

PREFERRED FUTURES INC.

STRATEGIES FOR THE PRESENT

Kathleen Petersen of Equinox Associates can be summed up as part EMT, part executive coach, part efficiency expert, part therapist, interior decorator and part feng shui artist. Each part came in really handy for my home office crisis. Having moved halfway across the country from a large house where my office was in one large room, to an apartment with a 50% smaller office space, I was stymied about how to operate. Several months after the move, my office was still mostly in boxes, my printer was on a top shelf where the output fell on my head below, and I had no surface to spread out my work—something I had become accustomed to. I thought I needed an administrative assistant to help me get reorganized but, after speaking to an Equinox client, I realized I needed a total make-over of my space and how I was working.

Here's how Kathleen's genius transformed my worklife—

EMT: She immediately stopped the bleeding! Within 20 minutes of asking a lot of questions and quickly surmising the root causes of my problems, she started making needed changes.

Executive Coach: She explored the context of my work and my personal space to determine what outcomes I desired. She encouraged me to leverage my strengths and systems that were working and only focused on what wasn't right and brainstormed many options to make it better.

Efficiency Expert: Kathleen believes work should be easy and therefore one's space needs to support that ease we all deserve. The most critical tools and resources are next to your dominant hand...any piece that is problematic is fixed or replaced.

Therapist: Working with her was a healing experience. She supports your strengths and helps clarify what makes you happy. She convinces you that you deserve the best and since work is where we create wealth to support our basic needs and beyond, it's worth the investment.

Interior Decorator: My favorite large, Herman Miller credenza simply looked stupid in my small office. After easily convincing me to dump several furniture pieces that I hated, I did not want to dispose of that one. She asked where it could go in my small apartment and I laughed. Well she found the perfect place and ingenious use for it in a snap. She saw that I liked old furniture with character and found my new desk and recommended a used office furniture place that fit my style.

Feng Shui Artist: My back was to the door with my old arrangement and she knew that was bad feng shui. Now I can look out my window, see the rest of my home while I work, and my space has good energy flow which makes it feel more spacious and serene. Instead of avoiding my office—I am drawn there each morning.

So, hire Kathleen and get all of her expertise and magic working for you and your business—you deserve it!

Elizabeth Olson
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