
Bio – Joanne Osmond

Joanne Osmond received the ATHENA Award in 2003 for assisting women in reaching their full leadership potential while demonstrating excellence, creativity, and initiative in her profession and providing valuable services to improve the quality of life for others in the community. In 2004, the Lake County, Illinois, media recognized her as one of the “Leaders in the Forefront” and she was the recipient of the Boy Scout’s Silver Beaver Award. She serves on her local school board and represents all Lake County school boards as a Director on a state association board. She is vice-president of Cub Scouting on the Northeast Illinois Council of the Boy Scouts of America Board. She is the Public Affairs Director for the Church of Jesus Christ of Latter-day Saints in Lake County, is active in the Lindenhurst - Lake Villa Chamber of Commerce, and supports several organizations that focus on empowering women and girls.

Joanne is a writer of Business Survival books, designer of Business Survival Games, and a frequent speaker in her community and at national conferences. Joanne received a BS from Purdue University and an MBA / Masters in Information Systems from Webster University. Over her fifteen years at Abbott Laboratories, Joanne’s goal was operational excellence by developing the right organization, processes, and technology to provide consistent delivery of end-to-end customer support. Her leadership at Abbott’s Support Center resulted in the achievement of the Help Desk Institute’s Team Excellence Award in March 2000.

In 2002, Joanne founded The Vision Tree, Ltd., to help women improve their business skills through coaching, workshop facilitation, and publishing self help business books. She assists women by publishing the book within them, organizing networking groups, providing counseling at the Small Business Development Center at the College of Lake County, and facilitating workshops for entrepreneurs. Her e-Zine “The Vision Tree Illuminations” provides insight based on her observations of life and the Insights® Discovery Program.

She writes and speaks on topics such as

“The Book Within You”

“Are You Ready to Start Your Own Business?”

“I’m Listening. You’re Listening. Why Aren’t We Communicating?”

“Do I Really Need a Business Plan”

“Success is not in the Plan. It’s in the Implementation”

“Networking is More Than Showing Up”

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Survival is the name of our game!