

Hello,

I'm Dana Carter Lance

"Success is my growth that I have been able to share with my clients to help them realize their goals."

Founder & CEO, *Carter & Associates*



CARTERASSOCIATESLLC@GMAIL.COM



How early did you see examples of success?

It has been hard for me to see examples of success in my business because I have always been in grind mode – constantly moving from one project to the next; never stopping to take a breath or smell the roses.

I honestly have not sat back and thought of what success looks like up until now.

I can say now success for me is when my client gets a win or is happy about an outcome or progress. Success is my growth that I have been able to share with my clients to help them realize their goals.





What would you change about your business journey if you could go back?

I have made my fair share of mistakes along this journey. Firstly, I would have set up my back office early on.

I would have gotten my PMP and construction management certifications sooner than later.

I would have rented office space sooner to separate work from home life.





At what point did you look at your business and consider it a success?

I am a work in progress – growing and improving everyday. However, I felt a sense of accomplishment when Neighborhood Allies reached out to me to do some Owner's Rep work.

I was referred to them by two separate individuals. That made me feel good about my impact on others and that others see value in my work.





What is the position of your business now versus before working with Riverside Center for Innovation?

Currently, my business is growing at a comfortable pace. I am very intentional in the projects that I take on now. I have a good mix of for profit and non-profit clients. I am careful to focus my attention on PM work and less on contracting opportunities.

The contracting opportunities that I do take on are ones that I can responsibly manage, while still being attentive to my PM clients. When I started with RCI, I was clueless.

I just knew that I enjoyed that thing called construction and wanted to be a part of it somehow. Since participating in the programs at RCI, my knowledge base has grown substantially. RCI has provided me with the building blocks to grow my business.

RCI has helped to develop a solid construction framework for me, while giving me the tools to build a business. Even though I have not acted on all the knowledge that I have gleaned over the years with RCI, I have the resources in my toolbox and the drive to continue to travel down this entrepreneurial road.





What is one short-term goal (12 months or less) you have for your business? Why is this goal important to you?

Try to make this something measurable. i.e., tap into x market, sell x amount of product, service x number of clients, purchase x tools to help increase y capacity.

This makes it easier for folks to support you.

I would like to hire one (possibly two) contract PM to help expand my business.





How does your business look different now vs. when you first started?

I had no clue when I first started. What I had was some really strong mentors and very experienced trade people around me who shared their knowledge with me.

I relied heavily on them to guide the projects and direct my paths.

Today, I stand firmly able to lead projects and design my own paths.

I still consult with the mentors and professionals, but I am no longer reliant on them to guide the projects and my business.





How do you set your business apart from others in your industry?

My relationships with my clients is what sets Carter & Associates apart from other PM companies. I am an advocate for my client's success.

I freely share my knowledge and resources with my clients. I am sincere and genuine – no airs or false pretenses.

My clients can trust that I am going to pour into them to help them reach their goals.





What model or fellow entrepreneur do you follow and/or admire, and why?

I admire any entrepreneur who has hung in there and continued to pursue their dreams in spite of the challenges that he/she may face.

I definitely tip my hat to entrepreneurs who have been able to organize their business, expand it and offer opportunities for others.





What makes a good leader?

A good leader extends respect to all who come into their sphere of influence.

He/she is empathetic, transparent and sensitive to others situations.

A good leader communicates effectively and supports teamwork.

A good leader is a good student and always willing to learn.





What routines do you follow each day?

I am big on driving my day thru my calendar and my action lists.

I block time out each day to work on different projects.

I am one who likes to check off that list to feel a sense of accomplishment.





How can we find you and support your business? (Include website and social media links)

I am a work in progress. I don't have a social media or web presence.

You can find me working hard for my clients, volunteering in the Larimer Community and being a proud mom and nina.

Until I can get a digital presence, hopefully you will find me in someone's positive thoughts or recommendations.

