



OLD DOMINION UNIVERSITY

Center for Enterprise Innovation

IDEA FUSION

WOMEN'S BUSINESS
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Business Spotlight



Lisa Smith is the owner of The Coaching Center for Mind Training & Success, previously known as Life by Design Coaching & Hypnotherapy. **The Coaching Center for Mind Training & Success** provides individual and organizational training & coaching on both the practical and psychological tools to create behavior change and peak performance in order to achieve personal or business & professional goals more quickly, easily & permanently. This includes hypnosis, neurolinguistic programming (NLP) and emotional freedom techniques (EFT).

Personal/wellness coaching services help eliminate unwanted habits, release fears/phobias, decrease stress, improve performance, sleep better, manage pain, and more.

Business coaching services are designed to improve a business owner's skillset (business structure, marketing, sales process, systemization) and more importantly, their mindset (beliefs, fears, doubts and behaviors that sabotage the skillset) to help build and grow a successful business.

Corporate and organizational training services focus on the psychology of individual and group performance. We teach your staff/members how to change unproductive emotions, behavior and interaction, and improve performance results. This leads to greater job satisfaction, lower turnover and sick days, fewer HR complaints, better work production, and ultimately-- increased profits.

How ODU Women's Business Center helped Lisa with her business: "Thanks to the resources, classes & staff at the WBC, I have made connections with ideal clients and referral partners, received my SWaM and Micro Business certifications, registered on the eVA procurement system to open up more corporate training opportunities, learned of other resources and contacts to find other hot marketing avenues, and received support when I had business-related questions. I was also able to make a connection during their monthly CEI unWINEd networking event which led to being hired to create and present a half-day workshop on the Psychology of Business Success to several graduating classes of the LAUNCH Hampton Roads business start-up program. Now I'm able to offer the workshop to business owners in the general public."



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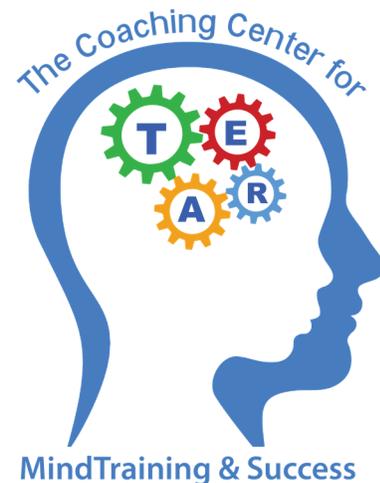
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What has been the toughest obstacle in keeping her business: “Leveraging! Since I established my business as a full-time endeavor almost 10 years ago, it has been a challenge finding ways to expand my services and scope to keep profits increasing (and avoid getting bored) while not burning myself out as a sole-proprietor. As I expand, my need for administrative support has increased, but I have found it difficult to find and maintain a good virtual assistant to take simple things off my plate so I can focus on business-building activities.”

Lisa’s advice for someone starting a business: “Well, my philosophy and work is all about the importance of your mindset in achieving your goals. Napoleon Hill researched and wrote about it in the 1930’s classic, “Think and Grow Rich.” Success as a business owner is 20% skillset and 80% mindset. You can know WHAT to do, but still not do it (or not do it consistently/effectively). Everything you DO is based on what you’re thinking and how you’re feeling. If you don’t learn to identify and change your negative, sabotaging thoughts and emotions, they will sabotage you. So, work on your mindset (preferably with a trained coach so you can speed up the process).”

Business Progress for The Coaching Center for Mind Training & Success: “I recently rebranded my business under the name of The Coaching Center for Mind Training & Success. This was to create a larger umbrella for the various services and clients I work with, and to separate myself from the misperception that I am a life coach or a typical hypnotherapist. I am also developing and marketing a variety of group training programs and workshops on the Psychology of Success in Business, Sales, Performance, Life, etc. My next one will be in Virginia Beach on September 8th as part of the University of Phoenix’s free Business and Leadership Series, where I’ll be presenting a small portion of the Psychology of Business Success workshop. If you would like to attend, you can sign up at www.psychofbiz.eventbrite.com.”



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