



Ask SCORE for Business Advice

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Get Coached into Success by Tina Dettman-Bielefeldt

The newest SCORE counselor, Barbara Jordan, knows stress. As an entrepreneur, her business, AdvantEdge Success Counseling located in Green Bay, helps clients learn techniques that relieve stress and achieve success. Her experience includes 14 years as a therapist, five years as an instructor, and two business start-ups. She started AdvantEdge about 10 years ago.

“My tagline is ‘Helping You Meet Personal and Professional Goals More Quickly and Easily,’” Jordan noted. “I help people do more than they would have done on their own and to manage their lives more effectively.”

As a professional coach, she says that the hardest part of starting a new business is learning how to juggle multiple roles, responsibilities, and activities while staying on top of it all. She acknowledges that it’s tough to balance work with family, recreation, and personal commitments.

The first step in meeting with new clients is a face-to-face assessment. Issues are diagnosed and a personality/communication/learning profile is developed. She says that coaching is a collaborative process that engages the client as a change partner. In working with entrepreneurs, she finds that many of the same issues surface.

Jordan said, “These include failing to plan, managing instead of leading, poor customer service, communicating ineffectively, not soliciting input from customers and employees, placing blame rather than being accountable, not setting S.M.A.R.T. goals, time management, and failure to delegate.”

S.M.A.R.T. is an acronym for setting goals that are specific, measurable, attainable, realistic, and timely. It is such an important skill that Jordan dedicates an entire chapter to it in her book, “Achieve Success in Spite of Stress”. By following S.M.A.R.T., she helps business owners and managers transition from managers to leaders.

“I’ve helped clients plan their work, accept responsibility for the performance of their employees, communicate effectively, recognize and reward performers, learn what motivates each of their employees, multi-task, and manage stress and time,” Jordan said.

Coaching is done in various ways. Individual sessions are from 30 to 90 minutes; group

sessions are usually 90 minutes, and workshops range from two hours to two days. She typically works with individuals one to four times a month for a minimum of three months. Workplace workshop titles include a variety of topics such as Emotional Intelligence at Work and Facilitating Productive Meetings.

Often, entrepreneurs are cash-strapped when starting a business, but Jordan encourages them to look at the larger picture. She notes, “If you think knowledge is expensive, think of the cost of ignorance. The return on investment with coaching has been well documented. We force you to look at the positive - the possibilities, your strengths, and past successes.”

In next week’s column, Jordan will give suggestions on stress management, leadership, and employee relations. More information is available at www.AdvantEdgeSuccessCoaching.com.

If you’d like to learn more, contact the Green Bay Chapter of SCORE. Visit www.greenbayscore.org or call Cindy Gokey at 920-496-8930 for information.

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