



Joan Nowak,
Results-Oriented Business Coach

Joan Nowak started her business coaching and consulting practice in 2004 to help small business owners and professionals create the changes needed in business to achieve the income and lifestyle they want.

EXPERIENCE... Joan began business coaching and consulting by applying the general management, marketing, sales and operation skills acquired from 17 years of experience and success with various Fortune 300 companies.

Joan has worked with hundreds of small business owners spanning a variety of industries, including professional services, business services, manufacturing, wholesale distribution, personal services, construction, trades and retail.

TECHNIQUE... Clients describe Joan as passionate, supportive and results-oriented with a strong ability to break down complex business issues into smaller, manageable pieces for easy implementation and bottom line results.

Her *Hybrid Coaching System* helps small business owners build a sustainable, profitable business – one step at a time. It addresses all the key elements that drive success – planning, products, promotion, people, procedures, personal development and profit – in a way that is simple and easy to implement, so owners have the methods and tools to turn ideas into actions and actions into results.

“Positive changes in a business can be life-changing for the business owner! “

EXPERTISE... Joan has proven results working with small businesses in the following areas:

- Increasing Revenue & Profits
- Improving Service Delivery & Operations
- Improving Cash Flow
- Recruiting, Hiring & Developing Teams
- Marketing Programs & Positioning
- Business Procedures & Systems

BACKGROUND... Joan holds a BS in Marketing from St. Joseph’s University and is a member of various business associations. She lives in New Jersey with her daughter and enjoys spending time with family and friends, reading, snow skiing, Philadelphia sports teams, working out, going to the theater and traveling.

AWARDS & HONORS...

- Top30 Women Owned Businesses in NJ by NJAWBO— March, 2008
- Global ActionMAN Award for Client Results— August 2008
- VP, Finance—NJAWBO (2009)
- VP, Member Benefits—NJAWBO (2007/2008)
- VP, Corporate Sponsorships—NJAWBO (2006)
- President, BNI—Mt. Laurel (2006)