

[Margaret Maclay](#), a certified business performance coach, has more than 25 years of experience in global corporate strategic planning and process development. She has worked for corporations with worldwide reach to develop production efficiencies and strategies to maximize profitability and productivity.

Today Maclay applies her expertise in conjunction with the [FocalPoint Coaching](#) method to help business owners and professionals identify the most productive and valuable use of their time; develop the most efficient and cost-effective operations; and increase their companies' profitability. As such, she works with small and medium-sized businesses and solopreneurs to help them articulate their unique selling propositions, identify their target customer/audience, and develop specific action plans that provide focus, structure and stated goals geared to building their business. A specialist in developing effective communication in the workplace, Maclay coaches clients on how to adapt their communication styles to different prospects, customers and staff in order to increase sales, enhance client and employee relationships, and boost profitability.

Maclay has been affiliated since 2007 with [FocalPoint Coaching](#); she manages the national organization's Behavior Assessment Program, sits on FocalPoint's Strategic Advisory Group, and is a designated trainer for incoming FocalPoint coaches. She won its prestigious Campbell Fraser Award for Coaching Excellence in 2008 based on positive client feedback.

An active member of the community, Maclay is a mentor and board member of Fort Lee High School's Academy of Finance; chairs the Program and Events Committee for the Greater Fort Lee Chamber of Commerce, the Education Committee for the NJ Gold Coast Chamber of Commerce, and an alumni network and association for her alma mater, Philadelphia University; and is a member of the National Board of Advisors for The Baldwin School for Girls. She also serves as Secretary/Treasurer of the Fort Lee Chamber of Commerce executive committee. Maclay writes about communicating for success for Bergen News Group and runs the forum Women Inspiring Women for the NJ Gold Coast Chamber.

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