



**TPE Coaching & Consulting**

## **Background**

This venture began around three years ago. I'd been a public speaker for a decade, sharing my personal journey of overcoming significant challenges. Following the delivery of a TED Talk and the publication of a book, people frequently approached me, seeking guidance for their own struggles. It was then that I realized I could be a coach. Thus, TPE Coaching and Consulting was born, with 'TPE' standing for 'The Pink Elephant.'

We specialize in offering tailored corporate wellness solutions through partnerships with companies. This means seamlessly incorporating our services into employee benefit packages. Our goal is to make employees feel valued and heard while providing one-on-one coaching and workshops to tackle various personal and professional challenges. Our services cover a wide range, from mindfulness and time management to improving communication. We're also here to help with personal issues like anxiety, depression, work-life balance, and family matters – essentially addressing a broad spectrum of challenges people may face.

## **Solution**

I first learned about the Miami-Dade Business Navigator Program through my participation in 'NAWBO,' the National Association of Women Business Owners. In a conversation with Florida SBDC at FIU Business Consultant Roslyn Rice, who served as the group's president at the time, I openly shared my challenges in embarking on a business journey from the ground up. She introduced me to the Miami-Dade Business Navigator Program and guided me through the application process. Since becoming a part of this program, my business trajectory has witnessed a complete transformation. Roslyn has proven to be an exceptional

mentor, and it's through her and the program that I've had the privilege of connecting with other remarkable consultants like FSBDC at FIU Business Consultants Michelle Caba and Maribel Balbin. Their guidance has been immeasurable, touching on everything from branding strategies to certifications. I genuinely cannot emphasize enough just how instrumental this program has been in shaping my business.

I genuinely believe in this program. In less than a year since becoming a part of it, my business has evolved from a mere idea to securing contracts. The unwavering support and guidance I've received, particularly from Roslyn, have played a pivotal role in my business's success story. I've even become an advocate for the program, enthusiastically referring fellow entrepreneurs because I've witnessed firsthand the transformative power it possesses.

### **From the Owner**

"My advice is this: don't try to do it all on your own. As an entrepreneur, you might feel the pressure to be a one-person show, but you don't have to. Programs like the Miami-Dade Business Navigator Program and mentorship from experienced professionals can make a world of difference. You don't need to reinvent the wheel; there are people out there willing to help and guide you. So, don't hesitate to seek out support and mentorship."

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