



LeadAR

Member **SPOTLIGHT**
Class 19

UofA
DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System



Krista Patrick

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KRenee Consulting

Krista Patrick is the founder and CEO of KRenee Consulting where she, and her team, coach and train small business owners to evaluate and scale their businesses, grow their client/customer list, and meet their financial goals. Her career began more than 15 years ago designing layouts for scrapbook companies and magazines. Being a military family afforded her tremendous access to further her education and training in sales, marketing, networking, and volunteerism. She has worked with large Fortune 500 Companies, as well as small startups. Along the way she found her passion working with local small businesses and has continued with that clientele today. Her goals consist of creating a business that provides stable employment and developing a community program to give training and support

to youth and adults interested in entrepreneurship. When not working, you can find her with her husband, four children, and friends; probably on her small farm outside of Fayetteville, AR where she enjoys game/movie nights, gathering around the fire-pit, gardening, and woodworking.

Why did you apply to the LeadAR program? What motivated you?

I applied for the LeadAR program because I've always had an intense interest in being involved in my community and working towards a greater purpose than I could do on my own. With my husband being in the active duty military for more than 15 year (currently still serving in the reserves) we were the outsiders in many new cities. Knowing we would only be there for a short time; it was difficult to get involved in more than the military lifestyle. After moving back (home) to northwest Arkansas I was excited to re-establish roots and get involved. Unfortunately, things had changed so much over the 15 years we were gone, and with four young children, I didn't know where to start or in what capacity. Fast forward a couple years and I came across an announcement for LeadAR on one of the extension office's Facebook pages. I investigated the program, asked around, and decided it might be the perfect opportunity to jump right in and get to work!

What leadership quality do you admire most in others? Why?

I admire someone who is of upmost integrity. Being reliable, honest, respectful, having good character, trustworthy, and more all are aspects of integrity. These people will stand up for you, admit when they're wrong, and work alongside you.

What is something people would be surprised to learn about you? Why is this surprising?

I'm very 'old fashioned'. I love gardening, livestock, making bread, canning chicken, making butter, harvesting honey, I don't generally watch TV, and prefer small game nights to big parties.... This is surprising because I work in a very tech-oriented field. I love my heels, pencil skirts, and handbags and generally other 'pretty' things.

What are your top three ingredients necessary for success?

Consistency, Faith, and Passion Bonus ingredient: Failure-also super important.

What are your top three ingredients necessary for happiness?

Loved ones, Spirituality, Safety

Describe your personal leadership style.

I prefer to work alongside my team, to collaborate and get their input. The welfare of my team is incredibly important to me. If they aren't doing well in any area of their lives, this impacts their ability to be present at work and at home. I like to have processes in place, so everyone knows what is expected of them. I don't mind taking big risks, but I need to know they have been thought out and evaluated.

What is something you hope to gain from your LeadAR experience?

Confidence in my leadership abilities and in myself. I would also like to develop the relationships needed to create positive change in my community in the form of programs, education, or other impactful actions.

How can effective leadership help move the state of Arkansas forward?

Effective leadership is motivating and empowering. While one person can make great change, when an entire community is behind them, they're unstoppable in the best way. A lone string will break with a little tug, but a mass of string, wound into a rope, can withstand much more pressure.

You are stranded on a desert island. What are your three MUST HAVE items?

Continual safe water source, a satellite phone, and the knowledge of my location.

What is something that was difficult for you six months ago but easy for you now?

Growing tomatoes.

What else do you want others to know about you?

This is a hard one because I'm a pretty private person! I guess I'll go with one serious and one not: I'm a bit of an "over-deliverer". And that might be my favorite thing about myself. And I don't do things half-way. And, I love tacos. Steak street tacos on corn tortillas to be exact. I've loved tacos since before it was trendy.