



Power Book – Power Players '08

RENIE CAVALLARI

TITLE: CEO and chief inspiration officer

COMPANY: Aspire

WEB: www.aspiremarketing.com

E-MAIL: renie@aspiremarketing.com

PHONE: 602-392-0700

There are many different measures of success in today's society. How do you define your success?

"Our success is measured in three ways: our client retention, which remains at 96 percent year over year for 13 years; our measurable financial impact on businesses; and how we touch, move and inspire people to awaken their potential. For me personally, it is in the difference I make in the lives of the people in my life — ultimately leaving everything better than I found it."

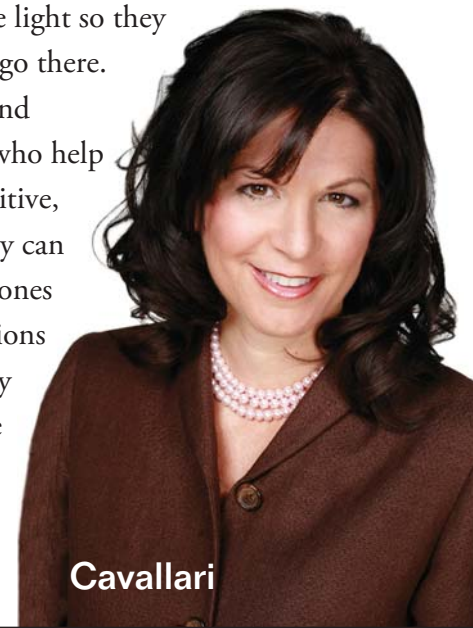
How are you connecting to the business community?

"We belong to and participate in many local organizations, and we meet with business leaders in every aspect from diversity to business think tanks. I frequently waive my speaking fees to support local business organizations that are committed to the development of their members. I am also the founder and an active member of Wings to Fly, a nonprofit girls' camp that builds self-esteem and self-worth for a lifetime."

What do you see as the biggest challenges facing local businesses? "The biggest challenge is that organizations don't take the time to think differently about what they are doing. If you want a different solution, you have to ask different questions. These times require different solutions for creating new revenue, retaining customers and innovative, improved solutions for customers. Leaders who are asking the same questions are getting the same answers. I always suggest asking, 'What are you personally doing differently today as compared to 12 months ago?' It usually gets people thinking differently quickly."

What leadership traits do you feel are important, and which ones do you have that you consider your strengths?

"Leaders have to inspire people to see what is possible, and shine the light so they can have the courage to go there. We are human beings, and feelings count. Leaders who help people feel engaged, positive, encouraged and that they can make an impact are the ones that lead their organizations to continued success. My strength? Ask my people why they follow me."



Cavallari