



Karen Saunders won this year's prestigious 10X Outstanding Support Award for her efforts in helping local businesses grow.

## Outstanding Karen tops awards

Central west business coach Karen Saunders has beaten leading business coaches across Australia and New Zealand to win this year's prestigious 10X Outstanding Support Award at 10X's 2009 annual awards.

The awards night was held on May 4 in Fiji, and with 36 people up for nomination, Karen did extremely well.

"It is amazing that I shone above all those other people," she said.

With formal qualifications in business, Karen has amassed more than 20 years of experience in the corporate sector

Karen and the 10X staff in Dubbo run coaching clubs to help local businesses grow through business developments and the achievement of their goals.

The mother of two has been a resident of Dubbo for three years after moving her young family from the city in pursuit of a country lifestyle.

She credits her coaching success to the local community.

"I have no doubt that I would not have received this award if I didn't move to Dubbo," she said.

"The people here have been through some really tough times, such as extended

drought, yet they still remain so full of hope."

While proud to receive the award, Karen said she gained greater satisfaction from the knowledge of what her local business clients would derive from it.

"This award shows that our central west clients have access to some of the best business development resources and support in the country," she said.

"Knowing that we have that impact is what is truly rewarding for me."

Karen said what people didn't realise was that often small business owners felt

they were working on their own and just needed someone to talk to.

"I am like the shoulder they can lean on when they need it," she said. "The 10X Coaching Club provides a professional circle of support, structure and accountability."

With the vast number of small businesses operating in regional New South Wales Karen has been inspired to use her wealth of experience and skills to coach business owners to achieve success.

"I love Dubbo, it is such a happy and friendly place and so motivating from my perspective," she said.