

The New Girls Network

A growing number of
women take care of
business – their way

By Kathryn DeLong



Suzanne Miklos

Suzanne Miklos' firm, O.E. Strategies, moved into new office space in Brecksville last August and celebrated its fifth anniversary in January. Having started as a home-based business, "we are on track to have tripled our income from two years ago," she says. "It's very fun and exciting."

Adding to the excitement is the fact that it took only six months before O.E. Strategies was operating in the black, says Miklos, president of the company. "We've had very controlled and structured growth by reinvesting in the business."

Miklos holds a Ph.D. in industrial organizational psychology. "What we do is help businesses achieve measurable results through people." Such results are achieved "primarily through hiring the right people, developing people and leaders, and organizational development."

The latter involves helping organi-

zations in how they manage and deploy people. For example, if a company's goal is to provide excellent customer service, Miklos' team will examine how employees are selected and trained, how performance is measured, how leaders coach them. How are the company's systems aligned or not aligned to the organization's goals? In other words, "If you're going down that road, are all the arrows pointing in the right direction? Or are some creating drag?"

Miklos started the business because "I wanted to be able to chart my own course. I wanted an organization that lived internally by its own advice. You see a lot of consulting firms being really hard on their people. They have a lot of burnout. You have to walk your talk. That's not just for leaders, but for consultants, too."

Her business style involves a "degree of collaboration that's fairly deep and broad," she says. As an exam-

ple, she cites her work with a senior executive team. "I'm focusing on them becoming more strategic as a group." To accomplish that goal, "I put together a team of executive coaches to bring diversity of thought and approach into the project." This team includes coaches from other firms – her competitors. She's comfortable doing that, she says, because she subscribes to the theory of abundance, that there's plenty for everyone, and because she believes strongly in collaboration.

A fourth-generation entrepreneur, Miklos says, "I'm genetically programmed to be very interested in business. It became a way of thinking and living." A lot of people, she says, "can be wonderful at their profession and not really be businesspeople."

It has little to do with gender, she believes. "To me, it's an individual difference." *WS*