

Entrepreneur Interview: Terri Maxwell, Succeed on Purpose

By [sue](#) on Nov 09, 2012 with [Comments 0](#)



Business Name:

Succeed on Purpose

Website URL:

www.succeedonpurpose.com

Year Founded:

2009

Number of Employees:

12

What does your company do?

Incubate and launch start-ups, and teach entrepreneurs how to go to the next level.

- We teach entrepreneurs (who have great ideas and no money) how to get their business off the ground
- We teach business owners (who work hard and have a little money left over) how to become a CEO
- We teach CEO's (above \$1M) how to grow and lead

Was there a specific turning point when you realized your business was moving to the next level?

I always knew this business was what I was born to do. I wasn't sure what it would look like, but I knew this was what I was supposed to do.

What processes or procedures have you implemented that have helped grow your company?

1. Growth strategy – to grow the top line
2. Execution Planning – to keep the focus on priorities
3. Talent strategy – to ensure we have the best leadership in every key position

What is most rewarding about running your business?

Inspiring the potential in others.

What challenges have you faced and how have you overcome them?

The biggest issue is always things not working the way I planned. I've learned how to focus on my actions and attitude and not on the results, but use results to modify my actions and attitude.

If you were starting over today, what would you do differently?

Select key leadership differently.

What advice do you have for other business owners?

Do what you love first and foremost. Stay in learning mode, rather than knowing mode. Never be afraid to try something new, but always be willing to try something different if what you're doing isn't working.

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