



**The LEADERSHIP EXCHANGE**  
**Entrepreneur Questionnaire**

# COACH IT OUT, LLC

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## THE LEADERSHIP EXCHANGE

### Entrepreneur Questionnaire – John’s Questionnaire

This questionnaire seeks to capture how you view leadership and leadership qualities in yourself and others. The way the information appears below is how it will appear when posted. Please feel free to provide examples and be as thorough as possible but try to limit each answer to 4-5 sentences. You don’t have to include names in examples...*in order to protect the innocent.*

**Name:** John M. Jaramillo

**Name of Company:** Coach It Out, LLC

**Position:** Leadership Coach & Development Consultant

**Industry:** Leadership Coaching & Professional Development

**Contact Information:** [johnmjaramillo@coachitout.com](mailto:johnmjaramillo@coachitout.com)



### Questions

**1. What are you up to these days, professionally?**

These days, I’m spending my time continuing to build my Leadership Coaching and Development business, Coach It Out, LLC. Through the business, I’m meeting new clients, writing blog posts, volunteering services where I can in the community, and producing a number of podcast series. In one of those series, I interview leaders who are making a great impact through their work, so I’m always on the lookout for great guests to interview.

**2. What does leadership mean to you?**

Leadership, to me, means proactively trying to make everything around me better and making an effort to bring the best out of those I work with, providing as much value as I can as I go. To achieve that, I need to realize what I’m good at and provide it where possible, while taking stock of where I need to improve and doing so. In the course of my actions, I can hopefully inspire others, when possible.

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### 3. **Where did you learn your best leadership lessons?**

I think I learned my best leadership lessons from watching my father who is a hard worker, a great friend, and a funny person. He set the perfect example of work ethic (as a hard worker), being supportive in times of need (as a great friend), and keeping situations lively, down-to-earth, and not too serious (as a funny person).

Technical knowledge is one thing but these attributes are *everything* in terms of what I've learned about leadership.

I've also learned great leadership lessons from bosses along the way through my career – both those who were great and those who were very poor in leadership skills.

### 4. **Can you provide an example of someone you consider a great leader in the public eye and why?**

Politics aside, I believe Bernie Sanders displays some powerful attributes of great leadership. He's not perfect by any means but you can tell how much he cares about the people he represents, that he tries to provide as much information as possible, and he's great at disarming people – demonstrating that he wants to work with the information at hand and it's not a personal attack.

What stands out the most is that he always tries to make the case for his beliefs and policies, in a respectful manner, to [people](#) and [voters](#) who are against him. Others would either dismiss those people or talk down to them.

Again, even though my political views may differ from his, it is refreshing to see someone talk to the opposing side and make their case point-by-point.

### 5. **What do you look for in a leader?**

Someone who lifts others up and encourages them. Instead of just showing them the direction they need to head in and what they want them to do to get there, they *see* the people around them, and what they can and want to contribute. It can be things as simple as looking someone in the eye when they're talking to them, asking questions, and checking in to see how they're doing. It's the simplest things that produce the best motivation.

Integrity is of utmost importance.

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More importantly, a leader looks around their environment and is always reassessing to see what needs to be improved. They don't just carry the mantle of the status quo; they actually try to make a focused impact on their environment.

## 6. **What do you know now about leadership that you wish you had known when you were younger?**

I wish I had known when I was younger – high school and college age – how much I had to offer the world. I don't think I was in tune with how much I had to offer. But everything happens for a reason, even with one's realization of their own abilities. Better late than never. I also wish I had sought out great leaders at times when I was being led by someone who maybe wasn't doing the best job. The effects of a poor leader can be offset by the lessons of a great leader. So, even if you can't replace the poor leader in your job, at the very least, you should seek out a great leader somewhere else in order to get exposure to the right lessons.

## 7. **What would you say it is that drives you or motivates you?**

I've always been driven by the lessons of my parents – work hard, be proud, have fun, and enjoy life. That's a part of me, no matter where I go or what I do. They always taught me how much my work is reflective of my character and how important my word is, and those are great lessons I still both carry to this day and live by. Now that I have my own family, I want to do the best I can by them. I want to set a great example for my son when he's old enough to realize what's what.

## 8. **How do you, yourself, continue the growth and development of your leadership qualities?**

I'm always reading about leadership, professional and personal development. I love meeting new people and finding out how they see leadership. I'm a consummate student who knows he's always a work-in-progress, continuing with certifications, seminars, workshops, and class time along the way.

Along the way, helping others also helps me learn more about myself and what I need to either enhance or improve.

## 9. **What drove you and inspired you to start your own business?**

First, I wanted to control my own energy. Too often, we may be in jobs that don't tap into as much as we can – or want to -- provide. I want to expend that energy and do it in the manner that benefits others, as well as myself, as much as possible. If you're not using your energy in the right manner, you're not at your best.

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Second, I love helping people and guiding them toward realizing how much they're capable of. I think I can empower people to create a better environment by helping them realize, and provide the best of, what and who they are.

## 10. What should people who might want to enter your field know?

As with any business, you're taking a risk, but with this particular field, the benefits and help you provide to others make up for that uncertainty that might hit you every so often as a small business owner. I know I make a difference when working with my clients. That's the best part of this job and I would hope others find that same kind of satisfaction, no matter the work they want to do or the field they want to go into.

## 11. What advice would you have for those starting a new business?

(1) Know *why* you're getting into your business. If you're in the right business, it won't feel like work and, incredibly, you'll almost never grow tired of it and even feel more energized by it as you go. That passion – that drive – is your fuel. You'll know when you're in the right business; (2) Find people who are supportive and positive to share the experience with; and (3) Setbacks are part of the game. Making sure that you realize how much value you want to provide will fuel you through any setbacks.

There always – ALWAYS – needs to be value provided by your business.