

Owner to Owner Podcast Notes



Women's Work – A CEO's Experiences

Episode #42

Summary:

Felicia Harris, Founder, and CEO of EverythingHR and EverythingHR Financial Services share her background and things she has learned over more than 30 years in business.

Episode Highlights:

- Where did Felicia start out?
- What is Felicia's favorite part of working in the financial industry?
- How has Felicia's faith influenced her business decisions?
- What is the difference between a "side-entrepreneur" and an entrepreneur?
- Why are minority-owned businesses outpacing other businesses?
- What is the importance of knowing your ideal customer in pricing your product?
- What has Felicia learned about including women in financial planning discussions with their spouses?
- What is the importance of learning your management style?
- How did Felicia learn the value she brought to other people's businesses?
- How does Felicia decide whether or not to provide free information to someone and when to begin charging?
- How does Felicia distinguish between busywork and revenue-generating work?
- What does Felicia recommend women business owners do to prepare for retirement?
- Felicia notes that many women business owners do not separate their personal finances from their business finances, and that's a big problem, particularly for retirement.
- How do you establish a foundation that will allow the business to outlive you?
- Felicia explains that there's no such thing as work-life balance when you are a business owner

3 Key Points:

1. Invest in yourself.
2. Women often see lower revenue because they are more likely to give information away for free instead of being compensated.
3. Get rid of the idea of thinking outside the box; there should be no box.

Tweetable Quotes:

- "You have to stop and take the time and invest in yourself before you can ever ask someone else to invest in you." –Felicia Harris
- "We're all a makeup of our environment. So it's up to us to adjust ourselves. We can't expect someone else to change to accommodate us. We have to be willing to meet individuals where they are, we can only change ourselves" –Felicia Harris

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/>

[2019 American Express State of Women-Owned Businesses Report](#)