

INSTANT ADVISORY BOARD ACCESS

FORMER BLACK DRESS CIRCLE EVOLVE MEMBER JILL'S STORY



Jill Butler, CEO and Founder of RedKey Realty Leaders St. Louis, had been a Black Dress Partners coaching client for six months before she decided to join Black Dress Circle.

In Search of...

"I had been looking for an effective facilitated roundtable where I could learn from other business owners," she said. "Erin provided some information about Black Dress Circle and it sounded like what I was looking for."

An Advisory Board

As Jill's company started to grow, she needed a group of advisors, a trusted team that would provide noncompetitive and non-judgmental feedback and support.

"Before joining Black Dress Circle, I think I underestimated the value of multiple peer perspectives in growing my business," she said. "The other Black Dress Circle members share their best practices, help me work through my challenges, and offer support along the way. You go in with a goal, the discussion is facilitated, and the result is powerful."

The Value

When reflecting on her one-year membership in Black Dress Circle, Jill notes that long-term strategic planning has been an important take-away.

"As successful women business owners, all of the members have done one-year business plans," said Jill. "During the Black Dress Circle retreat, we went through the process of creating a 5-year strategic vision plan for our organizations. This long-range thinking is invaluable."

Jill has also learned how to work ON her business, as opposed to IN her business. "Putting processes and systems in place to free up my time to work on higher-level, more strategic priorities has been absolutely critical to RedKey's growth."

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The Result

RedKey Realty Leaders St. Louis' revenue is up 320% from 2014, year-to-date, and they opened their second location in October 2015. There was no question that Jill would continue her membership in Black Dress Circle.

"My business continues to grow, and I continue to need support as I navigate and manage this growth," she said. "Black Dress Circle members provide context for higher-level decisions, they hold me accountable, and they have greatly influenced my personal and professional evolution."