

York, and various Friendship Circle branches.

Crown Heights Fitness was upgraded to a more viable business model. She called her new business Bring the Gym to Me, and Sarede was on her way.

As her business flourished, her entrepreneurial mind jumped to yet another business opportunity. That's when she reached out to Sam Schnitzer, director of The Jewish Entrepreneur, for advice. She wanted to know how much time she should put into her new idea while running her two other businesses. "He told me to focus on my primary business, and not let it go," she said. "He also felt this new opportunity would be a distraction."

Happy with his help, Sarede thought the conversation was over. "Then he asked me if I'd be interested in getting a business mentor for my current business. I asked him how much it would cost. When he said it was free, I thought, 'Wow! That's great!'"

The Jewish Entrepreneur introduced Sarede to her mentor, Deena Englander. A resident of Baltimore, Maryland, and self-proclaimed "systems person," Deena began her career in IT, creating customized software. Her business eventually morphed into consulting, in which she assisted small businesses with optimizing their workflow and overall efficiency.

During their first phone meeting, Deena asked Sarede how she spent her day and whether her daily tasks could be delegated to an employee. Once Sarede realized that someone else could easily do many of her daily tasks, she decided to give her assistant more hours. With more time to spend on business development, Deena thought her mentee could

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build her business faster.

"A lot of people don't want to train someone, they want to be in control of everything," Sarede explains. "But this inability to let go hampers their businesses' ability to grow."

In addition to optimizing Sarede's workflow, Deena also addressed her overall business efficiency. A business can be primed for takeoff, but what happens if the internal office processes are not streamlined?

"A business can have two people working with a 25 percent inefficiency," Deena says, "and then they grow and now there are four people, but they're all operating with a 25 percent inefficiency. So now instead of just losing 50 percent of an employee's salary due to inefficiency, the business is losing the equivalent of a full-time employee's salary. It's very important to make sure that your processes are always efficient, but especially so before hiring more people."

In fact, Deena walked Sarede through all the stages of business development, including marketing, sales, account receivables, and current frustrations.

Deena also focused on identifying the talents

of Sarede and her employees. She asked Sarede and her assistant to take the Gallup Strengths-Finder test and found that Sarede's strengths were in entrepreneurship and leadership, while her assistant's were in sales. "This gave me the confidence to give her the sales," Sarede says. "Before that, I thought that I was the business owner so I should do sales. It was a huge weight lifted off my shoulders, so I could focus on the bigger stuff."

Turns out that her assistant is a sales superstar. With this revelation, Sarede decided to pay her a commission as well. How much to pay her? With this, too, Deena helped her.

"The biggest change from Deena was my workday," she says. "It used to be me sitting with a list of people to contact. Now it's so relaxing. I technically have a business running on its own. Now, I can work on much bigger things and be more creative."

While Sarede's business was initially confined to the New York area, she now proudly reports that her business has gone national, with instructors serving organizations in Florida, Colorado, California, Illinois, Pennsylvania, New Jersey, and Louisiana.

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היא ממך"
(נצנים-דברים ל, י"א)

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