



With Your Host  
Tom Floyd

## SHOW HOST

**Tom Floyd**, founder and CEO of Insight Educational Consulting (IEC), is a dynamic business man and speaker, who has grown a multi-million dollar business guiding Fortune 500 companies in the implementation of change management, workforce performance, and learning solutions. The ultimate combination of a strategic visionary and project leader, Tom is cross trained in business strategy, focusing specifically on organizational change, human performance, and employee development.

## GUEST BIOS

**Andrea Garfield** is an entrepreneur and adviser to business creators. Through her own consulting practice and as a program leader and entrepreneurial coach with the UCLA Anderson School of Management, Management Development for Entrepreneurs Program, Andrea has worked successfully with entrepreneurs to help take their companies to the next level.

**Patricia Kelly** is the President and CEO of Limerick Incorporated, a privately owned company located in Burbank, California which she started in 1992 with her daughter. Limerick provides a company-sponsored workplace lactation program for women returning to work after giving birth, as well as related products.

**Terry Powell** is the founder and CEO of The Entrepreneur Source; a global coaching and advisory firm with over 275 franchisees assisting people to find self-sufficiency through business ownership. Terry also created Franchisearch.com, which is fast becoming the Internet's leading resource for franchise and business opportunities.

**Paul Williams** is a strategist, business consultant and coach based in South Florida. Since 1989 he has coached over 1,000 entrepreneurs in financial, manufacturing and technology industries. He has senior management experience in finance, manufacturing and marketing industries and has been published in Million Dollar Practice and Registered Rep.

## Coaching for Entrepreneurs

MONDAY AUGUST 27<sup>TH</sup>, 2007

11AM PT (2 PM ET)

*A new study sponsored by The Entrepreneur's Source finds 5 universal reasons why businesses fail no matter what their size. They are:*

- Poor financial management
- Mismanagement of human capital
- Pursuit of projects that are incompatible with resources and capabilities
- Underperforming sales people
- Lack of communications leadership.

*On this show Tom interviews guests who have successfully guided entrepreneurs in the past, focusing on how coaches can help entrepreneurs overcome their blind spots, see the big picture and improve their overall performance.*

## HIGHLIGHTS

A 2004 report by the Small Business Administration (SBA) on Entrepreneurship in the 21st Century found that small businesses will play a major role in shaping this century's economic landscape. However, according to a 2005 report from the US Bureau of Labor Statistics, 45% of new independent business ventures fail within two years of opening.

Many of us have dreams of running our own businesses and taking more control of our destinies – but what does it take to be successful?

And how can coaches who specialize in entrepreneurial development and growth help us realize our dreams?

Our guests discuss how coaches can guide entrepreneurs in both running their businesses and dealing with the challenges that come up along the way.

Highlights of the show include:

- How coaches can work with entrepreneurs to avoid financial mismanagement.
- The importance of outsourcing in helping entrepreneurs manage their business.
- How coaches can counsel entrepreneurs who may be pursuing the wrong endeavors or projects.
- How coaches can help entrepreneurs deal with the symptoms and signs of stress.
- The importance of social networking in an entrepreneur's success.
- The resources and tools that can help entrepreneurs network and grow their businesses.

For more information on **Insight on Coaching**, feel free to contact Tom directly at [tfloyd@ieconsulting.biz](mailto:tfloyd@ieconsulting.biz)

*"IF YOU'RE NOT FOCUSED AND AT LEAST SOMEWHAT CONSUMED WITH ACHIEVING YOUR GOALS, THEN YOU'RE JUST GOING TO BE ANOTHER PERSON WHO THINKS ABOUT STARTING THEIR OWN BUSINESS AND THEN JUST RESIGNS THEMSELVES TO HAVING A CORPORATE JOB."*

**ANDREA GARFIELD**

*"WHEN I FIRST LOOKED AT THE BIG PICTURE I GOT OVERWHELMED. HOWEVER, WHEN I JUST BROKE IT DOWN TO THE FIRST STEP, IT JUST MADE LIFE A LITTLE BIT EASIER FOR ME. I REALIZED "I CAN DO THIS.""*

**PATRICIA KELLY**

*"MOST PEOPLE MAKE THE DRASTIC MISTAKE OF GOING INTO THEIR OWN BUSINESS BECAUSE OF THEIR OWN TECHNICAL SKILLS, AND THEN THEY GO INTO BUSINESS AND FIND THAT BEING THE TECHNICIAN DOESN'T GIVE THEM ALL OF THE ENTREPRENEURIAL SKILL SETS THAT ARE NEEDED."*

**TERRY POWELL**

*"ONE THING I GET PEOPLE TO DO IS REALLY FOCUS ON THEIR FINANCIAL STATEMENTS ON A REGULAR BASIS. IT'S LOOKING AT WHAT THE FINANCIAL STATEMENTS ARE REALLY TELLING THEM, AND HELPING THEM SEE HOW THOSE NUMBERS ARE REFLECTING WHAT IS ACTUALLY HAPPENING IN THEIR BUSINESS."*

**PAUL WILLIAMS**

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