

Testimonial for Cathy Sexton

By Dawn Berry

When I first meet Cathy Sexton owner of The Productivity Expert I was challenged by being perpetually unorganized and working in a chaotic environment on a daily basis. I had many of the same concerns as most business owners (time, money, convenience, etc.) but I knew that if I could spend less time trying to figure out where to start working or shuffling through multiple piles of paper stacked on my desk (and some days on the floor too) or looking for something to write with (because usually my pen would be stuck under a pile of work) or being sucked in by my never ending email inbox; I could spend more time executing revenue generating activities that would move me closer to accomplishing my goals.

I know there may be other productivity coaches out there but I haven't met one yet quite like Cathy. She has an innate ability and the professional skill to get straight to the foundations of *your* productivity style while helping you to fully understand how you work best all without making you feel bad for being in the situation you're in. Cathy addressed all of my questions and concerns in a very precise and systematic manner all while making sure the weekly assignments were engaging and beneficial for me.

One of the most helpful parts of the process for me was learning to recognize and celebrate small accomplishments instead of always focusing on what I haven't done yet.

I must say, working with Cathy has made me a more organized, efficient, and effective professional and that has helped me to be a better insurance agent for my clients! After being coached by Cathy I was able to triple my annual revenue over the prior year and the only thing I did differently the entire year was to implement productivity strategies into my daily operations.

In the past, I was very reluctant to go on vacation because I was too afraid of what I would come back to in my office. Because of the tools and techniques that I gained from working with Cathy Sexton a little over two years ago, for the first time in the 3 ½ years I've been in business I took a REAL vacation for a full week. By REAL vacation I mean I turned on my out-of-office tool in Outlook (letting my clients know who they could contact in my absence and when I would return), left the office Friday evening around 6pm and did not check my voicemail, or email, nor did I even call my assistant once for the entire next week! When I returned to my office on the Monday following my vacation I had a nice sized stack of work waiting for me and 464 emails in my inbox. By the end of that day I had 34 emails in my inbox, all of the work that was waiting for me to return had been defined and scheduled for completion at a specified date and time, and all necessary phone calls had been returned. How's that for being productive!

I highly recommend Cathy Sexton and would refer her to any professional that is serious about taking their business to the next level!