



Kate

Introduction *(personal and business challenge introduced)*

“One, two, three, four!” the instructor yelled. Kate followed the comforting repetition of bicep curls in her Body Pump® class. It felt good to focus on something else for a while. Thinking ahead had gotten Kate where she was today, but it also crippled her at times. Her mind never seemed to stop. It was nice to have it on pause for a bit. She began to smile as she daydreamed about her two and one-half year old son and his little face smiling up at her. Not long ago, Kate was wondering if she would really ever feel in control of her life again after having a child. Now, as her mind cleared, she realized she was getting there. On a scale of 10, Kate would give her Life Business Model (LBM) – or the balance she had struck between her professional, family, and personal life - a 9.

Making some in-roads with The Hot Mommas™ Project, an off-shoot of her consulting firm, could take it to a 10. Kate then mentally backpedaled, wondering how a second child would impact the sense of balance in her life. One step forward, how many steps back? Kate was not so far away from a time where she would have rated her LBM a 5 or 6. “Balance” was a constantly evolving topic as she explained:

It’s not that I had never heard of balance, I had. People were always talking about it. But, I just didn’t really get it. It hit me like a ton of bricks when I had a child. It was a vertical learning curve. Perhaps I was in denial before, but I began to realize, ‘Hey, as I get older, there are MORE elements to my life, not FEWER.’ My thought was, ‘Okay Kate, you better figure this out unless you want to be curled up in the fetal position under your desk.’

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The Hot Mommas™ Project was developed by Kate to fill a gap in the educational market. While many business schools and corporations focused on straightforward business skills, Kate had found in her National Hot Mommas Survey that how dynamic workers managed their lives outside of work was a critical factor to their success. This was a new skill set only being discussed at watercoolers and over coffee. Introducing a formal, yet effective, way for students of business and life to ponder these skills could serve as the basis for their future competitive advantage. The cases captured a real business challenge, but also what worked outside of work, what didn’t, and what had been learned. As an entrepreneur, a professor in George Washington University’s Women’s Entrepreneurial Leadership Initiative, and as a Harvard Business School case study author, Kate was a fitting author to tell their stories. She envisioned Cool Daddy/Daddies cases, streaming video, a searchable database, Hot Mommas™ conferences and coaching. With a second child on the way could she do it all? Would Kate have to deprogram or reprogram?

Katherine Korman Frey prepared this as the basis for discussion rather than to illustrate either effective or ineffective handling of an administrative or personal situation.

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Discussion Questions:

1. What do you think is the best business model for “The Hot Mommas™ Project”?
To Start: Consider the case data, look at the **Appendix A** and **Appendix B, Part 1**, and get creative. How could you envision the The Hot Mommas™ Project making money? What do you see as The Hot Mommas™ Project value proposition? What do you see as the potential competitive advantage? Fill out the grid on **Appendix C** with your thoughts.
2. Map out an average day for yourself. If you had to accomplish the same amount in a day that had 3 fewer hours, what would you do differently?
3. Review Kate’s schedule notes on Appendix B. How do you think her day might be impacted with a second child? What suggestions do you have for Kate given her philosophy of trying to “do more with less?”
4. What are your top 3 business takeaways from Kate’s case? What are your top 3 personal takeaways?
5. After reading the case, do you think there are additional skills you need to learn or be aware of as you approach your career and future? Explain.

Additional/Optional Questions (extra credit):

6. Do you know anyone like Kate (male or female)? Could this be you or someone you know in 10, 15, or 20 years? Why or why not?
7. A smart business person understands what you DON’T know is just as important as what you DO know. What terms or concepts did you NOT understand in the case. Please make a list here, Google them for a quick overview, and be prepared to discuss in class.
8. What do you think ‘the ankle biter philosophy’ means on page 3?
9. What stage of her career do you think Kate enjoyed the most? Why? Do you think you could make a business out of doing something you enjoy? Try answering the questions posed in question #1 for an idea of your own.
10. On page 4 “cash flow reserves” are mentioned with regard to the arrangement Vision Forward had set up with its “Hot Mommas™.” Why was this a favorable cash flow situation?