

NOW & THEN



Margo Jordan

Margo Jordan, formerly, Margo Baines, is the Founder of Youth Enrichments, a self esteem e-learning platform to help kids reach their full potential. A Wisconsin native, Margo joined the military in 2007, holds a finance degree from Texas Southern University and recently completed her MBA.

In the last 5 years...

CHALLENGES

2016 seems like yesterday. I had signed the lease to my first brick and mortar, Chicks with Class, and was in the process of getting the capital I needed. I had no money when I signed that lease, I just had an instinct that things would fall into place. During this time, I was also in the midst of planning one of my biggest business conferences to date. 300 young girls were in attendance, along with special guest, Sky Jackson, from Disney Channel. I was on the grind nonstop.



PERSONAL TRANSFORMATION

I used to think that if things didn't go a certain way, then something wasn't meant to be, but now, I take the approach of pivoting and figuring out a different way. I have become more resilient. When it comes to leadership, I coach my team to hone in on their strengths rather than getting things done the way that I would complete a task. I learned from my first business that you can work as hard as you want as long as your mindset is in a place where you're manifesting the things you want and letting them come naturally, instead of being forceful.

BUSINESS TRANSFORMATION

When I started Chicks with Class, it was a self esteem-based learning center for girls, but it has evolved over time. We were approached by different organizations and schools to do this curriculum and they would always ask if we were doing anything for boys. That prompted me to change our name and become more gender inclusive. Before COVID, we were an in-person business, but I always wanted to create a digital model as I knew it would be most scalable. The pandemic sped up this process. Now, we are able to leverage technology and data to help build and promote self esteem among today's youth.

PERSONAL ACCOMPLISHMENTS

I got through a separation before a global pandemic and found myself as a single parent. It took some time to adjust, but my kids are amazing and doing well in school. I worked hard to shield them from the negative effects of divorce that I experienced with my own parents.

I got my MBA.

BUSINESS ACCOMPLISHMENTS

I successfully raised about \$90,000. This is a small amount compared to some founders, but getting anybody to write you a check is a huge accomplishment, so I am learning to celebrate small wins.

Youth Enrichments is now INTERNATIONAL! We have secured a contract with a school system in Dubai, and will also be in a group home in Brazil.

I hosted a TED Talk.

How did the GGF Fellowship contribute to your journey?

The 360 leadership assessment was key in allowing me to understand my leadership style, strengths and weaknesses. If not for GGF, I would not have been able to successfully pivot from brick and mortar to virtual. Another GGF alum actually helped me grow the idea for my digital platform.

The road ahead...

The goal is to take my company public, and I'm feeling optimistic that everything in my life has been preparing me for this next step.