

Most Empowering Businesswoman: Special Educational Needs & Most Innovative Life Coaching Products & Services – USA



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Order Out Of Chaos

I am an Academic Life Coach for teen and college students who have ADHD and learning differences. Here at Order Out of Chaos we offer organising, time management and study skill services. We also offer family education, parent coaching and ADHD resources through broadband and educational videos.

We work with both students who are the most able learner to those that are more challenged. Order out of Chaos started out 12 years ago in 2004. The major reason behind the launch of the company was in fact my son who was diagnosed with ADHD, so I needed to figure out the ways in which I could help him untangle his world both at home and in school.

As a result of conducting the research and doing a lot of revolutionary things people caught on and wanted me to work with them. Twelve years later the company has become a virtual global business.

As the Owner of the company there is a sense of responsibility involved as you find yourself doing everything. Every day is different one day I could be creating products or sourcing new companies we want to work with. I spend 50% of my time speaking around the globe so as you could imagine doing the research and preparing my talks takes up a lot of my time. In addition I also write books and coach both parents and students.

My coaching of students is very goal orientated with the age group of my clients typically being 17 plus. We set both short and long term goals and explore the ways in which we can help them achieve these. On one hand I teach them how to become independent but I also provide the support in regards to walking them through the process. Everything seems to revolve around organisation and time management, essentially the things which are paramount to your life.

In regards to my coaching of parents I act as the general contractor, I help them craft a plan and walk them through the process of becoming a better parent.

Some companies may hire me to come in and to talk to their employees about issues such as time management and procrastination. When I go out there and speak I'm lucky enough to be able to marry both my personal and professional life.

Currently I think there is no better time to be a woman in business; I strongly believe women are now beginning to knock down walls. Building relationships is an area women are very strong in and those connections ultimately pay off for them.

Before I started my own business I worked within human relations, I was often the one people came to when they had a gripe about another colleague. A lot of the time I found it was more to do with the systems they were using rather than the person. Helping them identify the systems and structures which worked for the way they learn was a significant breakthrough. Realising that not everybody organises or works in the same way was essentially the key.

In regards to how I keep myself motivated everything comes back to my son, he was a lost little boy at the age of five and I had to work out what was going to work for him. 13 years later he has graduated from high school and is going to college. Every time I get home and I'm tired I look at what I did for my son. I know what it takes to be successful so if I can help other children in a similar way I will be content. Working for yourself means it's all on your shoulders and you never stop but the fact that the business is mine keeps me motivated.

In my industry you are dealing with families and children so you need to know what you are talking about, having an education behind you is important. In addition if you are thinking about becoming an entrepreneur you need to know your clients and be able to write their story. If you don't know who you are talking to you won't get anywhere. Listening to your client is also very important; a lot of my classes have started due to my clients demands.

If you really want to start up your own business, the word of mouth is incredibly powerful in this regard. Building relationships through networking is the best way of becoming a leader in the entrepreneurial space. In addition to teaching others I find myself attending conferences and events in order to keep my education and training up to date.

Looking ahead to the future, we built a brand new website last year and we have plans to improve it again in the short term. We are also looking to expand our products and rebrand to become specialists in product design with students in mind.

We really believe our audience are looking for more informational products. Our flagship product is our academic planner which has just won the Family Choice award in the United States. The product was developed in order to help students better manage their time.

Further products of ours include books, a parent educational video series that help parents support their students. Coming soon we also plan to introduce educational study guides for students which will be ready in August.