

Delighted to Doula

Prinscilla Moore

In Prinscilla Moore's history as a business owner, she has learned that one is often so intimately linked that the owner and business become synonymous, or more truly, one in the same. It becomes difficult to separate the individual from the work he does. Being a business owner may be the hardest job they have had, but it may also be the most rewarding.



From her own experience with postpartum depression and being a woman with four children, Prinscilla knew firsthand the challenges of taking care of new baby as well as yourself; though she was fortunate enough to have a very hands on husband and a mother-in-law who

helped her, it was still a struggle. She says it was put on her heart that she was to take care of the women in her community especially those that can't afford the care they need, so in 2011 she made the decision to take doula training. "Doula" comes from ancient Greek and means "woman's servant." Prinscilla's first doula experience was with a set of triplets, she says it was challenging but that she was glad for the experience and that it made her who she is today. Being a doula takes a lot out of you and provides little pay, but Prinscilla explains that she truly believes it is a mission from God and that she is the vessel, so last year she decided to make her business a non-profit. She started serving families in 2012, and as of today she has served in Michigan, California, and Texas.

Vision as a business owner is much more closely aligned to foresight. Through all life stages the owner must be able to envision the future and see the path to the next stage. The owner must have the knowledge and confidence to conquer challenges and seize new opportunities while managing growth. As an independent business develops, it moves through many life stages—Start up or Inception, Growing and Expanding, Maturity, and Exiting or Declining. Such is the nature of business and of life. Businesses pass through each stage at their own speed and can stay in some stages for a considerable period of time. These cycles are defined by the issues the owner will face and the strategies to be considered at each point. As new strategies are implemented, a business can actually experience some of these stages more than once. Therefore, it is very important for a business owner to understand the current business stage, know what challenges could arise, and what actions will be necessary to negotiate the next stage.

"Delighted to Doula" is in the growth life stage and Prinscilla is excited about what the future holds. Prinscilla states that she saw a need as well as a lack of resources and education for expecting mothers and states that *"education is key in arming a mother with the tools necessary to cope with postpartum depression, along with monitoring symptoms associated with it, and avoiding commonly made mistakes while breastfeeding."* In Texas alone, 366

women died between 2011 and 2015 due to postpartum and numbers continue to climb. Prinscilla says her “Goal366” program aims to eliminate 60% of preventable maternal deaths state wide.

Revenue is very important to a business owner. Revenue gives the business livelihood, allowing the business owner to hire, market, reward, and of course, to dream of what is to come. Almost every business owner has an idea or belief about what revenues should be each month or quarter. That belief guides a tremendous amount of decision-making.



The Goal366 Program focuses on three key necessities to ensure the success and safety of every mother and child, Professional Assistance, Education, and Supplies; resources offered include Postpartum Doula support services, lactation services, weekly home visits, parenting class, childbirth class, breastfeeding class, a motherhood support group, as well as, baby care products and maternal postpartum recovery products. Currently she is helping two mothers at a time, but says her goal is to work on a strong marketing campaign in order to get her name out there so that new mothers are aware of the resource she offers. So far she has received funding from Wal-Mart, Costco, North TX Giving Day, along with private donations. She says she hopes to eventually have so many moms interested that she will need to bring in additional help.



Staffing is a significant factor that impacts how an independent business owner thinks about the business. Most likely during the start up or inception stage the focus will be on the founder’s areas of expertise. The owner’s main efforts will hinge around creating, promoting, and establishing the product or service. With growth and success, tasks become more extensive and more complicated. Outside influences start to take greater effect. Competition becomes more intense. The financial aspects of the business become more critical. The need for more formalized processes and recordkeeping arise which the owner may not have the skills or simply the time to handle, but are business needs that require additional staff. As the size of the staff continues to grow, there are additional pressures and demands on the owner’s time which is consumed with managing. As staffing changes occur, the business owner needs to progress to a role more strategic in nature which focuses on the big picture and planning for the business.

For now, Prinscilla doesn’t have anyone on payroll but states that she has a group of doulas’ who she can reach out to when she needs assistance. She says she is looking to build up her volunteer base to help her with office duties, in addition to, connecting with other non-profit groups that she can brainstorm with in order to get better organized and set up for success.

The need to network, to find others like us is universal. Humans often define themselves by the groups in which they are involved. Social, religious, political and professional affiliations – all of these networks give individuals a sense of identity, and purpose. Finding the time to meet other like-minded individuals can be very challenging. In the business world, networking with groups that have common goals and experiences is important. Sharing ideas and ways that similar trials were conquered not only facilitates the individual's personal learning; it provides an opportunity for the individual to help others. Through these associations, knowledge and confidence are gained and used to face any business crisis or issue that lies ahead.

When it comes to networking, Prinscilla understands the importance it has for a business, especially for a non-profit; she is currently a member of the McKinney Chamber of Commerce and, in addition, she has been introduced to The Hope Clinic and the Women, Infants, and Children (WIC) program and says she hopes to build on those new relationships. She was recently selected to attend the Training of Trainers course from the March of Dimes on Health Disparities Concentrated on Racial Disparities in Infant Mortality and Adverse Birth Outcomes. In 2019, she launched the Motherhood Huddle Café, a free support group under the non-profit, where she educates families and holds new parent classes in hospitals, churches, and privately throughout the North Dallas area as well as online.

Finding a good financial institution for the business owner can be as important as finding a good doctor for his health and well-being. The business owner wants a doctor he can trust implicitly, feel confident in the doctor's knowledge and experience, and trust the doctor to keep up on the latest trends. In the same sense, a banker can be at the business owner's side while he grows his business. In a true relationship, a bank offers more than a place to deposit money and take out the occasional loan. A banker realizes that independent business owner's business and personal lives are closely linked.

Prinscilla understands the importance of a good banking relationship and the value it can bring to a business owner. Currently, she is working with a banker at BB&T and says she is happy with her banking relationship at this time.

Entrepreneurs start their businesses for many reasons. Personal goals and aspirations have dictated why they initially started their business. Additionally, continued goal setting is the key to long-term success. Just as important are the milestones along the way that contribute to achieving the American Dream. Milestones mark progress towards to the goal where each step brings the business owner a little closer to achieving the dream.

Prinscilla Moore has achieved the American Dream of business ownership. Motivated from her own personal experiences, Prinscilla became a certified Doula and started her mission to serve and assist other mothers. Looking to the future, Prinscilla says one of her biggest goals is to one day have a location in McKinney for her "Postpartum Place," a home designed to support and educate pregnant



women during their 4th trimester, serving as a recovery center for mothers leaving the hospital. She is hopeful about what is to come and though it is still in its growth stages, feels that her business will be a success and that she will be able to reach as many mothers as possible.