

Strategic Planning Generates Exciting New Focus and Distinctive Brand for Company

Donna Satchell believes that if you Just Get Serious™ you will achieve higher levels of professional and personal success. As president of STARR Consulting & Training, Satchell shows employees how to find their inner Covey, Robbins and Chopra. Her client list is broad, ranging from G.E. Consumer Finance to the U.S. Centers for Disease Control and Prevention.

A motivational speaker, success skills trainer and author, Satchell began sharing her knowledge, insights and ideas with audiences after leaving a successful corporate career in 2002 to pursue her passion for helping others. Her speeches, training programs and published materials help improve business skills, with a focus on customer service, teamwork and time management.

In 2005 SBDC business consultant Bob Thiele was assigned to review a marketing plan she had put together for a DeKalb Microenterprise Institute program. Thiele then led Satchell in a 3-hour strategic planning session that helped clarify her strengths, opportunities and direction.

“Donna would make a terrific presentation on communication then would try to sell the audience a book on team building,” says Thiele. “She had a lot of great material, but most of it was geared for one-time situations. Her marketing efforts were disjointed.” During a series of one-on-one sessions with Thiele, Satchell learned how to harness her broad scope of interests and topics into one memorable, easy-to-market theme: Just Get Serious™.

“I have found extreme value in meeting with Bob to develop strategies and set goals,” says Satchell. “He showed me how to move forward. He explained the importance of creating a branding approach. Initially I had no idea how to do it – but I understood the value of doing so.

“Now I tell people I have gotten to the point where I do not make any major business decisions until I talk to him. My objective is to be in his office every single month.”

Satchell’s brand resonates with her philosophy: Don’t merely dream, plan or talk about success – Just Get Serious™.

“Every thing I do now reflects that branding in some form or fashion. It allows me to get as excited about marketing my business as I am about developing and delivering the programs.”

Satchell expects to see her recent efforts boost her bottom line early next year as she implements a more focused marketing strategy and comprehensive approach that emphasize the company’s new brand.

Satchell encourages other entrepreneurs who hope to follow their passions to follow her lead: “However, don’t quit your day job yet. Do a personal inventory – find what you love to do – identify your strengths – then sit down with an SBDC consultant who can explain the many areas you will want to consider. Unless you have a business mindset, you really don’t know all the challenges of operating a business.”

Satchell’s dedication to improving her business is an example to others, says Thiele, and a key lesson is finding the right brand. “The transformation of Donna’s company took the better part of a year-and-a-half, as there are many aspects to consider in creating an overall brand and image. It’s not just a single element.”

“A brand should express your company’s values, mission and objectives. Donna wants to see people live more rewarding, fulfilling and successful lives. She wants to help everyone Just Get Serious™ about success.”

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Owner, Donna Satchell
www.JustGetSerious.com