



Q&A with Virginia Diamond

Founder, Diamond Insight

Her Corner (HC):

Tell me a little about your business and what made you decide to take part in the Accelerator?

Virginia Diamond (VD): I faced a crossroads in how I manage and grow my coaching and consulting practice. I've successfully grown and had a thriving practice, but not necessarily thinking through financial targets or marketing systematically. Her Corner has been instrumental in helping me do that, in a way that grows my business, fits my life, and enables me to have greater, more meaningful impact.

HC: Describe the group dynamic and what effect that had on your experience in the program.

VD: Our Accelerator team is full of smart, fun, open women, willing to be honest and vulnerable with each other. Our support for each other, led by the intrepid Fred, made such a difference in our learning and growth!

HC: You had some quick success after starting the program, will you share that with us and the effect it had on your overall mindset about your business?

VD: I realized I had been on autopilot for a few years. I had landed a new contract three years ago which was a game changer for my business. I had spent the last three years really scaling up--and was honestly a bit burnt out. Her Corner helped me see that my client base was not diversified enough; in 2016 it was 96% with that one big client! Now that same client is only 68% of revenue, after just a few months of intentionally focusing on meaningful marketing.

HC: What was the hardest part of the program for you and how did you work through it?

VD: Wrapping my head around the more comprehensive and thorough spreadsheets. Working 1:1 with the facilitator, as well as in the sessions, really helped. I am not scared of excel or math--took calculus and statistics in college, and worked at the big consulting firms for a number of years. However, having not gone to business school, I didn't have those resources on hand.

HC: How did you use the independent coaching time with the facilitator, and what impact has that had on your business?

VD: Getting clear on goals, how I spend my time. Getting clear on financials, using the spreadsheets. Getting clear on my strategy for pursuing interesting work. And just laughing!

HC: Share your advice for other women considering the Accelerator.

VD: Do it! Don't hesitate! This is one of the best investments I've made in training and development since I started my business in 2004.