



## Introducing Dr. Dawn

In today's economy, productivity can be the difference between success and failure, the difference between getting promoted and getting fired. Therefore, as we help you reach the Office of the CEO, we write to introduce you to a business partner:

**Dr. Dawn Jackson, Psy.D.**  
Licensed Psychologist PY8115

**DawnJackson@InterdisciplinaryCare.com**  
coached by Inspired Professionals

**The Practice:** Dr. Dawn owns Interdisciplinary Care. The practice focuses on Productivity consulting and associated Healthcare treatment. Dr. Dawn understands the demands of climbing the corporate ladder and therefore developed a portfolio of consultations and seminars on stress management and work-life balance. Her practice is informed by 2009 research that mental well being and stress risk are #2 and #3 as the “strongest predictors of on-the-job productivity loss.” To learn more, we invite you to contact Dr. Dawn and her practice Interdisciplinary Care at (954) 815-1784.

**The Doctor:** Dr. Dawn is licensed in the state of New York as well as in Florida. In addition to her doctorate degree in Psychology, she has a master's degree in Counseling, and a bachelor's degree in Hospitality Management. Dr. Dawn is a clinical psychologist highly regarded for the relationships she has developed with her clients and peers. Examples include the touching 22-page tribute of pictures and thank you notes that she received from a 202-bed healthcare facility in Westchester County, NY. The tribute was entitled “We Will Miss You.”

Dr. Dawn is now a consultant to the State of Florida. Her experiences also include work in a large group practice in New York, a group practice in Florida, and as both a pre-doctoral and post-doctoral fellow at Yale University's School of Medicine. Prior to her career in Psychology, she worked at the Fortune company, DuPont. In 1999, she was named a fellow of the American Psychological Association (APA). In 2010, as she developed plans to launch a private practice, Dr. Dawn transitioned from psychologist to managing psychologist and therefore gained a certification **coached by Inspired Professionals.**

# Stratician

## Your Strategy Mathematician

Introduction

General Manager

General Counsel

Intrapreneur

Entrepreneur

Medicine

Law

Engineering

Consulting

Platform

Engineering Sample										
The engineering profession focuses on innovation coached by Inspired Professionals										
Before our work the pro forma net income was at \$100,000 benchmark ... After our work the pro forma net income is now \$1,020,610 ... Result is profitable growth of 921% at 40 hours per week Wealth Creation and Work-life Balance										
Phase	Strategy	Step	Method							
I	Best-in-Class Credibility	1 at 0%	Expert network							
II	Seed Revenue	2 at 80%	Private practice							
III	Concurrent Revenue	3 at 20%	Professional services							
		3.1	New emerging best practices on international trade							
		3.2	Specific focus on Internet, telephone, airplane, and television							
		3.3	Define the driving forces on such topics as communication based on break-through research, consultative education, and educational tourism							
		3.4	Quantify the benefits to the venture, investors, and society in terms of economic growth							
		3.5	Calculate the net impact in terms of economic growth							
		3.6	Sponsor at the \$200 NYC hourly rate based on unaddressed needs, interests, desires, issues, or problems							
		3.7	Concurrent revenue by (1) researching and (2) communicating by (a) live PC-to-PC or PC-to-LCD or (b) pre-recorded website or download							
We engage clients online and in-person through both live and pre-recorded techniques.										
pro forma revenue										
Reimbursement	Time Allocated	Hourly Rate	Billable Weeks	Discount	Annual Income	Products and Services				
Core	Private Practice	80%	\$ 200	42	0%	\$ 332,800	Electrical Engineering			
Other	expert network	0%	\$ 200	-	0%	\$ -	IT			
	small business growth	0%	pro bono	-	0%	\$ -	Technology			
	university-industry	0%	partnership	-	0%	\$ -	Collaboration			
	professional services	20%	\$ 2,800	10	0%	\$ 1,164,800	International Trade			
			100%	52		\$ 1,497,600				
pro forma net income										
Revenue per Person	Financials	Approach	Financial Metrics	Result	Sponsorship	Hourly Rate				
Gerson Lehman Group facility and business services	\$ 1,497,600	1.00	profitable growth	921%	SMB exports to Brazil	\$ 200				
Reuters Insight facility and business services	\$ -	Council Member	total revenue	\$ 1,497,652	SMB imports from China	\$ 200				
Federal and State taxes	\$ 449,280	Self	billable weeks	52	ovation and Entrepreneur	\$ 200				
Own Practice office center	\$ 25,000	Owner	low price	\$ 200	United Nations	\$ 200				
Office Supplies including car maintenance, 4G aircard, lunch, cell phone, database	\$ 2,710	Owner	high price	\$ 200	USAID	\$ 200				
operating costs	\$ 476,990	1.00	market value	\$ 7,488,000	ABA	\$ 200				
Net Income per Person	\$ 1,020,610	1.00	starting net income	\$ 100,000	Mass General	\$ 200				
			work week	40 hours	Citibank	\$ 200				
			ending net income	\$ 1,020,610	angel investors	\$ 200				
			profit margin	68%	venture capital	\$ 200				
			Expert Networks	0%	Merit Lynch	\$ 200				
			University-Industry	0%	SBA	\$ 200				
			Professional Services	78%	MIT Enterprise Forum	\$ 200				
			Private Practice	22%	AMA	\$ 200				
			Societal Metrics	Result		\$ 2,800				
			jobs created	1						
			clients	business						
			U.S. tax revenue	\$ 449,280						
			entrepreneurs	1						
			intrapreneurs	1						
			value to clients	issue resolution						
			average base salary	\$ -						
			base salary increase	0%						
			unemployed to employed	1						
			Work-life Balance							
			Saturday and Sunday							
			family and friends							
			tourism							
			Assets							
			people							
			intellectual property							
			cash							
			Intangible Assets							
			loyalty							
			happiness							
			Services							
			electrical engineering							
			professional services							
			Operations Metrics	Result						
			accounts receivable	\$ -						
			accounts payable	\$ -						
			inventory	no issues						
			office supplies	no issues						
			Operations Metrics	Result						
			SaaS	\$ -						
			telecom	\$ -						

  

SWOT Analysis	Five Forces Industry Analysis
<b>strengths</b>	<b>customers</b>
IT	outsourced IT Department clients
international trade	sponsors
small business growth	
Internet	<b>suppliers</b>
<b>weaknesses</b>	office center
time	office supplies
money	
number of people	<b>competitors</b>
<b>opportunities</b>	other IT engineers
partnerships	
open innovation	<b>substitutes</b>
crowd funding	do-it-yourself SaaS
intellectual property	
<b>threats</b>	<b>complements</b>
imitators	small business networks
	international trade organizations
<b>Game Theory</b>	<b>new entrants</b>
Return on Investment (ROI) is based not only on your decisions, but also on the decisions of other people.	other IT engineers

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Dr. Dawn's practice is enabled by Stratician  
our business innovation tool  
informed by a pending U.S. patent

## **Interdisciplinary Care**



**Dr. Dawn Jackson, Psy.D.**

Licensed Psychologist

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