



HI, THERE

Krista Chapman is a marketing strategist and business coach & consultant. Years back, she decided that the way we approached business was making her miserable – was making a lot of people miserable. Why couldn't we change the culture and practices around business? Why couldn't we build more ethical, intentional businesses that make us money? How could work serve our soul instead of suck it dry?

So she set out, carving her own path of business success, helping creatives, hospitality companies, wellness pros and artists build purposeful and successful companies. She uses holistic business & marketing strategies (and sometimes yoga mind tricks) to become an honest, direct voice of reason for her clients that empowers them to think differently to build better businesses.

KRISTA HAS THE ABILITY TO VIEW YOUR COMPANY'S BEST INTERESTS WITH AN OUTSIDE PERSPECTIVE. SHE KNOWS HER STUFF AND HAS THE INSIGHT TO TAKE YOU TO THE NEXT LEVEL. SHE KNOWS THE BOTTOM LINE ISN'T ALL THAT MATTERS AND SEEKS FIRST THE PASSION, MISSION AND VALUES TO ENSURE THOSE ARE INSTILLED IN ALL THINGS OUR COMPANY DOES.

- Jill Cole, Owner, Southern Events Party Rental Company -

ABOUT KRISTA

- + I worked in hospitality - restaurants, caterings and events - for nearly 20 years before launching Path & Compass.
- + In 2016 I launched and continue to manage mastermind of independent business owners called The Field Exchange.
- + My very first job was a paper route in my hometown of Green Bay, Wisconsin.
- + I graduated from Minnesota State with a BS in Women's Studies and Sociology.
- + I own various rental properties and manage these under my company, Be Kind Homes.
- + An avid traveler, Greece and the Baja Peninsula are two of my favorite destinations.
- + A yogi since 2010, much of the teaching and philosophies guide my approach to business and coaching.

KEY SPEAKING TOPICS

SOULFUL SALES

Sales are necessary to a business' survival, but they do not have to be sleazy or manipulative. Krista teaches effective strategies & tactics to close more sales and tackles the mindsets getting in your way.

MARKETING STRATEGIES FOR GROWTH: HOW TO BUILD AN INTENTIONAL BUSINESS

Too often business owners get caught using tools to grow their business without first determining what they are building. Krista shares the tried & true strategies she uses with her clients to build an intentional business and life.

ADDITIONAL TOPICS

Mindset Traps and Hurdles | The 5 most common traps in business and how to overcome them

Small Business Ethics | The short-sighted actions that are hurting your industry (and your business)

Getting Out of Your Own Way | Common ways business owners thwart their success and how to change that

Panel and Q&A Facilitation | Managing group presentations and eliciting dynamic interviews



**PATH &
COMPASS**

Founded by Krista Chapman in 2011, Path & Compass is a Nashville based boutique marketing and strategy firm for creative entrepreneurs and busy innovators. Our clients are wedding, event & hospitality businesses, wellness professionals, creative entrepreneurs and artists. We guide these small business owners and leaders towards better branding & marketing strategies and meaningful success. Our holistic approach means we see the big picture of all parts of your business and know how to connect you to your ideal to build a better business on your terms.

WWW.PATHANDCOMPASS.COM

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