



Beth Peterson
Enterprises, Inc.

***Leveraging Your Personal and Professional Circles
of Influence***

“I have a Dream”

January 12, 2004



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Enterprises, Inc.



- Cindy Skrivanek,
Transition Management
Facilitator, LSI Logic
- Beth Peterson, Vice
President, Capstan Systems, Inc.
- John Kuo, Associate General Counsel, 3COM
Corporation



June 2001 – Facilitating Your Global Career

- Key messages from my presentation
 - Positioning yourself for future positions
 - The actual powers within your own control to ensure that you have a meaningful work life
 - You are never going to get an overwhelming sense of reward from your job unless you work at it
- Three Areas of Concentration
 - Focus on the tasks that enable you to do your job
 - Ensure that your coworkers and partners have the information and tools to succeed at their jobs
 - Ensure that you are gaining skills and abilities that are preparing you for your next job



Bold Statements Made by Peterson in 2001

- Whatever you do, don't forget your future!
- **My future** was to become a CEO
 - I knew I was missing some skills and I was in my current position at the time because I knew that my boss (CEO) would teach me those missing skills
- Guess what happens when you issue bold proclamations?



Results of Bold Statements Combined with Relentless Vision And Unplanned Events

- October 2004 –
 - Free agent (with a vision that had been forming for many years)
 - Nest egg (with a basic plan)
 - A lot of people telling me I was ready
- Beth Peterson Enterprises, Inc. - founded January 3, 2005
- Title – President (and CEO and CFO and Secretary...
- Services - global trade strategy, technology assessment, security and audit



Key Success Factors

- Planning, planning and more planning
 - Solid business plan
 - Validate business plan with experts
 - Conservative operations plan
 - Infrastructure
 - Avoid:
 - Lack of definition
 - Too wide of a concept
- Analysis
 - SWOT (strengths, weaknesses, opportunities and threats)
 - PEST (political, environmental, social & cultural environment and technology)



Big Hairy Audacious Goal (BHAG)

- (Pronounced “bee-hags”) are Big Hairy Audacious Goals — a term coined by the authors of “Built to Last,” which examines the qualities of successful visionary companies
- One factor that distinguishes successful efforts from unsuccessful ones is the use of ambitious, even outrageous, goals to motivate people and focus them toward concrete accomplishments

By the end of 2005, Beth Peterson Enterprises will:

Break even

Have at least ***10 referenceable customers***

Have had ***10 speaking engagements/press mentions***

Have ***one repeatable service module***



Lessons Learned

- Dressing for success versus being a success
- Focus, focus and more focus
- Every day is a test
- Build alliances, learn from the experts



Closing

- Set your dream
- Plan your journey
- Enjoy the ride throughout the journey

**Leverage organizations like
WIT-NC to help you achieve your
global trade dream**