

Striking Conversation



Lori Krolik
and Lisa Duncan, Co-Founder of D+C

Lori Krolik, founder of More Time For You, is a professional organizer and time management consultant. She began More Time for You when she was at a cross-roads in her own career. A former CPA, Lori was interested in starting a business that would draw on her CPA skills as well as her strengths in organizational management and event planning, yet allow her the flexibility to be at home with her growing family.

Since I walk a very fine line between organized and chaos, I was particularly interested in what Lori had to say. As a small business owner and the primary caregiver to two busy school-age children, I dream of the luxury of a more organized and productive day. Yet the thought of exposing my lack of organization to anyone, including a professional organizer, is intimidating. Ironically, I felt a need to get myself organized for our initial meeting - as a way to somehow “indulge myself” in this seeming luxury.

What I realized after meeting Lori is that I’ve got it all wrong. This service is not a luxury. It is a critical operations step in starting and growing any small business. In every business, project, and volunteer effort, one must consider the process and organization of systems and operations that must be implemented in order to get the job done. For most of us, these systems are developed by trial and error. Eventually, they stop working because projects get more complex, the work becomes more time-consuming, or the business (hopefully) grows.

This is exactly where Lori comes in. Lori brings 15 years of experience to More Time for You, teaching reliable methods for setting up and running a business efficiently. She creates filing systems, paper and email management systems, and even organizes physical office space to help businesses run their day-to-day operations more efficiently. If you work with a partner, like we do at Duncan+Coleverria, she makes sure that both partners are operating in the same manner, making it easier to expand business practices and work collaboratively with other consultants, partners, future employees.

More Time for You has its roots in helping create more organized homes. The business concept was a natural extension of her own life growing up. She admits she “is the product of a mother who never had a junk drawer and believed in a home for everything.” Lori says, “Our home was simple without a lot of excess stuff. It’s how I keep my own home today and the model that I use for my clients.”

As Lori developed her own business, she applied the principles of home organization to setup her business, and began teaching her strategies to other small businesses and independent consultants. Her business has grown significantly, largely through referrals. She regularly conducts workshops on time management, organization strategies, and productivity tips. As a Facebook follower of More Time For You, I can say that Lori’s tips and strategies work!

More Time For You Founder

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[Click here to see Lori’s profile in D+C](#)

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LITTLE TIDBITS

What are your day-to-day challenges?

Setting boundaries for both business and home life.

Who is your hero and why?

My mother. She was a party planner and taught me a lot about running a business and the importance of having a good system for everything.

What qualities do you most admire in others?

The ability to make others feel comfortable and actively engage in conversation. Also, the ability to just get things done.

What is your greatest accomplishment?

Starting with an idea, and growing it into this business.

What is your idea of happiness?

Spending time with family outdoors.

What motivates you?

I’m self-motivated, though I get my energy from my clients and meeting new people.