

Stacy Feiner is a business psychologist who helps business owners get the results they want faster by addressing the interplay of psychology, business, and leadership. Feiner has introduced business psychology to Fortune 100 corporations, academic institutions, and privately held companies. She is a national speaker, blogger, and author of Talent Mindset: The Business Owner's Guide to Building Bench Strength.

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“Just because a million people think something is a good idea doesn’t make it a good idea.” I was eight years old when my father clipped that quote from the newspaper for me. He knew these words would speak to me. Little did I know that they would define my life and career.

When I was growing up, my parents made us aware of social injustices. Dinnertime was when we discussed our responsibility to right them. Words mattered, and we dug into them. These experiences empowered me. I gravitated to serious issues and relished conversations where solutions emerged. I was able to see things others couldn’t and bring them into view.

Early on, the problem I often ran into was that my insights challenged the status quo. They made people feel uncomfortable and sometimes exposed. When I got to college, Dr. Lee Quinby, an intensely motivating and demanding professor, pointed out that I had a gift for being provocative with observations and penetrating with insights, and that in time, I would make this my calling. That’s when my trajectory became clear. I became a psychologist and learned to harness this gift with a sophistication and pace that draw people in, help them find the right words, and compel them to be engaged.

Many times over the years, I learned that standing up for my ideals could incite backlash from others. Yet looking back, I also see that it deepened every meaningful relationship I've had. I was drawn to concepts about human potential, winning against the odds, and personal growth. When I was a doctoral student in psychology, I studied disciplines for helping people grow and tap into their potential. Initially, I was drawn to the complex and intimate work with family systems as a psychotherapist. Eventually, I found that my real passion was to bring psychology to business systems, where I would have a bigger impact on improving the human condition.

By now I've listened to hundreds of business owners talk about deeply personal experiences owning and running their own companies. They are providers to families, leaders of companies, and stewards of a legacy. An entire ecosystem of people depends on their effectiveness. And since 65 percent of our U.S. population is employed by privately owned firms—giving them a unique opportunity to improve the health of our nation—I engineered a coaching method specific to their needs. By blending psychology, business, and leadership, my method accelerates a business owner's ability to achieve goals. The stakes are high. Coaching is the conduit for leaders to live their power.

Growth is achieved by digging deep. And you don't do it alone.

- First, realize you can and must be great. But don't expect to be inspired. Realizations come from being challenged.
- Grapple with new ideas, untangle from old assumptions, use better words, and try new moves. Remember that how you define a problem determines how you solve it.
- Commit every day to doing better than yesterday. Don't wait. Expect others to do the same.
- Use your power and privilege to build strong teams and create environments where people do their best work. Nurturing the community you lead is a bottom-line requirement.
- Think big. Profitable companies with engaged employees improve the health of our nation.
- Be a force with a mission and a cause. Embody your greatness.

My work gives me the great privilege to pay it forward, ensuring that the worthy ideals and missions of others are not abandoned but realized. Nothing could be better than tapping into our deepest strengths and calling out those strengths in fellow humans.

Just because a million people think something is a good idea doesn't make it a good idea. A loud and resounding Standing O! to Dr. Lee Quinby and all those who taught me that to win in life, you must have the confidence to deliver on your own ideals.