

Note: C12 is about community, and that is why we meet in our forums. However, there is a broader community of C12 members throughout North Texas. Look for a series of introductions that you can use to get to know others that share the bonds of C12. – Tom Hawes, Joe Galindo, Mike Gullatt, Tom O'Dwyer, Kevin Pate, Michelle Moore, Andrea Rodarte



Meet Steve Goodner

Steve and his wife, Ann, just celebrated their 18th wedding anniversary. Between them, they have seven kids and 12 grandkids. From similar backgrounds, Steve and Ann feel the Lord has drawn them together through shared experiences that have helped them coach and counsel others. After living in Dallas County for nine years, they are in the process of moving a little farther east to a country setting. They attend First Baptist Rockwall. Steve is a licensed minister of the gospel and a neurobehaviorist. Steve and Ann co-founded GSCFIT to assist organizations of all types in designing their workplace culture intelligently. <https://www.gscfit.com/>

Where did you grow up? Where are your roots?

I was born and raised in Albuquerque, New Mexico. I have lived all over the Southwest and Midwest. It has given me a well-rounded experience, understanding different cultures and the strength of diversity, with other groups bringing different strengths. It was a great upbringing. Both of my parents are in heaven. My dad passed last year. Dad was a psychologist and held a Ph.D. and a DED in education. He started in sales education working for IBM but did a lot of work in psychology and had his own consultant business. The apple doesn't fall far from the tree.



What are some of your favorite things? How do you like to spend your spare time?

Ann and I love to travel, see new and different things, and visit our family, kids, and grandkids. I love to play golf. We spend a lot of spare time coming up with new and innovative ways to help people in their businesses. I love the creative side of things, so working 12-14-hour days is enjoyable and is my work and my creative outlet. Ann and I are both grief counselors. This fall, our church will allow us to use their Grief Share ministry to offer it to C12 members and their employees.

What was the last outing or trip you took with your family?

We just returned from visiting my brother and his wife near Helena, Montana. Twice last year, we rented an RV and drove there to visit. We also enjoyed a trip to Nashville to visit Ann's son and his family. For the last 54 years, I've been going to the same place in Canada, Lake of the Woods in NW Ontario. I don't make it there every year, but most years, and it has been an extraordinary place, a retreat to get away and spend some time outdoors in the beauty.



How did you start your business, and how did you get to where you are now?

In college, I was pre-med but graduated with degrees in chemistry and biology. I have 40 years in business and 30 plus years of using the tools of psychology. This combination of business experience and the understanding of how psychology impacts behavior has allowed me to create assessments that have been adopted and validated. I've been certified in over 200 different psychological assessments. After spending years in sales and sales management, I started my own business doing search and recruiting for clients before I took over my dad's business.

In the summer of 2015, we began Goodner Strategic Planning LLC, dba GSCFIT. I absolutely love the ability to enlighten and give people insight into behavioral and people issues that don't make sense to them.

In the last five years, one of the most significant additions to our toolbox has been emotional intelligence (EI) (some people call it EQ). It's empathy, applying consequential thinking, and navigating emotions which are leadership skills. I'm now doing projects for the U.S. Treasury and multiple companies, specifically training people to integrate EI into their lives and leadership.

We also do searches for critical positions in client companies. We have about 250 people around the globe who are certified in the EQFIT Sales Profile assessment I created. One of our key goals moving forward is to create affordable digital online courses. An example of this is an online training program to help people deal with conflict resolution.

One of the things I've felt the Lord telling me to figure out is how to support people in the ministry through our work, training, and certifications. I'll be creating online courses specifically for integrating and applying EI in business and ministry. We are launching a 'Building Healthy Organizations by EQFIT' podcast and a YouTube channel with the same name.

What service does your company provide?

We are organizational development professionals. The umbrella is building a healthy organization. The three buckets underneath that umbrella are:

- Hiring Right
- Leadership Development and Emerging leaders
- Sales, Business Development and Revenue Generation

How do you describe your mission and values?

Our mission: To provide focused insights and applications to facilitate the right path forward for people and organizations to reach their preferred future.

Our core values are Excellence, Wisdom, Uncompromising Integrity, and Community.

Who are your primary customers?

Our clients are small to mid-sized businesses who are growing and desire to grow their company in a healthy way that makes them a good steward of their people resources. I love working with Christian business owners, although we have several who are not. People are the most important resource any organization has. They will be either your competitive advantage or disadvantage.

How and why did you come to C12?

I got started because I knew I needed to learn more about running a business well, and I wanted to learn it from other Christian business owners. I could read Harvard Business Review or look at Forbes, but I wanted a kingdom aspect involved in my growth and development.

What do you value about your forum?

The first thing is relationships. Second is the advice and the fact they'll speak truth to me with godly wisdom. It does us no good if we sit around and pat each other on the back and say everything's okay. We need to be honest. I appreciate the insight and the different perspectives.

What challenges as a business owner have you experienced, and how has your C12 forum helped with these challenges?

The biggest challenge for us, the first one, was focus. There's so much you can do, but the more we tried to do, the less good we were at it. We got spread so thin. We learned to focus on our core competencies and what we do better than anyone else. Next was the challenge of how to grow or scale our business. I've realized the best way to scale our company is not to hire more people like me but to leverage technology to get my knowledge out there and pass on my experience in training, business, psychology, and neuroscience.

How could you help other C12 members? This can be either professionally or personally?

If you have people issues, we can help by finding the right people, redirecting, growing, or developing people. My dad told me, "The biggest challenge you will ever have is other people." He was spot on with that. I think that's why I have chosen that as my life focus. It's one



of the most challenging things to deal with in life, which makes it one of the most rewarding when you get it right.

How do you use your business as a ministry?

Our business opens the door for spiritual discussions regularly. The second part is coming: How can we equip kingdom workers to navigate the emotions they have to deal with regularly, both in themselves and in other people? That's our ministry 2.0.