



# MARGARET REYNOLDS

## GROWTH CATALYST KANSAS CITY

*"Nothing is more gratifying than seeing lightbulbs go off as people see what is possible, embrace new opportunities with passion and see change as a force of high return, and not something to be feared."*

As a child, Margaret Reynolds dreamed of working at Hallmark Cards, admiring the emphasis on family values and enhancing human connections. Through years of planning, perseverance, and a little luck, that childhood dream became reality.

Growing up in Lincoln, Nebraska, Margaret learned early that excellence matters. During an era when Husker football regularly competed for national championships, high expectations were part of everyday life. Those lessons stayed with her and continue to shape her leadership philosophy.

Her professional career became focused on one central question:

***"Why do some businesses grow and others that look like them do not?"***

*That question became the driving force behind Margaret's professional career and her passion for helping organizations and leaders grow.*

### **Business Milestones**

Margaret spent her early career at Hallmark Cards, gaining firsthand experience in strategic branding, balancing innovation with profit goals, and accelerating business growth. By 2000, as the internet began reshaping industries and consumer behavior, she became increasingly fascinated by a question that would define her career: Why do some businesses grow while others that appear similar do not?

That curiosity led her to launch a business consulting practice, helping organizations identify growth opportunities, overcome barriers, and accelerate results. Margaret describes herself as "a growth catalyst at heart" and has developed a framework for coaching business leaders to define growth opportunities, understand what gets in the way, and help organizations accelerate growth.





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Margaret married Rick Reynolds, a Nebraska native and PGA Golf Pro, right after college. They were blessed with three children—two here on earth and one in heaven. Their family's journey has deepened the faith, resilience, and perspective she brings to both life and leadership.

**“Today, Margaret feels most fulfilled helping leaders navigate growth and change with wisdom, encouragement, and perspective while reminding them they do not have to lead alone.”**

### Leadership Philosophy

As Margaret embraces the Acumen journey, two themes continue to shape the way she works with leaders.

*The first is people.* She believes organizations outperform competitors when they establish cultures where people are engaged, growth-minded, and inspired to pursue excellence together.

“CEO’s create strategy, but they don’t implement it by themselves.”

*The second is technology.* Margaret believes none of us can avoid engaging with it, and leaders who learn to leverage it appropriately can advance their businesses in new and creative ways.

Many of Margaret’s leadership principles were reinforced while raising sons involved in competitive athletics and traveling across the country with sports teams. Those experiences deepened her belief that the principles that build great sports teams also build great organizations and peer advisory groups.

- The team has to succeed for the individual to succeed
- Become better by building on strengths
- The little things matter, but they have to be harnessed to lay the foundation for great things
- We have to believe excellence is possible

