



By Lindsey Rivait
Photo By Sean Dolan

With 30 years of experience in the hospitality sector and in entrepreneurship, Karen Behune Plunkett took the plunge and opened her own consulting business, Pinpoint Strategic Direction.

Behune Plunkett is the co-founder of Mick's Irish Pub and Founder, CEO, and President of Walkerville Brewery Company. She owned Caterings Café, Chez Vins, and Plunkett's Bar and Grill/Bistro, and is now Principal of Pinpoint, offering entrepreneurial business coaching and planning.

Pinpoint's services are available to start-ups, established businesses, and to those desiring repositioning for sale. They offer services geared toward hospitality, retail, manufacturing, not-for-profit, creative, consulting, coaching, customer service, and more.

During her long tenure in hospitality, Behune Plunkett was always mentoring, consulting, and coaching her employees, so this new venture was a natural transition for her. When she and her husband Michael Plunkett sold most of their businesses, it afforded her the time to focus on coaching and mentoring as a profession.

With Pinpoint, which opened Jan. 1, 2010, Behune Plunkett aims to find specific solutions for different clients. "At Pinpoint, we want to provide ideas and tools drawn from my multi-decades of entrepreneurial experience, however, there is truly a gap between the services provided," she said, citing services provided for financial, creative, and legal needs. Her role includes helping clients understand the importance of these elements and assisting them in utilizing it properly. "My goal is to integrate all of those services together and fill in that gap by creating an outcome-based conversation."

Keeping an open mind and being adaptable is key for successful entrepreneurs. "I believe that life is about learning daily," said Behune Plunkett. "Life doesn't fall straight. It's like water, it'll find a way, so you'll have to be adaptable to that," she continued.

Coaching is Behune Plunkett's passion, so she's excited to pursue Pinpoint fulltime. "We'll also do some other things like coaching clubs, coaching gyms and specific different areas as well as one on one. I hope to build this and that's the process I'm in right now," she said.

As a profession, coaching is rising in popularity as an increasing number of entrepreneurs seek out their services in order to fill that gap and gain advice. "When you're in a position of

Mentoring entrepreneurs for success

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either an entrepreneur or a small business manager, that role is recognized as being quite lonely. Typically, you need someone who can help advise you, keep you on track, and focus on new strategic opportunities or directions,” she explained.

Behune Plunkett believes it’s important for entrepreneurs and small business owners to take the time to talk to one another—an opportunity greatly neglected and something she hopes to expand upon with Pinpoint. “It’s an opportunity for people that typically are isolated and don’t have that opportunity to brainstorm. I think that’s very important. In Windsor, we’ve gone through a very challenging time and we still are in a challenging time. When you’re hunkered down trying to survive, you’re quite often missing opportunities to meet and chat with other people,” she said.

Behune Plunkett recognizes that it takes certain tools to survive, something she provides with Pinpoint. “Coaching is another tool that can help the entrepreneur both personally and professionally achieve their goals. Truly, this is a global phenomenon and growing exponentially, which I think is great. It’s showing maturity on business owners’ parts,” said Behune Plunkett.

One thing that she finds, her clients and many other entrepreneurs under valuing, however, is strategic planning. Pinpoint aims to create value, so Behune Plunkett advises her clients to schedule one day a week to concentrate on strategic planning. “If it’s Friday at 3:30 p.m., you book that as a standing appointment. Nothing else matters. It is a standing obligation. That’s the time where you look at doing it, whether it is research and development, developing strategic planning, or properly assessing what’s going on, but that’s a standing meeting. If somebody calls and wants to meet with you at that time, you are booked. What you’re doing is valuing and respecting the importance of strategic planning,” offered Behune Plunkett.

Another step for successful entrepreneurs is determining their level of passion. “That’s essential to any success. Sometimes it just needs a kick start again. That’s one of my roles as well, reigniting the passion, if that’s possible, and recognizing that it’s not there,” said Behune Plunkett.

Catch Behune Plunkett speaking at the 2nd Annual Professional Women’s Charity Sales Conference at La Zingara Trattoria, located at 769-A Erie St. E. on Wednesday, April 21 from 8:30 a.m. until 2 p.m. where she will address “Strengthening Your Personal and Business Resilience.” Tickets are \$55, light breakfast and lunch provided. For more information about Pinpoint, visit www.pinpointsd.com.



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