

## exceptional *entrepreneurs*

*Womenbiz regularly profiles WBC members who are either working toward the dream of business ownership or, as is the case in this issue, have successfully developed their businesses.*

### **ELIZABETH EARLY SHEEHAN**

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#### **How did you get started as a professional organizer?**

I have a background in customer service and information technology that includes instructional design, training and support. I found that by presenting information in a more organized way, employees learned faster and were better able to transfer their newly learned skills to daily work. Productivity levels soared. When I decided to leave that corporate training position, I looked at what I loved to do best. I knew I could teach small business owners a more organized approach to business that would help them improve the way they operated, grow their businesses, and have fun.

#### **What was one of the biggest challenges you encountered when you were getting your business up and running, and how did you overcome it?**

I had been away from New Hampshire for many years.

I was in a new community and needed to learn the geographic area and the types of businesses that would benefit from my services. I knew that I needed to network effectively—that was key.

#### **How did the Women's Business Center help you when you were starting your business?**

For me, the Women's Business Center offered a coordinated place to start. It was staffed with caring and knowledgeable people, offered great resources and workshops, and helped me with networking leads. Most importantly, the staff offered support and "you can do this" encouragement.

#### **What do you consider the most important keys to building a successful business?**

To be successful in any business you have to take the time to plan—that is essential. You must set written goals and objectives and schedule frequent reviews. You need to learn from experts in your field and budget time for professional and personal development. You also need to learn how to work smarter, not harder, and create environments that support the type of work that you do by networking and mentoring. Since we are all at different stages in our business development, we need to learn from and teach each other.

#### **How are you involved with the WBC now?**

I stay involved as a participating member of the Manchester Roundtable and have been invited to present at the roundtables in Portsmouth and Concord. I think of myself as an unofficial ambassador, and reach out to women entrepreneurs to tell them about all that the WBC has to offer.

