



UNLOCK YOUR POTENTIAL

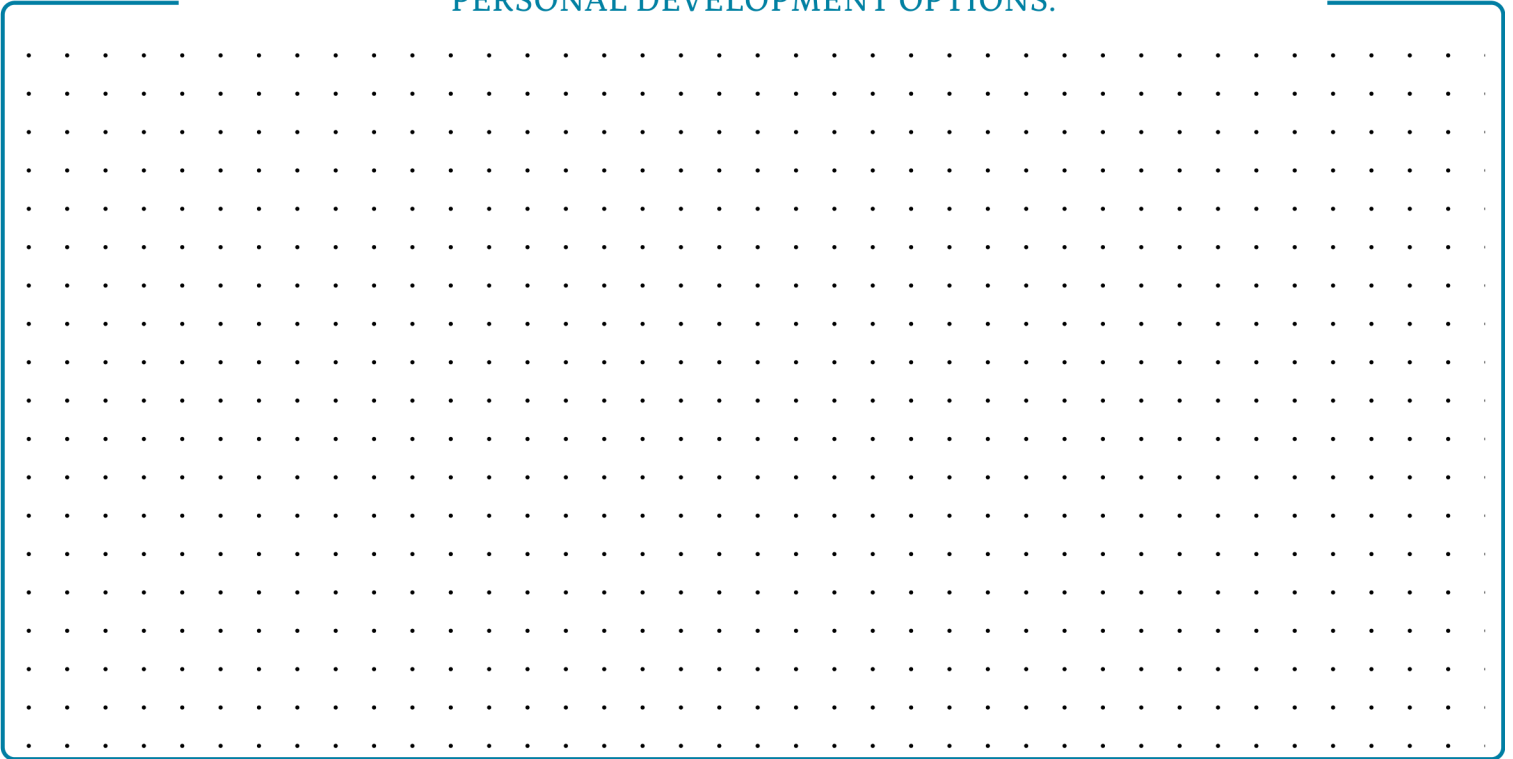
Smart Investment in Personal Growth

www.everydayeffectiveness.com

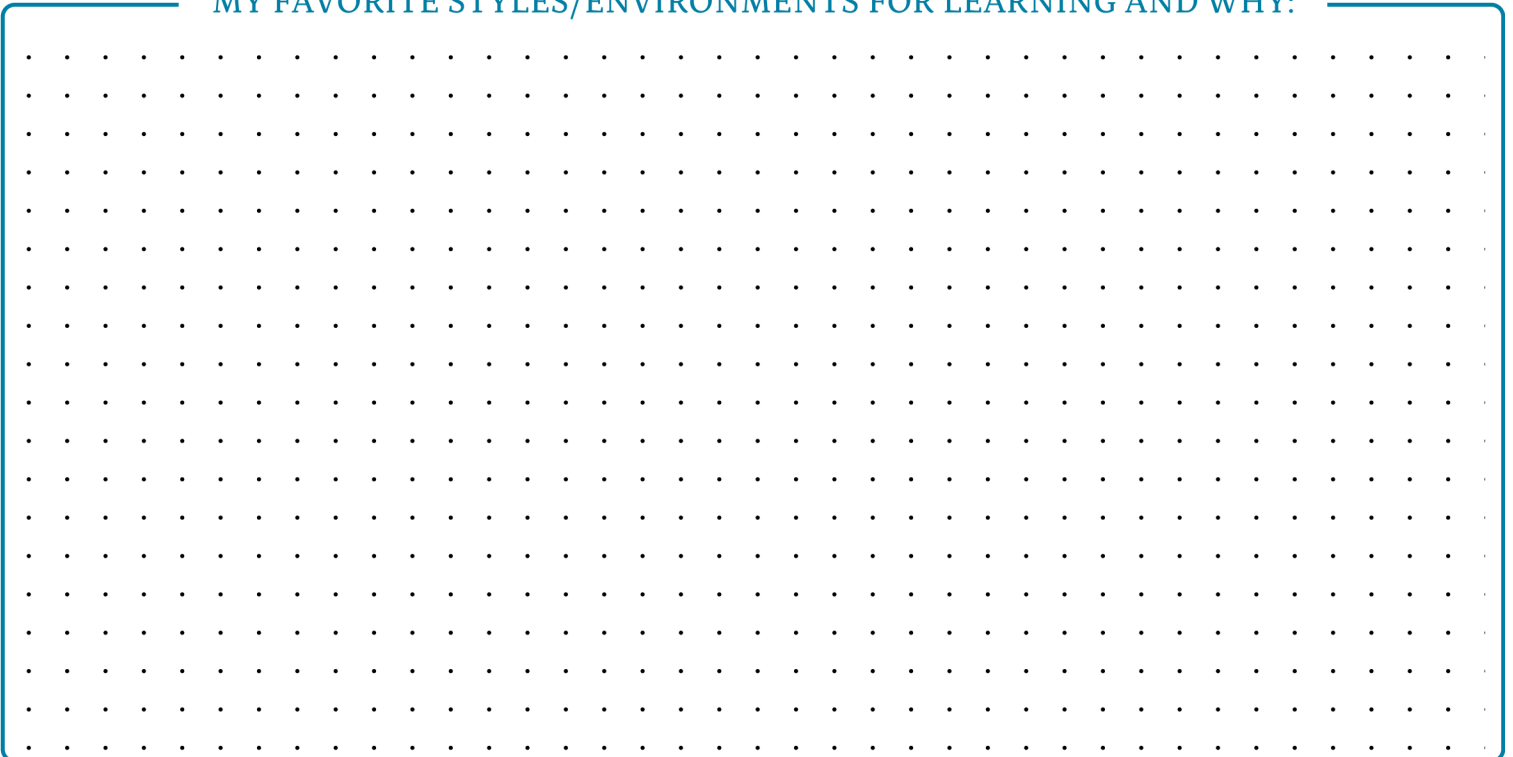


INFORMATION YOU KNOW

PERSONAL DEVELOPMENT OPTIONS:

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MY FAVORITE STYLES/ENVIRONMENTS FOR LEARNING AND WHY:

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INFORMATION YOU KNOW

INVENTORY ALL OF YOUR ACCESSIBLE PERSONAL DEVELOPMENT TOOLS:

EVALUATION SHEET

QUESTIONS TO CONSIDER FOR:	
What is the goal or expected outcome? Success looks like....	
Why is this important to address now? Were you looking to solve this particular problem?	
Have you invested in this general / specific area before? If yes, what was missing or how is this different?	
What is the investment (money & time)? How does that compare to the expected ROI?	
Are all the various elements likely to create the best possible outcome for you and your unique needs?	
Does this provide you lots of new knowledge and insights or a few highly specialized insights?	
Can it serve more than one purpose?	
Can other team members access without breaking agreements?	
Is this the best person to learn this information from?	

NOTES



GWEN BORTNER

Operational Strategist | Business Advisor

Gwen Bortner is the founder of operations strategy firm Everyday Effectiveness. She helps visionary entrepreneurs scale their businesses to seven figures and beyond.

Her clients include:

- founders of boutique consulting firms
- top-level leadership coaches
- craft industry manufacturers and retailers
- leaders in higher education
- lawyers and real estate agents

Before becoming a full-time business advisor in 2015, Gwen solved operations problems for corporate giants like General Mills and for niche companies like the world's largest supplier of bull semen. To date, she's advised executives, entrepreneurs, and solopreneurs in over 40 industries.

To work with Gwen, email support@everydayeffectiveness.com or [book a call](#).

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