

The U.S. Center for Economic Development reports that 90% of companies started today will be out of business within 10 years, and two-thirds of them will fail within the first two years. In fact, a business fails every 3 minutes in North America. Unfortunately, many of these businesses could have been saved if only the owner would have sought help. The facts are it takes more than just a good idea and technical abilities to run a successful business. Few entrepreneurs have any formal training in running a business and many just don't know what they don't know. Furthermore, as human beings we all tend to do what we like to do rather than what we need to do. To run a successful business, it is imperative for an owner to recognize and address blind spots, set strategic direction and focus on what is critical for profitability and growth. For this to happen, owners must recognize they don't have all the answers, be willing to ask for and accept help, be open to learning new practices and trying new methods, and finally, following through on commitments.

AdviCoach® Dr. Mark Zajac specializes in assisting Independent business owners to realize their life goals and dreams through their businesses. "Every owner starts a business for a different reason. The key is to understand your long term life goals and THEN design the business to deliver those goals. Always remember that your business is just a vehicle to achieve your life's dreams" says Zajac. By creating awareness of blind spots and opportunities, educating in best business practices and holding owners accountable for performance, he aides businesses in growing profitability and building strong teams to help run the business.

More than 25 years in corporate America, combined with extensive AdviCoach® training, have equipped Mark with a unique skill set for his life as an AdviCoach. He has been recognized for his collaborative leadership and team building skills in diverse cultural settings, and specializes in maximizing employee productivity, creativity and motivation. "I have a passion for helping people achieve their full potential as human beings and as business owners," says Zajac.

Mark was born in Chicago, graduated from Purdue and Ohio State University and spent most of his career in the Midwest. He moved to the Greensboro area in 2004 following an international assignment in Basel Switzerland. According to Mark, "When I first looked at relocating here from Basel I saw all the trees and open space and said 'I could get used to this!' So far, this is the longest period of time I have lived in one place in my adult life and I plan to retire here!" Mark lives in Oak Ridge with Susan, a second grade teacher and "my better half for 30 years", their son Nick (now a student at NC State) and their dog Echo. Mark is active in the business community, enjoys reading (especially history and biographies) and outdoor sports.

For more information, please give Mark a call at 336.944.5472.