

CEO GROWTH

JACKIE'S STORY: BLACK DRESS CIRCLE EVOLVE MEMBER



Jackie Hoyt, CEO of Hillsboro Title Company, was working with a male business coach who referred her to Erin Joy and Black Dress Circle when he thought they'd gone as far as they could in their work together.

"I had just purchased a title company after working in an executive-level position there for a number of years," she said. "I was no longer a worker bee, and was struggling with the transition."

In Search of...

"Having never been the one at the very top, I craved support," said Jackie. "I needed input on the critical decisions I was now responsible for making, and a forum to discuss challenges with like-minded women." Jackie found this in Black Dress Circle.

Accountability and Confidence

As Jackie began to lead Hillsboro Title Company into a new era of success, her professional confidence grew. But, it was immensely reassuring to have the support of other women business owners.

"I learned to prioritize better, and was held accountable by my Black Dress Circle members for the plans I was making for my organization," she said. "The level of professionalism these women embody—and the sincere desire we all have for each of us to succeed—is unlike anything I've ever experienced. It has made me a better CEO."

The Value

Jackie credits her increasing ability to delegate and leverage quality support teams and processes to her work in Black Dress Circle.

"I learned how to build the processes to support my intentions," she said. "And that's how things get accomplished."

She also sees the extreme value in the diversity of members. "Black Dress Circle members run a variety of companies and have dissimilar personalities—and that is what I love," she said. "These women approach the business challenges I bring to the table from very different perspectives and that is invaluable to me."

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The Result

Hillsboro Title Company has increased its revenue by 10% over the past two years. Jackie knows that this is due, in part, to the skills and confidence she has gained as a member of Black Dress Circle.

"It has influenced who I am both personally and professionally," she said. "I now know how to identify the underlying root cause of challenges and can address them from multiple perspectives."

Jackie knew she was going to continue her Black Dress Circle membership because of the extreme value. "As this group grows, all of its members will continue to benefit from the focused, facilitated discussions," she said. "Black Dress Circle provides a non-judgmental forum and I know that it has helped me grow as a CEO."



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