



Susan L. Miller is

# The Shopping Advisor



## There Is An "I" In Dynamic

**S**ue, virtually a Tucson-native having settled here at the ripe old age of 5, will tell you, "I did what I loved and it turned into a business." For the last 27 years, she's been in the business of encouraging people. Whether it's dormant individual or untapped corporate, Sue Porter helps achieve potential. Her mission statement is "to assist people in recognizing and discovering their unique talents, gifts and personality so that they can successfully fit and function with optimal purpose and direction in all aspects of their life." While that is a mouth full, fact is, even corporate effort comes down to the interaction and potential of individuals.

Through her Dynamic Personal Development business, Sue works both one-on-one with baby boomers seeking career fulfillment as well as in large workshops that span all levels of a business's hierarchy.

Sue's particular strength is in DiSC behavioral styles, a program that helps organizations find the right person to fit the right job. Sue said, "I work with companies to develop their greatest asset, which is people." Using developmental tools, profiles and interviews, Sue helps companies expand and grow by working with them to hire the right people.

If you've ever been on a staff where a square peg manages to get through the interview process only to attempt to force all round pegs in their vicinity into their square peg format, you know how critical good fit is to an organization. Okay, for the metaphor-challenged, translation: if a new hire isn't a good organizational fit, the whole work environment can become difficult, disrupting productivity and compromising the bottom line.

Sue's clients have come through word of mouth including everything from individual clients to multi-million dollar corporations. She gets results. Generally, she's approached by corporations experiencing problems. Using conflict resolution skills, the immediate crisis is either dealt with or (better yet) averted. Often then Sue is retained for team building exercises. Her favorite consulting job is leadership development where she does executive coaching, working with leaders helping them articulate goals based on their own mission, vision and values. Sue said, "Leadership development moves into strategic planning and that comes back to the name of my company, Dynamic Personal Development, because it all comes back to individuals."

People need help in the professional realm for many

reasons. In the course of your career, should public speaking be required, insecurities can surface. Try this nightmare on for size. You're speaking before a large audience. Tipped off by an unnaturally cool breeze, you realize you're completely naked. On the plus side, you have the audience's rapt attention. (If not, join a gym, STAT!) On the downside, well, you're naked!

Of course I have this backwards. When speaking in front of audiences, the popular wisdom to alleviating nervousness is imagining your audience naked. Designed to bring your audience down to size; I venture to argue this ploy wouldn't work for me. If my audience wasn't decent, it would only increase my nervousness, certainly not diminish it. But enough on public speaking nightmares, the painful truth is, rather than a consultant, I probably need serious counseling.

Sue, a member of the Old Pueblo Business Alliance, Tucson's oldest business networking club, recommends networking groups. Check out Monday's business section of the newspaper listing all Tucson's networking events. The slate is clean. It's a whole new year. Go for it! When joining a group, concentrate on meeting people, forming connections and advancing

each other. Sue said, "The mistake most people make is they join clubs trying to get business. You know what? Our best business comes when we give ourselves away and help other people." That's why Sue offers one free 45-minute coaching session to anyone (\$55 value). She'll outline what she can do for you and you'll both have the opportunity to mutually decide if a partnership can work.

And Sue's advice to curb the public speaking jitters? "Join Toastmasters." She's a member herself. "Toastmasters is a wonderful way of gaining camaraderie with people and increasing your confidence," she said. Funny, she never said a word about imagining your audience in the buff.



*"Our best business comes when we give ourselves away and help other people."*

### Dynamic Personal Development

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