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JAK founder urges fellow business owners to put wellness first

Darien, Ill. (Oct. 3, 2018) — Operating a business—and juggling those responsibilities with family duties and personal goals—can take a toll on any person’s health. But entrepreneurs who hope for long-term success must take steps to preserve their well-being, JAK Creative Design Founder and CEO Jill Kerrigan told an audience at the National Association of Women Business Owners annual Women’s Business Conference in Spokane, Wash.

Kerrigan spoke as a keynote panelist during the Sept. 24 conference session titled “Live Well: Fuel Your Personal Health and Business Success with a ‘Whole’ Approach.” She and fellow panelists Adreanna Limbach and Carolyn Rodz explored the link between wellness and professional performance.

Protecting her own health, Kerrigan noted, required her to stop trying to “do it all” and instead open up to others.

“There are a lot of people out there, and all you have to do is let them help you,” she said. “You allow yourself to be vulnerable, and that’s hard work for every strong woman entrepreneur in the world.”

Kerrigan speaks from experience. She had been running her successful branding and design agency for 22 years when she was diagnosed with breast cancer in the spring of 2017. She credits her family, friends, colleagues, and JAK team with getting her through treatment—and her fellow female entrepreneurs at NAWBO for encouraging her to stay true to herself and not hide her battle.

She is now cancer-free and sharing her story with the hope that it will help other women in demanding business roles. In addition to participating in the NAWBO WBC panel, Kerrigan is writing an ongoing series of columns about her experiences for *Enterprising Women* magazine.

ABOUT NAWBO: Founded in 1975, the National Association of Women Business Owners is recognized as a thought leader on women’s business issues. Working with corporations, nonprofits, and lawmakers, NAWBO seeks to strengthen economic development and transform public policy. nawbo.org

ABOUT JAK CREATIVE DESIGN: JAK Creative Design, located in Darien, Ill., is a certified, 100 percent woman-owned branding and design agency that creates innovative graphic design solutions to help its clients achieve their goals. jakcd.com

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