

Ace Lock, Inc.—Achieving Balance

Number 2 in a series

Entrepreneurs are well aware of the extraordinary amount of time and energy it takes to build a successful business. However, achieving balance between work and a personal life is important not only for themselves, but for their employees and businesses. Entrepreneurs first need to realize the importance of attaining balance, determine how to accomplish it and then work to sustain it.

History

In 1975, Ace Lock began as a small locksmithing business that provided security doors, safes and automotive security products. Since then, Sandra Hunter, President and one of Ace Lock's founders, has expanded the firm to a full-service security company whose highly trained staff services clients from individual homeowners to multi-national corporations.

Primary Goal

After 26 years of ownership, Hunter needed to become more engaged in the business while cutting down the excessive hours she worked.

The PowerLink Advantage

Ace Lock's PowerLink Advisory Panel helped Hunter see that her management style was too detail-oriented so that only she was responsible for the success or failure for every operation at

every level. In addition, they convinced her that while a strong work ethic is admirable and often financial rewarding, pursuing no interests outside of work erodes the enthusiasm a leader needs to lead.

The panel helped Hunter evaluate her daily tasks and determine which jobs truly had to be done by her. Although Hunter was certain she had to be involved in Ace Lock's rigorous and incredibly time-consuming hiring process, her panel persuaded her to delegate the critical daily process of dispatching work crews.

Results

Hunter restructured workflow and implemented a more effective management structure. She works fewer and more regular hours, but says she is more productive than ever. Hunter has achieved a more even balance between work and her personal life.

Ace Lock, Inc.

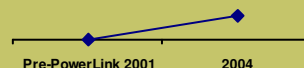
First Year of Business: 1975

First Year of Ownership: 1975

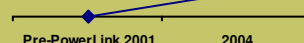
PowerLink Year: 2001

Progress

Revenue Increase—10%



Employee Increase—15%



About PowerLink

"Entrepreneurs don't typically get honest feedback. I critique my staff, but no one critiques me. This is a great benefit of a panel."

"I had a dynamite panel of advisors who repeatedly said, 'You have a great business.'" They reinvigorated me and I became more engaged in my business. Their excitement transferred to me. You cannot put a dollar figure on that."