

MARK LEWIS

YOUR BUSINESS COACH/CONSULTANT for SUCCESS

Mark Lewis is a business coach, consultant and turnaround professional with numerous experiences as a successful entrepreneur and business development expert. He is currently Louisiana Economic Development's State moderator for CEO Round tables in both New Orleans and Baton Rouge, and has been for the past three years. He has helped oversee, guide and assist numerous small businesses for success over the past 20+ years. He helps small business owners in developing, starting, and growing their business. Mark's main goal is to help executives clarify their business goals and objectives and then help them develop and acquire the skills and resources needed to operate a successful enterprise. This document outlines Mark's philosophy as a Business Coach/Consultant.

Mark will meet with you on a regular basis, either in person or over the telephone, to discuss the current and future business (and life issues if applicable) you are facing. Such structure helps keep you and your business on the track you will have developed with Mark to continuously move forward toward your goals and objectives. You will then experience the clarity of what success means to you, and the initiatives required to achieve such success.

Mark generally works on one or more of the following areas:

- **General Planning** — Help to stabilize and develop your Strategic Plan; including Marketing and Promotion, Financial Management and Planning, and general Administration and Personnel issues.
- **Marketing and Promotional Planning** — Help develop and implement your Promotional Action Plan, including advertising, public relations, Social Media etc.
- **Financial Planning** — Help you develop and understand Financial Statements, Cash Flow Management, Pricing Strategies, and Employee Compensation plans.

What Mark Lewis Does for Business Owners

Business owners who seek the expert guidance of a Business Coach typically look for a person who has been a successful entrepreneur and business professional and coach; and they also look for someone who has a genuine interest in assisting them.

As your Business Coach, Mark will:

- Help you look at the big picture for your business and life
- Guide you in enhancing your business skills and intellectual development
- Provide you with candid feedback about your strengths and weaknesses
- Help you identify business opportunities and open doors where applicable
- Link you with professionals and organizations that can assist you in solving problems
- Help you through any transitional period in starting and growing a small enterprise
- Assist you with balancing your personal and business life
- Listen to the problems you are facing, help you set goals and develop a plan, and ensure that you carry out and implement your plan(s)
- Encourage and motivate you and help build your sense of self-worth and confidence

Mark's Characteristics as a Business Coach

The following characteristics are crucial traits in any Business Coach and can make the difference between the success and failure of a *business relationship* and *partnership*. Mark is:

- Experienced in identifying and solving the issues facing small businesses; he will offer guidance on the resolution of the issues you are facing
- Supportive of your business needs and aspirations, encouraging you to accept business-related challenges and to overcome the difficulties of operating a small business
- Patient and willing to provide adequate time to interact with you to ensure your success
- Highly respected by other business professionals and business owners
- People-oriented with a genuine interest in people and a desire to help others. Mark knows how to effectively communicate and listen actively (as noted in his recent publication: **GIVE AS DAMN!**)
- A good motivator who inspires you to reach your fullest potential through encouragement, feedback and effective guidance
- An effective teacher who helps to manage and guide your learning. He actively recognizes and uses teaching and learning opportunities to enhance your performance in operating and growing your business
- Self-confident and appreciative of your developing strengths and abilities; he enjoys being involved in the growth and development of your business

Mark's Style of Business Coaching

Mark will help you learn and master specific business management concepts and techniques for overcoming performance difficulties. He does the following:

- Clarifies the business management skills you want to acquire and remind you why they are important
- Works with you to determine in detail how to approach a business task/activity
- Observes and evaluates your performance and give feedback
- Ensures your growth through challenges, requests, and business development exercises

Most Important in Mark's Coaching Relationship

The key to an effective relationship between Mark and a business executive is commitment and openness by both parties. Both must be willing to devote their *time* to establishing trust and rapport. Other essential traits include:

Respect – Established through the recognition of Mark's knowledge, experience, skills and abilities and the desire for Mark to help develop your capabilities and experiences.

Trust – Built through consistent communication, availability, predictability and loyalty between both parties.

Partnership building – Established through the recognition that Mark and you are *professional partners* and that he is always looking after your best interest.

Setting Expectations – Consistent and defined communications are important so that there are no misunderstandings; and that expectations are clearly define and understood by both parties. Mark will encourage you to set and meet realistic goals.

Time – There is a great need to set aside specific times to meet, which can be as often as once or twice weekly. Mark is always available 24 x 7 if the need arises.

Mark's Coaching Process

Mark's coaching partnership begins with a lengthy startup session (see below). Following that, you and Mark will meet on a regular basis, either in person or on the telephone, to assess the changes that have occurred, to set strategy, to clarify your current problems and goals, and to set your goals and objectives.

The Startup Session – Mark will schedule a startup coaching session in which he will ask you many detailed questions about your business and your life. You can expect this startup session to last about two hours. Depending on your objectives, Mark might provide you with a list of questions and other tools prior to the startup session. This session sets the tone and style for the partnership. This is the session in which you set the goals and objectives for the coaching partnership.

Continuing Coaching Sessions – On a regular schedule, Mark will meet with you to:

- Check in on any business development assignments or agreements that were made in the previous session.
- Identify and clarify the goals and objectives for you and your business for the next coaching period.
- Create a plan for meeting your goals and objectives during the next coaching period.
- Check in on your work/life balance.

Mark S. Lewis Bio – Managing Director, Simmons and White LLC



Born and raised in Rochester, New York, Mark received his BS degree in Finance from Boston College and an MBA in Marketing from Tulane. He joined IBM in 1981 and received many awards including Rookie of the Year in the Southern Region and a Golden Circle award in 1988. Mark voluntarily left IBM in February 1994 and helped form Communiqué, a New Orleans based Internet Service Provider (ISP).

As President of the company, Communiqué quickly became the Gulf South's ISP building a client base of over 10,000 users focusing on small to medium size businesses. After Communiqué was purchased in 1997, Mark left a year later and formed EyeOnet, an Internet sales and marketing consulting firm which then merged with two other businesses to form a full service network and Internet services company called Orange Twine. In November of 2000, Orange Twine was chosen by the New Orleans Chamber of Commerce as the Rising Tide Small Business of the Year in Technology.

In October of 2002, Mark assumed the role of President of the Louisiana Technology Council (LTC) to assist with the technology development of Louisiana and to turn the non-profit organization around. In November of 2005, Mark was selected by the Governor's office as Technology Leader of the Year for the State of Louisiana. Through his leadership, Louisiana became one of the top three states in the country in technology job and wage growth. In 2006, Louisiana was ranked 49th out of 50 states in technology employment. By the end of 2010, Louisiana jumped to 32nd. Through his leadership at the LTC, Mark and his team were instrumental in recovering the data that was deliberately deleted from the New Orleans Mayor's office of technology. The data recovered was instrumental in the conviction of former Mayor Ray Nagin on a number of charges.

As President of the LTC, Mark has been the commencement speaker for ITT Technical Institute and Remington College on the "Elements of Success after you Graduate." He has spoken at the graduating class of Operation Hope on the "Trials and Tribulations of Being an Entrepreneur" and has also given annual presentations to the Louisiana Technology Council membership on the state of technology in Louisiana. He has also written several articles on Entrepreneurship for Silicon Bayou News.

For the past eight years, Mark continues to appear live on WWLTV's (Channel 4) monthly TV program called "Digital Gumbo", which provides the latest developments in technology advancements; and he helps promote local technology companies throughout the region. He has also participated on numerous panel discussions throughout his career on entrepreneurship and technology.

In November of 2012, Mark left the LTC to become a principal partner and is now the Managing Director in the business management and executive coaching firm, Simmons & White. Mark coaches entrepreneurs on their drive towards success while also helping organizations develop business strategies for growth and prosperity.

For the past 5 years, Mark has been the Project Coordinator for Louisiana's largest Annual IT Symposium, developed specifically for CIOs, CTOs, VP's of IT (etc.) and their direct reports.

Mark recently published his new book called, "**GIVE A DAMN!**" (www.giveadamnbook.com). As a highly enjoyable and quick read, **GIVE A DAMN** discusses the challenges facing both society and business, how we got to where we are today, what needs to be done, and how a **GIVE A DAMN** attitude can make a difference, professionally and personally. Mark's goal is to create a "**GIVE A DAMN!**" revolution that will change the world and offers suggestions on what people can do to participate. Several organizations have purchased the book for their company employees in order to help create a new attitude in their organization.

Mark is a highly successful, energetic, thoughtful and engaging leader, entrepreneur and speaker. He has had a vast array of both successful and challenging entrepreneurial experiences. He is the father of three children from a previous marriage and is currently married to Elizabeth (of three years) and has become a step father to four more. His presentations provide for engaging and interesting stories while also providing the motivation and insight to help businesses and individuals succeed at all levels (**GIVE A DAMN!**).

Other bullet points about Mark:

- Selected Newspaperboy of the Year in Rochester NY in 1971
- Gannett Newspaper Scholarship Award – 1975
- Three sport letterman at Brighton High School (soccer, basketball and baseball)
- Founded Student Energy Commission at Boston College in 1977: Campaign Slogan: "**Do It in the Dark**"
- \$2500 investment saved the University \$250,000 in energy savings in 1978
- Academic Scholarship to Tulane University
- Created registered slogan: "**Louisiana – Tech Capital of the South**" in 2002 that propelled Louisiana towards technology leadership
- Moderator for state led CEO Round tables in both New Orleans and Baton Rouge for the past three years

For more information, contact Mark directly at mlewis@simmonswhite.com or at (504) 905-4646.