



# Thriving in Business & Life

*LIVING EXPONENTIALLY - THE 7 PRINCIPALS OF AN EXPONENTIAL MINDSET*

PEI Women Conference

May 5, 2022, Charleston, SC

*Woman leaders retaining joy in the pursuit of professional success*

# Who Am I?



## Jennifer Davis

- Cofounder of Davisware
- PEI Member since 1991
- Wife to Dan ~30 years
- Best-Selling Author of “Living Exponentially” & Leader of the Exponentiality Movement
- Board Member – United Nations for Woman
- Mother of 10 Children
- Community Activist

What does this often make me?



# MOST COMMONLY ASKED QUESTIONS

About the  
Business

About the  
Family

About Me

# MOST COMMONLY ASKED BUSINESS RELATED QUESTIONS

## About the Business

- Started age 17 and ran for 33 years with my husband
- 220+ employees globally before PE investment in 2019
- Primary focus is PEI, CFESA, and C/HVAC
- Boot-strapped business until PE sale
- Acquired 3 business. Sold 2.
- Stepped down as CEO 2021

# MOST COMMONLY ASKED QUESTIONS

About the  
Family



The  
Davis  
Bunch



# MOST COMMONLY ASKED QUESTIONS

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# MOST COMMONLY ASKED QUESTIONS

About the Family



The Davis Bunch





## MOST COMMONLY ASKED QUESTIONS

### About Me

- 6<sup>th</sup> of 9 farm kids raised by serial entrepreneurial parents
- DISC results high “D” (Dominance) & “I” (Influence)
- Insanely curious, adventure seeker
- Passionate about family, babies, fitness and freedom
- Lost 90lbs in 2005 & became a fitness junkie
- I’ve done handstands all over the world
- Love nature and what God built
- My rules in life are...
- Amazon best-selling author in Sept 2021
- Love to inspire leadership through example and encouragement

# We're all thinking it...

The answers to questions you *WANT* to ask



# THE TRUTH ABOUT WOMAN BUSINESS LEADERS~



# THE TRUTH ABOUT WOMAN BUSINESS LEADERS~



# THE JOY TRIANGLE



“ “ Spending your time like it’s the most precious gift you have, because it is. ” ”

*-Jennifer Davis*

# THE JOY TRIANGLE - CORE BELIEFS - DEFINED



*Core Beliefs are fundamental beliefs about us, other people, and the world we live in. They are things we hold to be absolute truths deep down, underneath all our “surface” thoughts. Essentially, core beliefs determine how you perceive and interpret the world.*

- BetterRelationships.com

# THE JOY TRIANGLE - CORE BELIEFS – MY CORE BELIEFS



## MY CORE BELIEFS

- **Live life to the fullest.**
- **Life cannot be segregated.**
- **My world must be symbiotic.**



# MY CORE BELIEFS - EXPANDED

Nothing is Impossible

The human mind is our most significant prohibitor to what we can accomplish

Failure provides our most significant lessons learned

I seek continuous improvement and learning

Doing a repetitive tasks that offers no value beyond the job is a waste of time

I need to know that I made a difference in the world

I value my time and the time of those around me

Wasting time robs me of being able to do something more meaningful

Doing what is important gives me the confidence that I made a difference in the world

We are burning daylight and have no guarantee of tomorrow

There is an urgency to today

# THE JOY TRIANGLE - GOALS



- **What are your goals? Personal? Professional?**
- **Have you considered their correlated impact on the other?**
- **Are your goals S.M.A.R.T?**

# JOY TRIANGLE - THE EXPONENTIAL MINDSET



- **Framework for making the highest and best use of your time.**
- **Exponential Mindset is the tool to Living Exponentially, Joy & Harmony**

# JOY TRIANGLE

## -7 FUNDAMENTALS OF AN EXPONENTIAL MINDSET

Triumph

**Expect the possibility/probability of  
Defined Success.**

Level Up

Goal Driven Focus

Play Jenga

Be a Protagonist

Slingshot Effect

Process Driven

*Whether you think you can or you think  
you can't, you're right.*

*– Henry Ford*

# JOY TRIANGLE

## -7 FUNDAMENTALS OF AN EXPONENTIAL MINDSET

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Play Jenga

Be a Protagonist

Slingshot Effect

Process Driven

**Expect others to meet you at your level**



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Slingshot Effect

Process Driven

Define what success looks like with  
**Defined Success**



Fixate on your original goal.

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Process Driven



### Solution Focused Flexibility

- Don't be flexible. See the solutions as flexible.
- Don't rule out what "can't" or "won't" happen.

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### Common Attributes of a Protagonist.

- Flaws to overcome
- Shows growth during a journey
- Possess a special skill or talent
- Has the support of friends, families, or helpers – but they usually face their battles alone
- Pursues a goal past obstacles in their path
- Has an active role in their own outcome

**What Is a Protagonist?** The main character. The audience follows his/her journey and wants them to succeed.



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**One of the most important mechanics of progress is that often you need to go backward to go forward.**

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## -7 FUNDAMENTALS OF AN EXPONENTIAL MINDSET

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Level Up

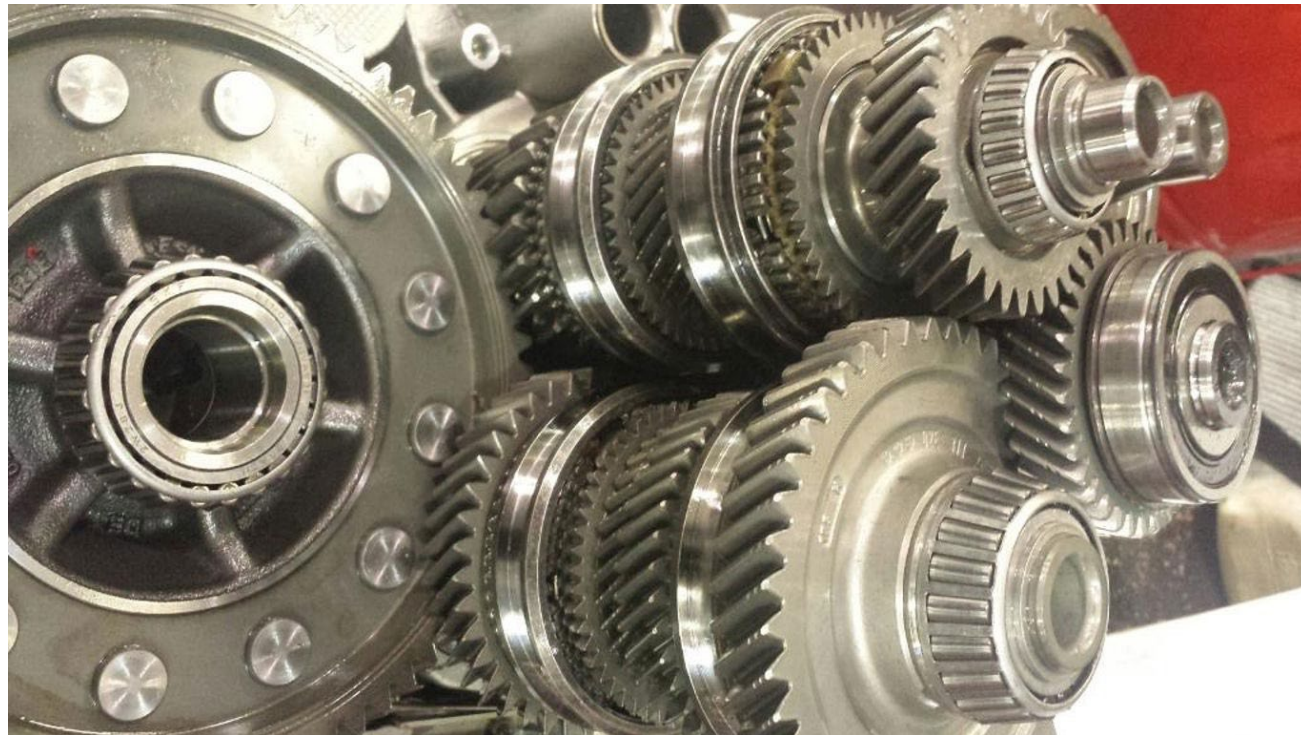
Goal Driven Focus

Play Jenga

Be a Protagonist

Slingshot Effect

Process Driven



**Process Driven creates purposeful outcomes. Closed loop communication.**

# THE JOY TRIANGLE



# HOW DO I GET STARTED?



*Muir & Riggs Glaciers, Alaska: 1941, 1950, 2004*

THANK YOU!

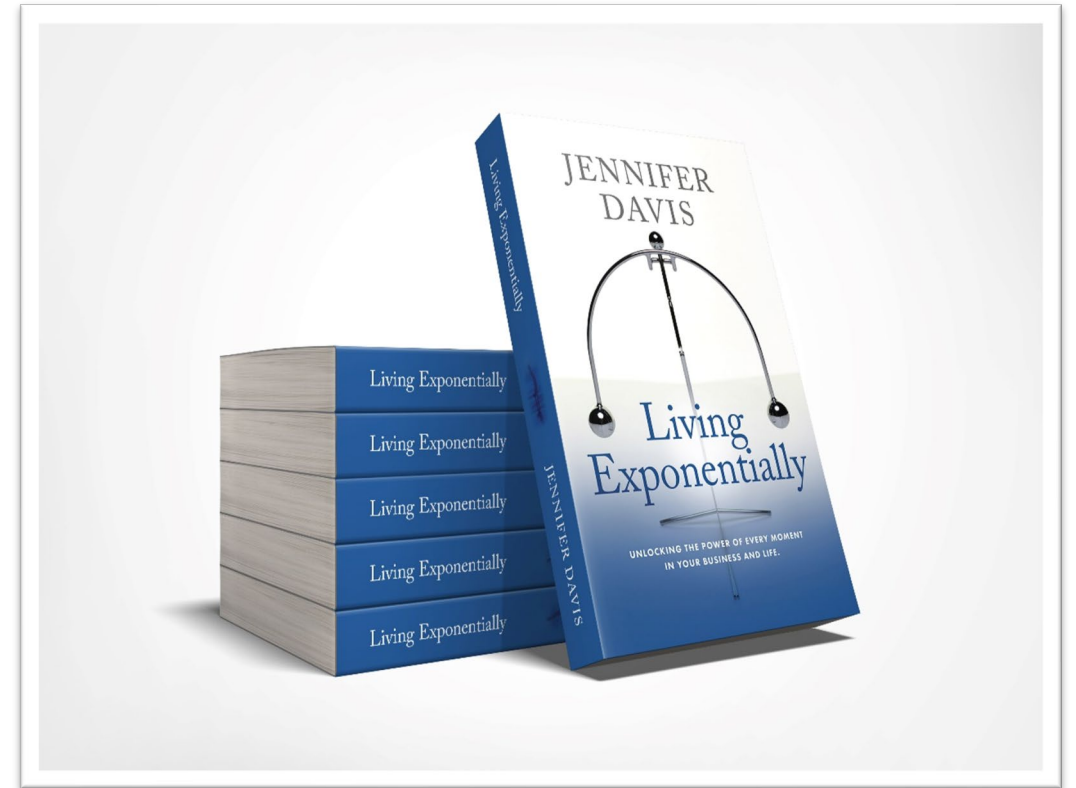
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Living Exponentially in Life & Business

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