

Sara Hurd

Business Coach and Relationship Marketing Specialist, Keyway Strategies, LLC

sara@keywaystrategies.com

Summary

- ~ I help small business owners and independent professionals tap into their existing network to create customer evangelists and solid referrals. I champion the greatest referral / relationship marketing tool ever, SendOutCards! (thereferralmovie.com/sarahurd)
- ~ I assist professionals and parents to develop home-based businesses and additional streams of income.
- ~ I am a Certified Business Coach (Certified FranklinCovey Coach CFCC, Certified Self-Management Coach CSMC).
- ~ I write and develop coaching programs for clients such as Jack Canfield, Robert Allen, The Six Week Body Makeover, and Total Gym.
- ~ I publish a free blog and email newsletter called Success in Harmony (www.keywaystrategies.com).
- ~ I am an Executive Coach and Small Business Startup Coach focused on personal effectiveness and leadership.

Specialties

- ~ Referral marketing, relationship marketing, web 2.0, web design, WordPress.
 - ~ Content Coaching: FranklinCovey's 7 Habits of Highly Effective People, 4 Roles of Leadership, Focus; The Self Management Group's Principles of Self-Management; Frank Jurgens' Find Your Fitness; Jack Canfield's Success Principles.
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Experience

Independent Distributor at SendOutCards

November 2006 - Present (2 years 5 months)

SendOutCards has helped individuals and businesses get more referrals and develop deeper relationships with their customers, clients, friends, and also people that they care about the most.

Owner, Business Coach at Keyway Strategies, LLC

November 2003 - Present (5 years 5 months)

Keyway Strategies specializes in helping executives and small business owners have healthy relationships with themselves, others AND their businesses.

Keyway Strategies, LLC was founded in 2003 by Sara Hurd, Certified Franklin Covey Coach and member of the Worldwide Association of Business Coaches and the International Coach Federation.

4 recommendations available upon request

Senior Coach, Product Developer at Professional Education Institute

October 1998 - May 2007 (8 years 8 months)

2 recommendations available upon request

Senior Coach at Franklin Covey Coaching

October 1998 - May 2007 (8 years 8 months)

7 recommendations available upon request

Director of Social Services at Alpine Valley Care Center

July 1997 - October 1998 (1 year 4 months)

Education

Brigham Young University

BS, Social Work, 1992 - 1997

Activities and Societies: BYU Cougar Marching Band, Percussion Ensemble, Panoramic Steel

Honors and Awards

Certified Franklin Covey Coach (CFCC), Certified Self-Management Coach (CSMC), graduate Legacy Learning Coach Training

Interests

assisting small business owners and professionals to naturally, comfortably and automatically build their relationship and referral marketing efforts

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13 people have recommended Sara

"I first met Sara through Covey coaching after a previous coach had left. The difference was remarkable in terms of her excellent (and implementable) ideas, prompt service and clear guidance. Moreover, Sara took time to understand my way of thinking and need for creativity. Tho' our interaction was shortlived, Sara's been excellent at maintaining our connection and I've followed her work as a coach through Keyway Strategies. Sara excels at mining productivity and lifestyle resources and shares them generously. Moreover, she does so with a goal of helping others fully integrate professional activity with personal values and lifestyle. I have the greatest admiration for her work and continue to enjoy following her adventures. I recommend her most highly!"

— **Julia Pachoud Bennett**, was Sara's client

"When I was certifying as a professional coach with the FranklinCovey Leadership Institute, Sara was my qualifying coach. We met weekly by telephone for several months as the followup to the in-house training I had experienced. She was certainly a skillful coach back in 2002, and she has only grown since then. We continue to participate together in monthly developmental phone calls with an alumni group from Franklin Covey. Sara is a very active member of the leadership team, often suggesting topics for future monthly sessions. She also has been the computer technology contact person for the group, maintaining the website and posting recordings of each of the sessions. Sara also provides a beneficial monthly newsletter with suggestions that apply in both personal and professional ways. She is an excellent friend and coach!"

— **Dennis Hooper**, *Leadership Development Coach, buildingfutureleaders.com*, worked directly with Sara at Keyway Strategies, LLC

"As a career coach, Sara taught me Franklin Covey's project management course. We worked together over several weeks with course instruction and application in my career. I have found project management to be very helpful in my career. Sara helped me understand the concepts, but more importantly, the application. We've also had conversations over the years regarding career insights. I've enjoyed working with Sara and have found her insights and instruction to be valuable in my life and career."

— **Don Favreau**, was Sara's client

"Sara helped me focus my energy to effectively build my business using my core strengths and my passion. She constantly reached beyond the limitations of the highly effective process provided to her to make a personal connection with me and my situation. As we wrapped up the assignment, she gave me some suggestions that dramatically influenced how I built my company around helping other leaders and businesses be successful. Her approach inspired me to learn more to become an effective coach myself. I've met literally thousands of coaches, and Sara is among the small handful that I consider great coaches."

— **Chris Hutchinson**, was Sara's client

"Sara has a very polished presence and exceptional talent in content development for educational materials. Her contributions in that capacity won her praise from all facets of the organization, from peers to clients. I was also the beneficiary of Sara's coaching and facilitation skills in a variety of scenarios. She is professional, direct and very pleasant as a colleague. I would be delighted to have the chance to work with Sara again if the opportunity arose."

— **Jennifer Schaerer**, *VP - Product Management, Professional Education Institute*, managed Sara indirectly at Professional Education Institute

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— **Tom Haus**, was Sara's client

"Sara is the quintessential example of integrity, quality work, and attention to detail. Her ability to work with a team and help build consensus among members while still able to have a difficult conversation where necessary makes her an asset to any group. Her discipline to timelines and commitment to quality also allow her to create great work independently. Oh yeah, she is one heck of a writer too."

— **Michael Noice**, *Coach Manager, Professional Education Institute*, managed Sara at Professional Education Institute

"Sara provided insight, guidance, accountability, and feedback that was very helpful and supportive. When Sara was my Coach, she established and maintained a comfortable working relationship that included enlightening conversations, sharing of ideas, responsibility, accountability, and fun. She stimulated my deep desire to enhance my understanding and application the principles of the 7 Habits of Highly Effective People. In addition to thoroughly enjoying the experience of interacting with her, the outcome has been a significant improvement in all aspects of my personal and professional life."

— **Steve Rovin**, was Sara's client

"Sara is an outstanding coach, merging empathy with accountability. Her in-depth experience, integrity, and interpersonal skills combine to provide powerful interaction with, and positive results

for, her clients. You'll never regret engaging her!"

— **Donna Mills**, was Sara's client

"It was my privilege to work with Sara for several years while we were both with Franklin Covey Coaching. Sara is an excellent coach with great skill in motivating others and holding them accountable for their commitments. She has helped hundreds of clients accomplish their goals and expand their effectiveness. As a Certified Franklin Covey Coach, Sara holds one of the most recognizable credentials in the coaching industry. I would strongly recommend Sara to anyone who is considering retaining her as their coach."

— **Kip Kint**, *Master Coach, Franklin Covey Coaching*, worked directly with Sara at Franklin Covey Coaching

"When I worked with her, I found Sara to be a very professional, conscientious coach. She was dedicated to her clients and attentive to their needs and goals. She worked with integrity, practicing in her own life what she advocated with her clients. She is cheerful, dependable, and willing to learn new skills."

— **Ryan Carr**, *Senior Coach, Franklin Covey Coaching*, worked directly with Sara at Franklin Covey Coaching

"Sara has worked with me twice in the past few years. Just last year, I requested her coaching services, to help me prepare and conduct my personal job hunt. She showed me some very inventive ways to sell myself online and during interviews. With Sara's help I have organized my preparation time for interviews, that help calm my nerves prior to the actual interview. She listened when I was having issues with co-workers at my present job and provided valuable advice. I would definitely recommend Sara to anyone looking for help in making positive changes in their life."

— **Elizabeth Kostakis**, was Sara's client

"Sara helps you clearly define what you are going after and how to get there. She is a wealth of resources and ideas. I rely on her as a trusted business advisor. Practical, real and action oriented."

— **Victoria Nessen Kohlasch**, was Sara's client

[Contact Sara on LinkedIn](#)