

Jessica Dewell

Jessica Dewell is on a mission to support small business owners and founders build longevity and sustainability in their business with independence at every level.

A nationally-recognized business development tactician. Her principal objectives are to:

- * Purpose of each job in the organization;
- * Teach problem solving to best serve the customer and maximize company profit.
- * **Unify department-specific strategies** to the business mission and values.
- * Create shared meaning to better evaluate new hires, guide and grow current teams, and effective business check-ins.

"Jessica consistently delivers the message in clear understandable language that is positively encouraging and respectful of diverse abilities.

She is magnificence in action!"

Don Pennell, Account Executive at Zonar Systems

TOP THREE REQUESTED TALKS

7 Business
Lies We Wish
Were True

Change for
the Good of
the Business

The Strategy
of All Strategies

"ACT TO PLAN AND BUILD BUSINESS TENACITY."

JESSICA DEWELL

More than ever before, company leaders feel the pressure to perform. Even more, they want to be influencers both in and beyond the scope of their organization and industry.

Jessica is an expert at identifying the fullest potential of a person and the organization; combining those attributes with resources (represented by time, money, assets and people) to create unique plans and programs.

She enables business owners, serial entrepreneurs, teams and other decision-makers to deliver a set of clear expectations rooted in the vision and mission. Integrating the often conflicting viewpoints that arise between vision and implementation is one of Dewell's specialties. By interpreting and further defining common threads, she helps team members probe stated (but unexplored) objectives that are central to business choices and outcomes.

Effective long-and short-term decision-making processes are a direct result of the uncomfortableness of change.

Dewell's keen perceptions also cultivate strong and transparent working relationships between a company's management team and its board to ensure open communication about the measurement of financial, programmatic, and impact performance against stated milestones and goals.

Contact Us to Book Jessica at your upcoming event



Email: info@RedDirection.com

Call: (303) 344-1213

Jess' Values:

Purpose

Each of us exists in relationship to the people in our lives. We choose what to do

Act with cause.

Elegance

Embrace your original. Simplicity more easily connects us to others. Consistency is beauty.

Curiosity

Be a listener. Be an explorer.

Treasures exist in the off the beaten path.

Truth

Strive for excellence. Be bold when right and it's against the grain. There is strength in honesty.



**"She maintains a good sense of humor!
We appreciate her understanding and her
ability to help others understand as well."**

Kerry Lohr

Senior Trainer at Serenity in Movement