



# MICHELE WILLIAMS

## About

### Interview Topics:

- Why strategic thinking matters to grow a firm.
- How the Profit First strategy can remove financial stress in your company.
- The 5 steps to scale your business with ease and profitability.
- How do you know what to do next in your growing firm?
- The framework for decision making
- How extreme ownership changes everything.

Michele is sought after for her ability to easily explain complex business principles and processes in a simple, straightforward way. She helps business owners in the interiors industry scale their business with ease while focusing on profitability.

Michele has owned numerous companies over 21 years of entrepreneurship, and her career began in financial software development. This mix of financials and business ownership in the interiors industry has provided Michele the insight into implementing good business principles into smaller companies.

Michele is the creator of the AIM with Intent Methodology focused on scaling businesses with ease. She is a Profit First Certified Coach and a Fix This Next advisor.

## Sample Questions:

- What are the five systems needed to scale your business?
- Why should I take profit first in my company, isn't that being greedy?
- What does strategy look like when growing a company?
- Should I focus on sales, profitability or processes as my firm grows?
- How can I decide if this is right decision for my company?

## Connect with Michele :



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