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## **Five-Minute ‘WLE Speed Coaching’ Business Advice Rocks the World for Women Entrepreneurs**

We all know about speed dating, speed eating (which too many of us do), speed shopping and speed dialing. But what about the latest - **speed coaching**? Can a business expert, no matter how talented, possibly impart useful advice to someone else in five minutes and have it create a serious impact?

Well, it seems that bite-sized bits of wisdom can work! The **Women’s Leadership Exchange (WLE)**, a five-year-old national organization that holds all-day conferences in five cities, has instituted a bold “WLE Speed Coaching”™ program for their 750-1000 attendees, women already successful in business who want to up their game. Speed coaching has already been tried in four cities by the experts, who are known as Growth Gurus. The next Women's Leadership Exchange conference where speed coaching will be available is Monday, November 6<sup>th</sup> at the New York Sheraton and Towers Hotel, New York City.

Coached women who received their five-minute nuggets of wisdom call the experience a rousing success, as do the coaches. All are unanimous in relating that the format forced them to focus in on what is important, and get right to the heart of their challenges.

The experts sit at tables at the WLE conference's Interactive Information Center, and three times during the event, attendees line up for help in the areas of Marketing, Sales, Finance, Franchising, Business Law and more.

**Beth Polish**, founding CFO of iVillage.com, a sought-after speaker and author on entrepreneurship, growth strategies and finance, and WLE Growth Guru, reports, “I was surprised at how well-prepared the women were when they sat down to ask me for advice.” One woman’s business was providing mediation services for divorcing couples. She wanted Beth’s insights on the best strategy for expanding nationally. Says Beth, “I showed her that the best approach was not more bricks and mortar locations but adding an Internet-based business model.” Beth reports that this woman has since contacted her and exclaimed, “In just five minutes you changed my life!”

**Jane Applegate** of The Applegate Group, a marketing expert and author of 201 *Great Ideas for Your Small Business*, talked with a female entrepreneur who runs a cosmetics and bath products empire. She had an opportunity to appear on QVC to sell her products and wondered what she should offer. Jane advised her to create an entirely new and different product for the TV shopping network, not a cream but a device. This suggestion yielded a creative breakthrough for the business owner. Jane also relates that she

consulted with a number of female attorneys who were looking to practice law in more creative ways.

Interestingly, Growth Guru **Lori Lofstrom** happens to have a specialty law firm, Holmes and Lofstrom, which advises people on building franchises as an outgrowth of their existing businesses. Lori reports that she was surprised at how few of the women she coached had protected their intellectual property by taking out trademarks on their company names or logos. “That’s the first thing I urge them to do.” One of her coachees, Paula Guthrie, who owns the only plus-size women’s boutique in Dallas, wanted to know how she could go about franchising her store. “I believe I gave her some good ideas,” says Lori. Paula, asked separately, said “I am thrilled. Lori set me on the right path, with solid, immediate advice.” Lori cautions that “Some types of businesses are not good candidates for franchising – for example, a business that depends too much on the owner’s individual taste, such as an antique store.”

**Janelle Brittain**, President of Dynamic Performance Institute, and author of *Star Team Dynamics*, reports that speed coaching is time efficient. It creates an intensity that gets right to the heart of the challenges. One woman she coached has a food product that she successfully sells on a local level. She would now like to take her product national. Janelle showed her the complexity of the situation and why jumping too quickly into the larger arena could cause problems. She also pointed out the necessary steps, including expenses, production, distribution and facilities issues. Thanking her, the woman said, “Boy you gave me some good things to consider!”

These speed coaches and the women they have advised thus far, from NY and across the country, are all available to speak with you. Additionally, these Growth Gurus will do it all again with new conference attendees throughout the day on Monday, November 6<sup>th</sup> and you are most welcome to join us.

Speed coaching is a fresh new play on an old concept, one that is in tune with our accelerated times, and one that could seed a whole new industry.

If this is of interest, please let me know what more you would like.

The Growth Gurus™ bios and more about speed coaching and the event, which will include keynote speaker Carly Fiorina and other notables, can be found at [www.womensleadershipexchange.com](http://www.womensleadershipexchange.com).

**Note to Media:** The WLE will be holding a mini speed coaching event BEFORE the November 6th conference. Might you be interested in covering that, to encourage women to come to the event for this kind of high-powered, time-sensitive business advice?