

OPEN FOR BUSINESS *in Woodbury*



Business Coach *Helps Clients Re-energize*

By Leah Noel Photography By Tom Dunn

Emily Olson has a real heart for local and small businesses. “In this day and age of technology, it’s easy to become disconnected with others—from actually seeing people face-to-face. The places—and small businesses—where we gather to eat and talk and serve and shop and laugh and play and share are even more important than ever,” she says. “We need that community to truly thrive.”

That’s why she is focusing her consulting and coaching business on helping other businesses, so they can move past the feeling of just surviving and regain excitement about what they are doing. “I help local and small business owners ‘close the gaps’ in their people, processes and profits in 90 days—so that they can confidently thrive with a top-notch team, gain freedom in the day-to-day, and pay themselves well and invest in the community,” she says.

Olson, who has 12 years of experience in business and retail management, first works with clients to become proactive with their business. “Many small business owners are in the negative pattern of reacting to what’s happening in the cycle of their business, or with their team, or in their bottom line. It’s critical to step back, look at the big picture, and identify areas of both strength and challenge, and to start being proactive,” she says. “I then work with them in a specialized process to create the plan of action for success in 90 days.”

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One of the things she enjoys most about business coaching and consulting is when she sees clients reconnect with their purpose and passion. “I really want to help them get to the ‘why’ behind their business—why are they doing this—and then help them use that to ignite new momentum for success,” she says. “I get energized when we begin to see results of how the process works in their business, after we’ve arranged all the pieces of the puzzle to finally fit together well.”

She also works with clients to restore their work-life balance, which often gets off-kilter in running your own business. “I truly believe that I am called to equip and guide and build up others as they seek to live out their dreams and vocation,” she says, noting that her Christian faith is the cornerstone of her life.

To make her own work weeks more fun, Olson often changes up what she is doing and where she is working from. Some days, she will work from home, others from a coffee shop or restaurant, and, when the weather is good, even from the park. “Also, I take energy breaks and do some physical activity—push-ups, squats, yoga, running—to keep my focus on point,” she says.

Originally from Sioux Falls, South Dakota, Olson has lived in the Twin Cities area for a long time. She is a Luther College (Iowa) graduate and a graduate of Luther Seminary. In 2007, she married her husband Bryan, who is the pastor at Cottage Grove United Church of Christ, and they have a 7-year-old son, Kenneth. They live in Woodbury.

In the past, Olson has also focused on coaching people in their wellness goals and has been a small business owner herself. “The joy of being able to share your dreams and abilities and services with the community is incredible and humbling,” she says about her work as a business and impact consultant.

If you’d like to schedule a complimentary People, Processes, and Profit Assessment with Emily for your business, you can contact her at emily@emilydholson.com or 651-353-3816. You can find out more about her business at www.emilydholson.com.



NEW YEAR'S RESOLUTION: Re-Energize My Business

*Emily helps you Energize, Refocus
and get Results for your business!*

Examples of Emily's results with businesses she's worked with:

- 6.9% sales increase over projected budget after six prior years of non-profitability.
- Sales of 41.1% over monthly budget.
- Consistent 1% monthly sales growth and 8.2% controllable profit.

What could Emily help you accomplish in 2018?



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Business and Impact Consultant
Helping Create Intentional Growth with People, Processes, and Profits.