

Owner to Owner Podcast Notes



Women's Work - Her Job is Ideal!

Episode #43

Summary:

Felicia Harris, Founder, and CEO of EverythingHR and EverythingHR Financial Services interview Linzie Venegas, Vice President of The Ideal Group. Linzie talks with Felicia Harris as part of National Women's Business Month.

Episode Highlights:

- Linzie shares the history of the business and how they ended up in Detroit.
- What was Linzie's first exposure to the business while growing up?
- Why does Linzie see decision-making as the most important skill for a business owner?
- How does Linzie manage running the business alongside family who are also in leadership positions at the company?
- What's next for Linzie?
- Linzie discusses the marketing aspects of her job.
- Why does Linzie believe a good website is fundamental to the success of your business?
- Linzie talks about finding the marketing channels that work for you and how to measure their ROI.
- Linzie shares her commitment to evolving her marketing strategy and always looking for ways to improve.
- What is the importance of responding to reviews online, particularly negative ones?
- What is the importance of communicating with your team and maintaining continuity?
- What led to Linzie and her brother making changes with the company's business partner?
- Linzie talks about her experience with mentorship.
- How do you create an environment for a healthy debate of ideas?
- What's next for the Ideal Group?
- What does Linzie do as a woman in the construction field to mentor other women and serve as an inspiration for others?
- What advice would Linzie give for marketing?
- How did Linzie become adept at looking at marketing analytics and financial statements?

3 Key Points:

1. Decision-making and the ability to keep moving the boat forward even in difficult times for the company is the most important skill for a leader to have.
2. What worked for you six months ago might not work for you now, so you should always be re-assessing and adjusting your path as needed.
3. It is important to expose children to different business and career opportunities from a young age so they understand what's possible.

Tweetable Quotes:

- “Everyone is human and so we’re always going to make mistakes. Those mistakes though, they become learning opportunities. It’s not in the mistakes that define us, it’s what we do when we discover a mistake has been made or a bad decision has been made.” –Felicia Harris
- “I’m never satisfied. I’m always looking for things to change... It’s never-ending for me. I’m never just going to build a website and say it’s done, it’s gonna work. What worked six months ago may not work today.” –Linzie Venegas

Resources Mentioned

Podcast

<http://elshaddaiconsulting.net/everythinghr-owner-to-owner-podcast.html>

Twitter

<https://twitter.com/everythinghr1>

LinkedIn

<https://www.linkedin.com/company/everythinghr1/>

Connect with Felicia Harris

<https://www.linkedin.com/in/felicia-g-harris/>

Linzie Venegas Contact Information

www.weareideal.com

Email Linzie: linzie@weareideal.com

[Minority Business Executive Program at Dartmouth](#)