



January, 2011

*Interview with Dr. Pamela Ellis, Compass Education Strategies*



**WiBN:** Tell us about your business (what product or service you provide and who your target audience is)

**Dr. Pamela:** **Compass Education Strategies is a research-based educational consulting firm, whose mantra is “Access. Thrive. Graduate!” Our primary research strands are transition, retention, and student stress. We assist families with navigating educational choices, by offering comprehensive admissions counseling for college, boarding school, and graduate school. All of our services to families are customized and focus on best-matched programs where students have a strong chance of academic and social success. We assist K-12 school districts, post-secondary institutions, and community-based education programs with research and parent advocacy programming.**

**The families we target are executive families who value education and desire personalized services that can help them protect their investment. The education institutions I target tend to have active parent groups and where I have personal connections.**

**WiBN:** -What or who has been your greatest influence in business and why?

**Dr. Pamela:** **The research and book by Guy Kawasaki. On the board above my desk, I keep a list of 10 future, yet relevant insights he provides for running a successful firm. His book, Art of the Start, keeps me motivated by its simple, elegant approach to business strategy.**

**WiBN:** What would you say is your greatest professional accomplishment to date?

**Dr. Pamela:** **My greatest professional accomplishment to date is starting/finishing a 5-year doctorate program in 4 years with 3 children, 2 many naysayers, and 1 husband!**

**WiBN:** What’s the best advice you have received as a business woman that you wish to pass on to our readers?

**Dr. Pamela:** **Maintain balance. Take care of yourself, so that you can take care of others.**

**WiBN:** What has been the most effective marketing initiatives or programs you have used to promote your business?

**Dr. Pamela:** My “Open Housecall” where I conduct in-home discussions on education topics has been the most effective marketing initiative to promote my business. Recent “Open Housecalls” have been conducted in the Dayton area and Chicago. I will expand sessions to California in 2011.

**WiBN:** What do you do for fun/relaxation?

**Dr. Pamela:** For relaxation, I bake desserts, watch movies, and seek new music artists!

**WiBN:** What is the number one business goal you plan to accomplish over the next year?

**Dr. Pamela:** Establish a radio program through a major station!

**WiBN:** In addition to your website, how else can our readers connect with you online?

Blog – [www.compasseducationstrategies.com/blog](http://www.compasseducationstrategies.com/blog)

Blog Talk Radio – [www.blogtalkradio.com/theeducationdoctor](http://www.blogtalkradio.com/theeducationdoctor)

Digg – [www.digg.com/theeducationdoctor](http://www.digg.com/theeducationdoctor)

Facebook Page – [The Education Doctor!](#)

Facebook Professional – DrPamela Ellis

LinkedIn – Pamela Ellis, MBA, PhD

Twitter – [www.twitter.com/theeducationdoc](http://www.twitter.com/theeducationdoc)