

Jaeger takes the reins

By ANDREW SHARBEL
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Shari Jaeger Goodwin, a business strategist and owner of Jaeger2, has been recognized as the 2013 Woman of the Year by the National Association of Professional Women for Excellence in Leadership and Consulting.

"It has been a really great honor to be recognized by my fellow women professionals and I am more excited than ever to help women in business," Goodwin said. "This award brings me more to the national stage and it allows me to help people on a national level irrespective of geography and that is tremendous for helping me extend my reach."

Jaeger2 is a business consulting and executive coaching firm

that helps women build and lead profitable businesses they love through lessons with horses.

Goodwin offers one-on-one private sessions over the phone, group sessions, workshops and retreats.

Also an accomplished author, Goodwin's new book, "Take the Reins! 7 Secrets to Inspired Leadership" is scheduled to be released around June 1.

"The book really blends the best of business strategy and proven practical advice from my own experience and those of others with lessons learned from horses to help you tap into the other 90 percent of your potential and achieve your goals faster than you could without that," Goodwin said.

Goodwin has several clients who have doubled their revenue

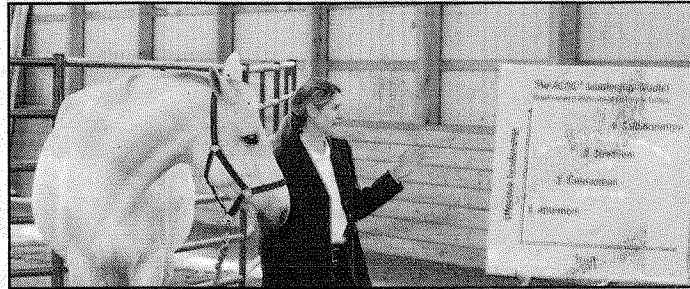


Photo Courtesy/Shari Jaeger Goodwin

Shari Jaeger Goodwin, business strategist and owner of Jaeger2, is assisting entrepreneurs in growing their businesses with a business model using horses.

using her business model. One had her best financial year ever and another found the CEO position of her dreams.

"There are quantitative results and all of them are living their lives much happier and with more intention," Goodwin

said. "Some are creating new brands and others are expanding their businesses."

Goodwin will be the guest speaker at the Sterling Women's Luncheon from 11 a.m. to 1:30 p.m. April 11 at the National Conference Center in Lansdowne.