

A close-up portrait of a woman with long, wavy brown hair, smiling warmly at the camera. The background is a soft, out-of-focus light blue.

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EO helped me visualize what I wanted and go after it with focus and intention.

I started in EO Accelerator and graduated to EO within eight months. EO has been the place for me to get the education never knew I needed. The most impactful EO experience I've had was the Entrepreneurial Masters Program. Before this program, I was growing sort of organically. The business was just happening to me. The EMP forced me to visualize what I wanted and go after it intentionally. This really connected with me.

The exercise of writing down specific goals and dates always seemed unnecessary, but it's amazing how, in retrospect, it really worked! I wrote down that I wanted to buy a building for my business; a year and a half later did it. Since then I've learned to envision myself in many different situations – it sticks in your brain and you work toward it. EO helps keep me accountable and provide guidance to make it happen.

