



## **Terry Hoffmann Success Story – executive coaching** September 2021

*By Lorrie DeFrank*

Be prepared and give back. Heeding her own advice along the way, Terry Hoffmann developed a strong relationship with the Jacksonville Women’s Business Center that played a major role in the success of her executive coaching company.

Hoffmann became involved with the JWBC when it was created in 2004 to advance the success of women entrepreneurs at every stage of business development. Four years later when she founded Hoffmann Coaching, LLC, she took advantage of JWBC’s educational and networking opportunities to help start a company that saw double-digit growth each of the first five years despite its launch during a recession. When she recently added eight executive coaches and rebranded her company as Coaching Partners Group, she again relied on JWBC and JAX Chamber for business expertise.

In return, Hoffmann has volunteered as a business coach during JWBC’s Small Business Summit in partnership with the U.S. Small Business Administration, serves as a trustee member of JAX Chamber, speaks at Chamber events and meetings, and is working on plans to bring coaching to JWBC clients.

A resident of Jacksonville since 1989, she holds a Master of Arts in Counseling Psychology from the University of North Florida. She had worked as a business leader and mental health counselor for 12 years at Baptist Health where she saw the value of coaching in medicine and other industries. As president of Hoffmann Coaching, she has specialized in coaching business executives and their teams in such fields as health care, technology, financial services, manufacturing, aerospace, nonprofits, education, law and insurance. Clients cite increasing profitability, higher revenues, re-energized staff, streamlined processes and higher customer satisfaction.

“The bottom line is that it works,” Hoffmann said. “The business case including appreciation for both the intrinsic and objective value of coaching has grown rapidly.”

Recognizing executive coaching as a multi-million-dollar industry that is coming into its own, Hoffmann positioned her company as a global leader and added eight other coaches from Northeast Florida, New York, Illinois and Texas to form Coaching Partners Group. It uses best practices to offer clients multiple highly qualified executive coaches. “Traditionally, companies hire one executive coach to work with one executive,” Hoffmann said. “We partner with companies to maximize the return on investment of their coaching budget by offering a tailored, personalized, coordinated approach based on their strategic business priorities.”

“Terry has an awareness and innate ability to anticipate upcoming trends in her profession. She had ideas that could be of benefit for her clients, colleagues and business,” said Ellen Sullivan, consultant and former director, JWBC. “By applying the concepts of value proposition, she worked through her plan, created a system and launched the Coaching Partners Group.”

Hoffmann is currently collaborating with one of her strategic partners who owns a coaching school on a pilot program to have its graduates coach selected JWBC clients.

Looking back at her own JWBC training, she acknowledges the importance of executive presence. “Women business owners need to be prepared to know their unique value proposition. They are not going to be able to do business by skimming the surface. They’ve got to build and maintain their reputation and those crucial relationships,” she said.

Women-owned businesses add tremendous value to our economy and you can feel the growing momentum for support of their successes in this small business friendly community, Hoffmann said.

As for the importance of giving back, “I always dedicate a part of my time to volunteer work. People lifted me up over the years and I am grateful for that,” said Hoffmann, mother of three sons ages 15 to 26. “Having a strong, healthy, well-adjusted, financially viable community helps each and every one of us. I want my kids to grow up in a strong community.”

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