership by taking responsibility. And when I bring those to the table I know I am really leading.”

LISA KAHN ALLEN
Lisa Kahn Designs



“

I'm keenly aware of my time billing, expenses, and all the numbers that matter day to day. I never really looked at them before but now I watch time billing closely on a daily basis, and I look at my P&L and budget tracker every month. I have a budget for the year that I work really hard to stick to, and I track cash flow weekly, and by being in Boardroom and participating in Genius Exchanges everything I do, I do with peers who are also friends.”

– AMY LEFERINK
Interior Impressions



Leadership Consulting

“What does it take to lead? What does it mean to be a leader? How do you find the time to lead when you feel you're already working at your capacity?” These are a few of the questions our team of leadership experts thinks about, talks about and puzzles over.

Ours is a team that excels in leadership consulting and training as you build your team. And while we know that few owners have had training in hiring and managing their team, we also know those are skills that can be learned. And... we teach them. And... we provide powerful and caring counsel in this area. (And... if it's out of our area of expertise, we can recommend other consultants to you.)

HR Consulting

We have experts that we trust, and over the years we've referred many of clients to them. Our confidence in their abilities is unflinching.

WHEN IS THE BEST TIME TO HIRE A COACH OR CONSULTANT?

The critical moment when someone decides to reach out and contact a coach or consultant is uniquely personal and wholly subjective. However, in our 15 years in the field we've observed that that majority of our clients come to us when one or more of the following is true for them:

- They feel stuck and don't know what to do to get unstuck.
- Stuck could mean that they can't break through a certain revenue level, they could be unsure what to do next in their business in terms of growth, hiring, etc.
- They are embarrassed that they don't understand their financials (Profit & Loss Statement, Balance Sheet or Cash Flow Projections) and need assistance with determining the best financial model (revenue, profit and pricing).
- They aren't sure where they should be focusing their attention to grow the business and it may even keep them awake at night.
- They need leadership training so they can get out of the weeds of doing too much.
- They are struggling with their team: structure, growth, toxic employees, etc.
- They're working too much and feel overwhelmed or burned out.
- They're not making as much as they want or desire and they need to fix it now.
- They're losing money and they don't know how to fix the bleeding.
- They've run out of options and this is their last chance to save the business.
- They're not sure how to grow; what should they do first and then next.
- They realize it is a sign of strength to get help from someone that understands the industry and can help them solve their problem(s).

“

Honestly, at first I was on the fence about committing to the work since I have four kids (enough said!). But also, and this was really more of why I hesitated, I thought that maybe I wasn't a big enough firm to work with Gail and her team, but I was wrong. On our initial call, Gail let me know that it was okay to start “where I was” and that we'd take progressive steps in the right direction to get me to where I wanted to be and she was so right. Within my 1.5 year mark I tripled my revenue.”

RENAE KELLER
Renae Keller Interior Design



HOW DO I HIRE A COACH OR CONSULTANT?

The movement from knowing you need a coach/consultant to actually hiring one can be a clear path. Yet sometimes, that all important first step is never taken and the journey on the path goes unfulfilled. All too often we've been told that people didn't feel they had the criteria to guide them towards taking their step forward. Aware of that, here are several things that should be true when you're thinking of hiring someone:

- Know why you need someone's help.
 - If you can gain a sense of what's in your way, and you can articulate that to the person you're considering hiring, you will be helping them be a more effective coach.
- Prepare a list of questions to ask the prospective coach.
- Know your goals.
 - It will save you time (and also money) when you're able to be clear on what you want to achieve in your work with your coach.
- If you're looking to work with someone who incorporates financial coaching, you should have at least two – three years of current financials available for analysis.
- Ask about results.
 - If it's financial results you're wanting, then hire someone that has helped others like you get the financial results they wanted.
- Don't be afraid to ask lots of questions.
 - This is an important decision and it will likely be a long-term relationship, so take your time.
- Ask if your coach has a proven process that has produced consistent results.
- Look for testimonials that relate to what you're wanting to accomplish in your coaching.
- Be prepared to invest in yourself.
 - Watch this great [video](#) by Dr. Benjamin Hardy. It explains why you want to invest money in growing your skills and abilities.
- Ask about payment plans – that's often the best way to get started if you don't have a large amount of money to invest up front.
 - For example, our programs range from \$500 - \$5,000 per month for a 12-month program.
- Ask about the return on investment so you can understand if it will be an expense, or if you'll be investing up front and can expect to earn multiples of your investment.
 - If you're investing \$5,000 or up to \$50,000 for a program for the year, we expect you to earn your investment back within a year of the completing your coaching assuming you do the work per our agreement.
 - We've had many people earn multiples of their investment. Understand that your results depend on your effort and consistency.
- Talk to the coach or in our case, our Director of Client Development, Yasmine Bijan Wilson, who can direct you to the right program, and if we're not the right coach for you, she'll let you know that.

- Ask for a proposal so you can see what's included and request information on any applicable guarantees.
- For the most impactful results, it is helpful to participate in programs that include individual coaching, small group consulting, a mastermind group and community events.

It takes a commitment to achieve your results; it also takes trust in the coach or consultant you hire. The combination of the two brings the results you desire. This is why we feel it is critical to really do the work and search for the right coach and their team in whose hands (and heart and mind!) you've decided to entrust your business and yourself!

ACCOUNTABILITY

Accountability refers to an obligation or willingness to accept responsibility for one's actions. When individuals are accountable, they understand and accept the consequences of their actions for the areas in which they assume responsibility.

– Saylor.org

Information without action and accountability to back it up is ineffectual. At GDCC we believe that coaching and consulting is most effectual when someone is willing to take honest feedback and follow through on the recommendations. As our clients will attest, if you do the work, you'll get results.

As one of my mentors says, “you either have results or excuses.” Great results are evidence of positive action. They're also tied in with being the kind of person who is not only aware that they want a coach but are actually coachable, too! The 15 points on the list below help you determine your Coachability Quotient, your CQ, and whether you and GDCC will be a great fit!

“

Something in my gut told me Gail was the right fit for me. She knows the industry, and I just felt she had the level of professionalism that I was looking for. This was especially important since I was hoping to achieve accountability in my work with her, which I did. I also changed MANY things in a short amount of time, too: I outsourced bookkeeping, introduced new processes and systems, set project minimums, changed team roles, created new client contracts, and was even inspired to start a blog and newsletter.”

– MARISSA MATIYASIC
Reflections Interior Design



ARE YOU COACHABLE?

You are or have a...

1. Beginner's mind. Even if you've heard it before, you may not have implemented it the way we suggest.
 - *Are you willing to suspend judgment and open yourself up for rapid growth?*
2. Coachable. You're able to listen and take action because you trust the process.
3. Committed. You want results and understand that just hearing what to do without implementation won't produce a change.
4. Courageous. You're ready to do what is recommended because others who have gone before you have gotten great results.
5. Disciplined. You're willing to do the work. Our program doesn't offer a magic wand, but it's close to it.
 - *Do you want to get the best of what we have to offer... over 40 combined years of business experience running successful businesses?*
6. Generous heart. You're joining our amazing community with generous and kind clients who care about your success, too.
 - *Are you ready to, and do you want to, share openly?*
7. Open to learn and change. You're willing to try what we suggest and if it doesn't work the first time, you're willing to ask for help.
8. Positive. You come into the coaching relationship with excitement and willingness to overcome your fears. Fears are the signpost to tell you that you're about to grow.
 - *Are you game to jump in and believe in yourself? If so, great! Because we believe in you too, and operate on the assumption that others have a similar positive intent.*
9. Proactive. You don't wait to be told what to do. You try what we suggest and ask for clarification if needed.
 - *Are you up for coming to your coaching calls prepared with questions and requests for feedback?*
10. Reasonable. We're not perfect, but we try very hard to ensure you have a great experience and result.
 - *If something's not quite right will you kindly let us know? Because we are 110% focused on you and your success. We have a no drama policy.*
11. Responsible. You take responsibility for doing the work and following through. You show up for your coaching calls on time. You submit your Friday reports in Coach Accountable.
 - *Are you willing to acknowledge that your results are a reflection of what you're doing right or need to change?*
 - *Do you believe in the mindset that says: fix the problem, not the blame? No excuses!*
12. Responsive. You reply to your coach or our team quickly. We're here to support you, not to chase you to get answers. (And if you have questions, we're committed to answering them in 24 hours, unless we're on vacation or traveling.)

13. Supportive. You're willing to help others; you don't hold back because you're afraid of losing business or worry that someone will steal your special ideas.
 - *Do you have an abundance mindset and operate on the belief that there's more than enough for everyone?*
14. Trust. You came to us for a reason, and we're here to help. We're committed to your success and we'll do whatever we can to help you achieve it.
15. Vision. You have a desire to grow your business with an effective team and you're open to expert advice.
 - *Are you willing to be encouraged and prepared to be pushed to achieve your true potential?*

Now that you've read through our 15 coachability points do you think your CQ high? And if you believe it is, is your desire to work with a coach equal to, or maybe even above, your ability? If so, our door is open, our phone is charged, and our email box is waiting!

PERSONALITY FIT

It's important that you like and trust your coach or consultant. You're going to be working together for at least a year, so knowing that you can both be honest with each other is crucial. Working with someone that only tells you what you want to hear isn't going to bring you the results you want.

Each coach has their own personal style. Some are very direct and others are soft-spoken. Even if they are soft-spoken, you want your coach to hold you accountable.

In our firm, most of our team members are straightforward, yet kind. We are here to tell you what you need to know, so it's important to take the feedback; it's all part of a belief that all of us share... that we can't get better unless we hear the truth. While we do know that there are times when hearing the truth isn't easy, our truth is that we care enough to be honest. The feedback we give is never meant to hurt your feelings.

TIME & EFFORT REQUIRED

Typically it takes one to three years to make the recommended changes and develop confidence in your new path. The speed in which your results appear depends upon how much time you consistently set aside to accomplish the work.

”

Right from the beginning, at my original Genius Exchange, I knew I loved the people that Gail surrounded herself with. From her supportive team, to the other firms in her organization who were, and are, genuine and always willing to share, I became a part of a community that I find so inspirational”

– VICKI SERANY
Southern Studio



OUR COACHES



PATTI JULBER

DIRECTOR OF COACHING

Patti is excited to help you get to your next level with your Design Business! Her background in owning her own very successful Interior Design and Contracting business in Bend OR for the past 17 years has given her the knowledge to help guide you through those real world problems that occur regularly. She has managed the financial end as well as the creative, by learning all aspects of the business.



NANCY DALE

GAIL DOBY CERTIFIED COACH

Nancy's expertise in project management, business operations and development are crucial for design firms that want to scale. She used her vast financial and business knowledge when she and her husband founded and grew their company from 2 to 60 employees with a valuation of over \$100 million. She transitioned to the interior design industry when she became a freelance designer. She is active in the International Interior Design Association and American Society of Interior Designers (ASID).



YASMINE BIJAN WILSON

GAIL DOBY CERTIFIED COACH

Yasmine's expertise in sales, management, and training have made her the go-to resource for our clients. She skillfully aids our clients in their transformation with her proficiency in business leadership, relationship marketing, sales, and self-empowerment. She is a valued contributing author in several business books with renowned speakers, coaches, and trainers. Her passion is making a difference in the lives of others.



DRUE LAWLOR

GAIL DOBY CERTIFIED COACH

Your success is foremost in all of Drue's coaching. Her background and expertise as a NCIDQ certified interior designer and Fellow of the American Society of Interior Designers (ASID) makes her uniquely qualified to teach our clients. She and Gail co-developed the 12-month Strategic Business Transformation Group Coaching program to teach designers how to develop a profitable and successful business. She is a national speaker on positive aging and creating safer healthier homes.

THE VIP EXPERIENCE

”

Having a VIP Day with Gail and Erin jumpstarted my passion and left me with newfound hope for my business; I knew I was ready to do whatever it took! Having follow-up coaching with Drue helped me implement all that I came away with on my VIP with clear, actionable steps. Then I joined an Alliance Group. The constant support I'm able to get from the Slack group, our group calls and friendships, have kept my fire burning. I don't think I would have accomplished 1/3 of my VIP day tasks without the support of Alliance Group coaching and Slack group so I truly believe they are essential together!! “

– EMILY SPANOS
Emily June Designs



During our VIP Experience, we provide a 150+ page manual and develop a list of tasks to be executed by you after your VIP session. You meet virtually with our team. The VIP Experience is typically held over three days and multiple companies may attend the same session. These colleagues will become new friends and supporters during and after the session. Financial sessions are conducted privately during the two-day session.

Prior to attending the VIP Experience, it takes 4 - 6 hours to prepare and submit financials, extra documents and your questionnaire in the 60 days prior to your session.

After your VIP, we recommend that you set aside two hours per week to work on your business. The more consistent you are with working on your business, the faster you'll get results.

We've seen clients double and even quadruple their business in a year, though that is not guaranteed. Only you can produce the results. We will show you the way.

CAN TEAM MEMBERS ATTEND THE VIP EXPERIENCE?

You can absolutely bring another member of your team or a spouse, and if you decide to bring a team member, we suggest bringing your business partner, bookkeeper or your most senior designer. We're happy to help you decide who would be best.

Over the years of our VIP Experience, we've had several clients bring their spouse; in fact, one of them was so inspired that he started his own law firm six weeks later. Other clients of ours have also brought their spouses who own businesses or work for other firms, and they, too, have gained insights. Even though they came from a different field, applying what they took away to their own careers helped them move forward.

“

Gail's VIP days are something I absolutely have to mention. My first VIP day was with my husband. He and I are high school sweethearts so we've done a lot together and have really grown up together, and I have to say that VIP day is up there with one of the most critical events of our marriage. It truly helped us gain perspective on what we want out of our lives and how to tame the beast we had created in the business we had started together.”

– NANCY CHARBONNEAU
Charbonneau Interiors



MASTERMIND GROUPS

We believe in the power behind mastermind groups, and have been a part of many successful such groups ourselves. It probably will come as no surprise that we fully align with the saying: “Many hands make light work.” – John Heywood

Our mastermind groups are a peer-to-peer mentoring group used to help our members solve their problems with input and advice from the other group members. Their value includes the support, accountability and lifetime friendships that are forged by sharing personal stories and business challenges.

We think mastermind groups are so important that we've written three questions to ask of someone that you might be considering hiring as your coach and/or consultant:

- Does the program you're considering offer a mastermind group?
- Do members stay in the mastermind group more than a year?
- What do the members gain from being involved in the mastermind group?

At GDCC, we offer two levels of mastermind programs: Boardroom and Alliance.

Boardroom

In May of 2016, we founded our Charter Boardroom. Currently, we have expanded to four Boardrooms with 30 member companies with revenue exceeding \$1M and nearly \$60M of total revenue.

Boardroom groups meet for 3-day retreats twice a year [during COVID the meetings are virtual], and for a one-day, all Boardroom retreat, once a year. Members also receive monthly group coaching and special reports and tools.

“

Boardroom is my absolute favorite. The one on one time with Gail along with our trusted peers who have all become dear friends, is a highlight of my year. The valuable insight and wisdom shared within our group is priceless. We help one another dream beyond our wildest dreams and have committed to helping one another achieve those dreams. They are like family but even better!”

– CHRISTI BARBOUR
Barbour Spangle Design



Alliance

Alliance Mastermind is a group for companies with a minimum of \$250K of revenue, and for those firms that are waiting for a new Boardroom mastermind group to be formed. We typically form a new Boardroom group starting each January 1.

Alliance members meet once a year for a 2-day retreat, and once a year for a full day of leadership training on the Friday before Fall High Point Market. They also receive monthly group coaching and monthly private coaching to help them get to Boardroom level. The goal is for members to reach Boardroom in three years.

The value of membership in Alliance is exactly the same as in our Boardroom groups. They receive support, accountability and the deep friendships that are born by openly relaying personal stories and business challenges.

”

And then there's my growth that's come from the amazing community of other design colleagues from around the country who are all involved in building a design business just like I am. Gail made it easy and also fun to connect with them and also to stay connected to them through "Alliance," together with its modules, retreats, group coaching calls and support, it's been a powerhouse for my growth."

– VALERIE GARRETT
Valerie Garrett Interior Design



Other GDCC Sponsored Events

Every July, GDCC hosts an educational and networking event, The Genius Exchange, with the intention of our clients meeting, connecting and learning. We encourage our clients to bring their employees so they can help execute the new learnings. It's an amazing opportunity to make friends that are like-minded.

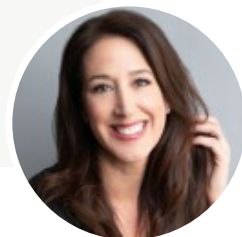
Our community is known for being warm, friendly, inclusive and generous. They share ideas, resources and support to others in the industry. They're a special group of people.

You may also meet up with us at High Point and Las Vegas Markets, or at a variety of industry events. Plus I speak frequently at ASID chapters and other events throughout the year, so maybe if I'm in your neighborhood we can meet sometime.

”

Every time I attend an event Gail's put together, like Genius Exchange, I leave with a renewed optimism for my business."

– LISA GIELINSKI
Lisa Gielinski Interior
Design, Inc.





KIM RAYMOND

KIM RAYMOND ARCHITECTURE + INTERIORS



SPOTLIGHT TESTIMONIAL

*Financials let me
make decisions:
do I carry on in
the same fashion
or do I do some-
thing different?
The numbers
don't lie!*

*187% increase
in Revenue, 161%
increase in net
profit 2015 to 2019*

Before doing my VIP Day with Gail Doby, I didn't understand my financials well at all. I would confuse my P&L with my Balance Sheet, and it would be safe to say that simply upon hearing the word, "financials," my eyes would glaze over. That spilled over into conversations I had with my CPA and my Bookkeeper whenever we discussed financials. Why? Because I had zero interest them. Why? Because I didn't understand them. The result, as well as the problem, was that I had no idea where I stood, and not just from day-to-day, but from month to month, and beyond that, from year to year.

What wasn't clear to me was the all-important and direct connection between watching my financials and using them as a great tool for project management, planning, hiring and marketing. That changed when I started working Gail, through my time spent with her I came to realize that all of running a business is based on your financials.

For so many years, I was held back by the silly belief that creatives don't do well with financials because our "minds don't work like that." If that wasn't enough, I also subscribed to another silly idea based on something I once heard someone say: "Artists and architects can't even balance their own checkbooks, let alone read financial reports." Well, that sounded right to me; I hated (and didn't) balance my own checkbook!

Given those limiting beliefs, imagine my shock, and also relief, that the business of my design business was actually incredibly easy to comprehend. I was so excited to finally understand this world; it was like being a little kid with a new toy.

Today I see that by changing my relationship with financials they've quickly become one of the best tools I have for measuring my progress. Thank you Gail for teaching me about them!



ASPEN CO.



MATTHEW TIRSCHWELL

TIRSCHWELL & CO LIGHTING DESIGN



TIRSCHWELL & CO., INC.
ARCHITECTURAL LIGHTING DESIGN

SPOTLIGHT TESTIMONIAL

*Because of my
time with Gail,
I am really excited
to actually be the
owner of my
business again.*

I started working with Gail expecting to get a better perspective on how to run my business, and how to look at it from a better vantage point. Through my work with Gail I accomplished that and something unexpected, as well, and that pertained to revenue. We increased revenue by ninety percent in the first year. So yes, that was good.

Gail's direct and process driven coaching was eye-opening. I've noticed that I really think about business now and am not afraid of it. I understand monthly reporting, I can make clear decisions about the future and the direction I want to take my firm. Under Gail's urging I'm exploring expansion, and while I don't know exactly what that looks like right now, I still see it as a big push.

Certain things have changed for the better since I began my work with Gail and a lot of it comes down to confidence. I so enjoy talking about business and I get totally charged up about it that other people see the change in me and ask me about it. Altogether, I feel I have greater confidence in myself now to actually be, for lack of a better word, presidential.

Increased revenue by 90% in the first year



RED MOUNTAIN, ASPEN CO.



LORI MCRAE

FREDERICK + MCRAE

film architecture + interiors

My experience had been primarily in commercial interior design, so while I was looking for a coach, I wasn't certain how Gail's coaching would translate to that type of design business. But I knew I wanted to expand our company into residential interior design and decided to take the step and work with Gail. Through our work, I was inspired to do what I had only thought about doing: expand into residential design. From there, Gail inspired me to do many other things too!

I've always been passionate about design, however coaching brought me to the realization that I also have a head for business and that I love working "on the company!" Gail has given me ways to put things in place that are allowing me to lead my team of amazing and creative individuals who share my vision for our company, while also strategizing about what comes next.

SPOTLIGHT TESTIMONIAL

Because of my with Gail, I am really excited to actually be the owner of my business again.

Increase in company's revenue by 73% from 2015 to 2019.

The combined knowledge of finance and interior design that Gail possesses is invaluable; she knows what it takes to run a successful interior design business, hands down. Gail will not sugar coat it, what she will do is tell you what you need to hear, and I can say that in my experience she has always been right! She has also proven right with her mastermind groups that I've been a part of. Since my first, inspiring VIP day I've gone to two Genius Exchanges, and then I became a member of Boardroom II – The Badass Boardroom, and that been life changing! Working with a group of my peers who are so wonderful and giving is truly inspiring. We let it all hang out, warts, tears and all during our retreats and Gail always our voice of reason. It's been great to watch the transformations of each of our companies during this journey.



CAMANA BAY – GRAND CAYMAN

But it's not just in the business and financial aspects where I've seen myself grow and change. My coaching with Gail has made me a better, calmer person. By transforming my personal growth through meditation and the inspiring books she recommends, I feel Gail has given me the tools to take on the world! For that I am eternally grateful.



LEEANN BAKER
INTERIORS LTD.

LEEANN BAKER STEDING

LEEANN BAKER INTERIORS

It's funny to think what it means for something to be impactful. For me it was having someone tell me that what I do is valuable. For someone to say I don't have to be charitable in every aspect of my work. That someone was Gail Doby. At times we can get so beaten down that it's hard to find our way back up, but my way was with Gail and her team. From them, I learned that my talent and my vision had meaning and value, and I do not have to play small.

When I first signed up with Gail, I absolutely had no idea what I was in for, I just knew it — my business — was no longer working. I had been in business for over 10 years at the time, and though I was still busy I was not performing at my best, and I needed guidance on how best to move forward. Over the years, I'm seeing my coaching with Gail has encompassed these 5 key words: communication, confidence, clarity, community, collaboration.

What also has been helping me forward is the community that comes with working with Gail. From the coaching, to the partners, to the consultants, to my Boardroom members, it takes a village and it is so much better than doing it all by yourself.

I think that like a tree, when we grow, we grow outwards and upwards. I don't think that there is a single aspect of my life that has not been profoundly affected by my first VIP day and my subsequent interactions with Gail, my Boardroom, Genius Exchange, etc. And my "etc." includes my husband. He attended my first

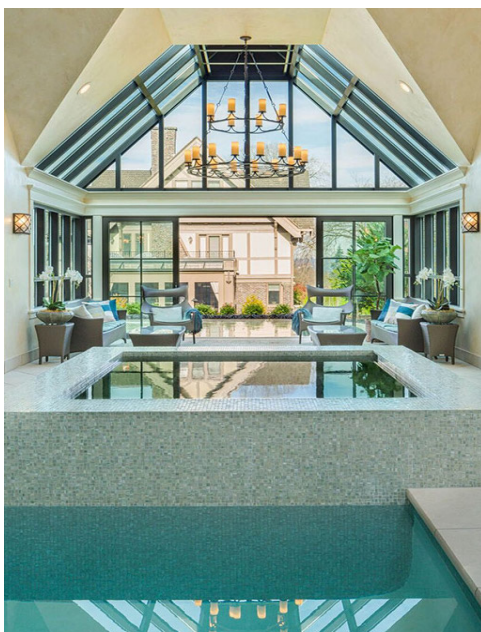
VIP Day with Gail, and as a result, two weeks later he quit his job as a lawyer with a large firm and started his own firm. Using a lot of what he learned from my VIP session with Gail, he and his partner were able to pay back the loan they took out to start the firm; they've made more money than they would have at the original firm. I don't think any of us saw that coming out of my VIP day! No regrets.

Life is always evolving and changing but I am learning to go with the flow, have faith in myself and my capabilities and know that when I fall, to fall forwards and that will always lead me in the right direction.

1514% increase in net profit from 2016 to 2019

SPOTLIGHT TESTIMONIAL

Working on my business with Gail has allowed me to leave overwhelm behind and given me the strategies to grow and develop to the point where I can now effectively manage my company.



POOL HOUSE, SEATTLE, WA



JOE MCGUIRE DESIGN

SPOTLIGHT TESTIMONIAL

Running a growing business can be an immense responsibility, it's exciting and also intimidating. But with Gail's expansive vision, her team's wise counsel, and our supportive Boardroom community behind us, we feel like we can achieve our dreams.

144% revenue increase in one year. 132% net profit increase in 1 year

JOE MCGUIRE

JOE MCGUIRE DESIGN

My partner and I were tired of trying to re-invent the wheel, and so we began looking for a coach who could provide our design firm with a clear plan for creating an organized and profitable business. That was Gail Doby, and her clear approach to the finances made her stand out to me; it was also my initial motivation for contacting her.

The mixture of finance, business planning and community that we found with Gail was beyond anything I could have anticipated. Under her smart and professional coaching, we grew. She inspired us in many ways, one way was to scale our business and we did. In one year our revenue shot up 140 percent!

Our initial VIP Day was an excellent immersion into the "Gail way." After that, we joined one of her firm's Boardrooms, and found that to be a great way to expand on what we initiated with Gail and move beyond that — to find and build community within the interior design world.

Working with Gail and her team, and being in our Boardroom has expanded our view of what is possible in this business. We feel supported and heard, which is not always an easy thing to find as a business owner.

Running a growing business (especially during a pandemic!) can be an immense responsibility, and today we're imagining next steps that are both exciting and intimidating. And with Gail's kindness, her support and her expansive vision behind us, we feel like we can achieve our dreams.

To anyone considering working with Gail I'd say this: don't underestimate the power of having Gail on your team, and the power of having the Boardroom community on your side. It's a vast support network of designers who are fun, wise and helpful.





LISA GIELINCKI

LISA GIELINCKI INTERIOR DESIGN, INC.



LISA GIELINCKI
INTERIOR DESIGN

SPOTLIGHT TESTIMONIAL

Gail and her team have a way of cutting through all the mess. By looking at your strengths, and showing you the way to capitalize on them, and also, by pointing out your weakness and creating a plan to work on them, they help you see the best case scenario for your company.

In December of 2015 I listened to a Podcast, and the person on it was talking about starting off the new year with intention for your company. Turns out that person was Gail Doby and I just knew she could help me address the notes I'd taken during the podcast... I had so many notes!

And I also had a lot of questions. How do I work smarter, not harder? How do I streamline the way I run my business to bring me more profits? How do I motivate my staff and help them be their best? How do I market myself? Over the course of work, and our VIPs, Gail answered them in her positive, in-depth way; somehow she's able to be both incredibly detailed and incredibly optimistic!

One of the things I think is so important to know about Gail is that she's been an Interior Designer, too. She understands the basis of our complicated business and so you're able to get right to work instead of needing to spend any time explaining all the facets of our work. I think she also somehow understood designers' need for connection and friendship with other designers, and that's made such a difference in my life. Every time I attend an event she's put together, like Genius Exchange, I leave with a renewed optimism for my business; my VIP's leave me seeing all that I can achieve, and whenever I see or talk to my Boardroom I feel exactly same way... I am in love with my Boardroom!

All of that combined helped turn us into profitable company. We went from loss to majorly positive, to today where I'm reaching over a million dollars in sales and much higher profits.

183% increase in net profit.



FLORIDA



Breathe Design Studio

SPOTLIGHT TESTIMONIAL

So often, running a business can feel lonely and overwhelming, the VIP Experience and Alliance programs have helped me discover my long-and short-term goals and given me a pragmatic plan, and genuine support, to get there.

CHRISTINE TURKNETT

BREATHE DESIGN STUDIO

While I expected to have a full financial analysis and custom financial strategy for how to become more profitable and get out of debt, I didn't expect such concrete benchmarks, a values-based approach to running a business, cost-effective marketing plan, productivity guidelines, hiring processes, client onboarding, and an amazing support system. I got all of those, and because I did, my professional and personal confidence in myself in the next year, five years and 10 years, grew.

I would say that the strongest impact that GDCC has given me is a comprehensive business strategy, which confidently paves the way for clarity and purpose. That's something I didn't have in the past when, despite my research and efforts, I felt like I was trying to put together a puzzle without knowing what the picture on the box looked like, how many pieces there were, or even where all the pieces were. Even when I'd find a few pieces, I didn't know how they fit together, what was missing, and what picture I was trying to create. Gail's VIP program helped me establish my own picture based on my long-term goals. Gail gave me each piece and also showed me how they work together.

Gail and her team run programs and groups that I've participated in including the VIP Experience, Alliance, Genius Exchange, and the 5-Day Marketing Challenge. My participation in each of these events and experiences let me receive individual attention and also connect with a group of like-minded people I knew I could learn from and be open with. So often, running a business can feel lonely and overwhelming, the VIP Experience and Alliance programs have helped me discover my long- and short-term goals and given me a pragmatic plan, and genuine support, to get there. Every day, I wake up with a sense of purpose and focus. I know who my future self is, and when faced with challenges I feel confident that I will be able to persevere. Weathering the storm feels possible because I know that on the other side is a rewarding career and financial freedom.



MUELLER SCANDINAVIAN FARMHOUSE, AUSTIN, TX

GDCC doesn't just talk the talk but walks the walk. As one of their clients, I hope to run my business so that my clients feel as valued as Gail and her team have made me feel. Thanks to them I have found purpose by being of service to others and I live a more wholehearted professional and personal life.



COOK
DESIGN
HOUSE

SPOTLIGHT TESTIMONIAL

There were many times in the past when I said, through tears, that I wished I had never started the business, and that I had no idea it would be this hard or stressful. Those moments have been virtually absent since starting my work with Gail!

JODI COOK

COOK HOUSE DESIGN

For a long time, the only financial information I had was what was in my bank account. I had NO IDEA what my numbers looked like day-to-day, month-to-month, year-to-year. I wanted someone to provide me with a roadmap to help get me to my business destination and build my team. But at the same time, I wondered if I had the money to spend on coaching AND also if I was throwing money away on something I SHOULD be able to figure out myself. When a former coworker told me about Gail's impact on other designers, her great business model, and how people just sang HER praises, I thought, "I could use some of THAT!" I contacted Gail and felt an instant connection.

Being a sole business owner can be lonely and uncertain, and where I have seen the greatest benefit in working with Gail is in having someone watching over my shoulder and guiding me in decision-making related to when to hire, who to hire, how much to pay them, what I can afford, etc. Plus, Gail's guidance has been so reassuring, helping me gain confidence and clarity about who I am and where I excel.

My inspired and enlightened coaching has made me want to have structure and discipline in my business so I can have the joy in watching it grow. Tracking my progress is motivating, maybe that's especially true because I never expected to come close to \$1M in revenue in the first year, particularly considering that I was working by myself for ¾ of the year! And Gail made it fun. I loved the Genius Exchange; I truly felt like I was a part of a greater community. While I was never shy about making industry connections, I've been even more motivated to reach out to industry partners since working with Gail; it used to feel a little unnecessary or frivolous, now it feels mission-critical to my business success.

Working with Gail has taken much of the uncertainty out of my day-to-day decision-making and freed me up to focus on building my business and developing

designs for my clients. I am no longer emotionally drained by uncertainty and fear, instead I feel confident in my business and its financial standing; I have MUCH better cash flow and there's ALWAYS money in the account. I know that's because I know I have someone watching over my shoulder & guiding me to make good decisions.

331% increase in net profit in first year working with GDCC.



DENVER, CO.



RENAE KELLER
INTERIOR DESIGN

SPOTLIGHT TESTIMONIAL

Sign up for the VIP day, it's such an incredible opportunity. Gail will see through all the obstacles you've put in your own way and get to the heart of the issues, and then she'll tell you exactly how to revise your game plan.

RENAE KELLER

RENAE KELLER INTERIOR DESIGN

I wanted to work with a business coach and I had done my research. That's why I decided that Gail Doby would be the best person for me to work with to get to my goals of increasing my revenue and growing my business. But what I didn't know I'd also get when I contacted Gail were wonderful friends, great vendor relationships, and introductions to people in the industry who are equally passionate about design, as a whole, as I am. I got all of that and more, I got my confidence back, too.

Honestly, at first I was on the fence about committing to the work since I have four kids (enough said!) But also, and this was really more of why I hesitated, I thought that maybe I wasn't a big enough firm to work with Gail and her team, but I was wrong. On our initial call, Gail let me know that it was okay to start "where I was" and that we'd take progressive steps in the right direction to get me to where I wanted to be and she was so right. Within my 1.5 year mark I tripled my revenue.

She advised me to work with a messaging coach to understand and verbalize what I was all about in my work, my style, and my design beliefs and that also helped me gain confidence, as did being a part of the GDCC Alliance. Through that I met new people, made strong connections, took tours of great places that Gail gained access to, and so much more.

Gail's VIP Days have challenged me and nurtured me, she focused me and guided me, and all at the same time. By working with her, I've learned to create the head-space I need to dream and think creatively, and not just about my projects, but about my company's future; that kind of expansion thinking was inspired by Gail!

Revenue tripled within 1.5 years.



333 ON THE PARK



TINA RAMCHANDANI
CREATIVE

TINA RAMCHANDANI

TINA RAMCHANDANI CREATIVE

When I first came to work with Gail I really wanted to grow my business efficiently, and not lose time, or make costly mistakes through trial and error. I definitely had an income goal in mind, but really, I wanted a more stable business and work-life balance. And what's amazing to me is that now I have it. I no longer work all night; I can stop working at a certain time and see friends or family; I'm confident in how I charge clients, and I have a stable salary and so do my employees (I never thought I could have employees until I worked with Gail!).

It's amazing knowing that I can focus on the parts of my business that excite me and outsource everything else... another thing I never realized until I started my work with Gail. Yet it makes so much sense, and also makes me enjoy my work so much more.

I appreciate Gail's approach. It feels like she has created a holistic method to redefining my work and life goals. She took into account actionable items that moved me forward in my career, while at the same time, she addressed my fears and what was holding me back in a realistic way. And yet, I was still concerned about the ROI on my VIP day, I didn't need to be because in less than 6 months it had paid for itself.

But it's not all Gail, it's her team, and it's the Boardroom I'm in too. I get to learn from like-minded business owners and absolutely love their support and the comradery we have.

Today I feel so confident not just as designer, but as a business owner, and the confidence I feel from that has made me a better partner to my husband and a better family member.

VIP day paid for itself in under 6 months.

SPOTLIGHT TESTIMONIAL

Being able to record our data on GDCC's accountability software and seeing the results lets me look at my design business as the marathon that it is, not as the sprint which I used to think it was. That old thinking weighed me down, this new thinking fuels me!



CENTRAL PARK WEST

THE TOOLS OF OUR TRADE

All of our VIP and mastermind clients get access to a robust set of proprietary tools to help them run their businesses. Gail and her team develop multiple tools per year, and they are an integral part of the coaching program.

We also provide a Slack group for each Boardroom and Alliance group so that they can share resources and get support. In addition to this, we use a special software program for communication between the coaches and clients. This helps our clients stay connected and supported between meetings and coaching.

RESOURCES

Our resources include many experts that are vetted and selected carefully to provide great service to our clients. Gail is also a big reader, so she shares her favorite books that will help you grow in business and personally.

BELOW, ARE JUST SOME OF THE AREAS WHERE WE PROVIDE INSIGHTS, HELP AND RESOURCES.

Finance

- Quick Budget
- Cash Flow Template
- Business Account set up
- Description of Financial Statements
- Easy Budget Calculator
- Mark-Up vs. Margin
- CEO | COO Dashboard
- Financial Glossary
- Year End Financial Checklist

Human Resources

- Job Description Design Assistant
- Job Description Design Director
- Job Description Jr. Designer
- Job Description Sr. Interior Designer
- Job Description Office Manager
- Employee Onboarding Checklist
- New Hire Checklist from Zenefits
- Employee Compensation Letter
- Hire and Retain Presentation by Interior Talent

- Sample Behavioral Interview Questions from Interior Talent

Clients

- Interior Design Industry Benchmarks
- 10 most FAQ about working with an Interior Designer
- VIP Design Agreement Template
- Client Onboarding Template
- Fee Increase Letter
- Client Gift List

Operations and Planning

- Your Year Plan
- Annual Goal Planning Checklist
- Employee Time Tracking form
- Owner & Employee Time Blocking

Marketing

- Ideal Client Dossier
- Marketing Effectiveness
- Marketing Lead Tracker
- Marketing Plan

DIFFERENTIATORS:

GAIL DOBY COACHING & CONSULTING

OUR VIP EXPERIENCE

It distinguishes us and we use our VIP experience to help clarify our clients potential, which allows them to realize it, and then surpass it. With over 200 VIP days delivered, we see this as equal parts process and path to success.

OUR CLIENT JOURNEY

Understanding our client's aspirations and goals is the first step on a collaborative journey. The second? Outlining a plan for their profitable and sustainable growth.

OUR RESULTS

Achieving growth in revenue. Realizing growth in profits. Attaining financial confidence and with it, freedom. Feeling joy in work, which carries through to life, gives ability to generously impact the world.

OUR COMMUNITY

In a variety of settings throughout the year and across the country, we gather, virtually and/or in-person, as a community and bring our members together, giving them the opportunity to create friendships, collaborations and trust.

OUR COMMUNITY: MASTERMIND GROUP EXPERIENCES

In our "Alliance" and "Boardroom" groups, members understand their peers' goals for growth — both personally and professionally. They dedicate themselves to help peers achieve their goals while meeting their goals as well.

Additionally, we invite our mastermind group members to key industry market events, like High Point and Las Vegas Markets, and within them we create our own smaller, more intimate meet-ups and get together.

OUR COMMUNITY: GENIUS EXCHANGE EXPERIENCE

Our annual community event is where we bring innovative ideas, inspiring speakers and reignite passion across a variety of creative industries. Genius Exchange connects and/or reconnects peers and friends, mentors, and coaches. Our community members return to the world replenished, rejuvenated and energized.

OUR COMMUNITY: CREATIVE GENIUS PODCAST

Gail and Erin share how their long and enduring friendship impacts the way they inspire each other and work through whatever life and business challenges come their way. Within their own open and honest musings, and also through their conversations speakers, authors, and industry influencers, they further their own journey as friends and founders, causing us to think about our own journeys, too.

OUR TEAM

100% committed to supporting our clients. 100% dedicated to serving our clients. 100% devoted to impacting our clients' successes every day.

OUR TEAM: MULTI-GENERATIONAL LEADERSHIP

Our multi-generational seasoned team provides a wealth of experiences and varied viewpoints ensuring that our clients' needs are met and exceeded. Our culture of respect, contribution and commitment keeps our clients returning year after year.

OUR TEAM: LONGEVITY

Our dedicated team loves our mission to transform our client's businesses and lives. We choose our team members carefully, and once they join us, they stay with us. Clients appreciate knowing that the people with whom they've developed relationships and are key factors in achieving their goals, will be with them throughout their journey.

OUR TEAM: COACHES

They're a pillar of our brand. Their broad experiences allow them to offer sound advice; their openness and caring lets them offer support. Within our industry, ours is the only company that has its own coaching team.

OUR TEAM: CFOS

We have assembled an experienced financial team that analyzes our clients' financial statements. Beyond that, they create reports that are understandable, and therefore, meaningful for our clients. The combination of the two allows our clients to manage their business with confidence.

OUR PARTNERSHIPS

Developing relationships with High Point Market Authority, International Market Centers, Universal to the Trade, Steelyard, and other industry partners supports new programming and outreach which we offer to our clients, and keeps us current with a constantly changing industry.

Our Clients... Who Become our Friends, Loyal Fans and Part of our Tribe

We're in this together.

We're in it for the long run. And we're not the only ones who think that, our clients do, too. They refer us to their colleagues and friends, and we are so grateful to work with more extraordinary people who want to succeed and thrive.

GOALS & ASPIRATIONS MEET HOPES & DREAMS

As coaches and consultants, our work is highly professional. At the same time, one of the things that drew us to our work initially is the personal nature of it and the deep relationships we develop.

We appreciate that our clients come to us with their goals and dreams, and hear them with open hearts and minds. Some have never articulated their goals and dreams to others, and some are shy about having others know their true heart. And we have other clients that have big dreams they're not afraid to share openly.

We want to know you and help you achieve more than you believe is possible. We see your potential and we want to help you achieve it. It's our passion.

CONCLUSION

Many pages ago, I started this guide with a story about my mother and so now it seems only right to end them with her as well. Yet here, instead of with a story, I want to conclude with a few words of gratitude.

I'm grateful to my mother for instilling a love of learning in me that encompasses a passion for life-long learning, too.

I'm grateful to her for modeling the importance of developing both sides of my brain, and encouraging me to honor the right and left side, my analytical and creative, equally.

I'm grateful to her for imbuing the love of community that runs strong and deep within me.

Every day, those three foundational ideas and passions are realized in my work. I see them and I value them. I'm always inspired by them and I always hope to inspire others through them. And if given the chance, I hope to do so with you; it would be the greatest honor.

A handwritten signature in black ink that reads "Gail Doby". The script is fluid and cursive, with the first letters of "Gail" and "Doby" being capitalized and prominent.