

*Grow Your Business
With Less Effort
On Purpose*

Lisa Mininni
Business/Change Expert



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Business Systems and Change Expert, Lisa Mininni, works to empower entrepreneurs and debunk myths about growing a small business.

Mention the words business systems, and many people think of something technical. "In reality, systems is more of a way of thinking," Change and Systems Expert, Lisa Mininni says.

A Best-Selling Author, Radio Show Host, and National Speaker, Lisa has experienced the power of systems thinking through business growth activities, such as mergers, acquisitions and other start ups ventures.

"Systems thinking will fundamentally shift how you view a solution," she says.

While growing her own business, Lisa identified connections with how customer behavior has shifted and how we market.

Much of Lisa Mininni's experience focuses on how outdated belief systems can get in the way of growing a small business. According to Lisa, business owners must change the way they think about marketing their business. Unless they look at how each area of their business is interconnected and until we look at those connections as a continuous flow, businesses will continue to struggle and work hard at getting new clients in this marketplace.

Lisa is also a pioneer in small business owners taking a systems approach to profitability. A veteran in systems and quality improvement, she blows away misperceptions about how small business owners need to market to bring in more clients and revenue in today's marketplace.

BIO: A much sought-after professional coach and speaker, Lisa is in high demand nationally among entrepreneurs, organizations and companies whose members are looking for more customers, more revenue, in less time. She has also been featured or quoted in national magazines, including Good Housekeeping, Incentive Magazine and the Huffington Post. You have also heard her on syndicated radio shows throughout the country. She earned her Master's degree as well as her Master Certified Business Coach designation. She travels worldwide teaching businesses and entrepreneurs how to shift their beliefs about growing and running a small business.

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Story Ideas

Create Your Blueprint for Change. With unprecedented change, people are swimming in uncertainty. Lisa Mininni explains how to have it all under any circumstances.

Recession Proof Your Business: Are you doing everything to make sure your business is thriving? One of the reasons 50% of businesses fail in their first year is that their marketing systems are outdated. Discover how your customers and clients find you, choose you, and buy from you in today's marketplace.

Systematize Your Way to Small Business Profitability: Using the very principles she teaches, Lisa Mininni, shows others how to create the systems to grow your business, with less effort, on purpose. It's possible in today's rapidly growing marketplace but you must be connected.

Creating Change: According to Lisa Mininni, "Change can happen in an instant. Transformation occurs over time." We live in a world of instant and often want our results to be instant. Yet the answers are often in our hard wiring which determines how we view change and make decisions.

Today's Marketplace. How Has It Changed Entrepreneurs? With over 395,000 new businesses started each month across the U.S., push marketing is out and pull marketing is in. How exactly does a small business owner bring in new business by pulling their ideal clients in?

Feast-or-Famine No More in Business. So many self-employed professionals experience feast or famine on a regular basis. To keep clients and customers coming in consistently, there's one thing that small business owners can do to have a pipeline of pre-qualified prospects without burning out.