



## Organized Instincts Company Fact Sheet

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January 2009

**Company:** Organized Instincts, LLC  
**Owner:** Nanette Duffey, Principal  
**Website:** [www.organizedinstincts.com](http://www.organizedinstincts.com)  
**Email:** [info@organizedinstincts.com](mailto:info@organizedinstincts.com)  
**Phone:** (678)427-2047  
**Fax:** (678)797-1190  
**Address:** PO Box 1204  
Kennesaw, GA 30156  
**Founded:** 2005

**Description:** Organized Instincts is a professional service firm, offering the implementation, deployment, and refinement of organizing techniques and tools. We offer coaching, guidance, training and a pinch of reality. Our clients are talented adults overburdened with obligations, experiencing the difficulty of harnessing technology, and feeling frustrated by the pace of day to living.

**Mission:** To consistently deliver the highest quality instruction and positive outcome based results to the client. Beyond teaching the necessary skills, our services are designed to help both men and women feel more in organized, regain control of their decision making and feel satisfied with the outcomes. With our positive, yet firm approach, we seek to provide clients with the tools, skills, resources and knowledge they need to achieve success and fulfillment in all aspects of their lives.

**Leadership:** Principal, Nanette Duffey, is a financial and personal organizer, speaker, blogger and author. A native of the Metropolitan Detroit area Nanette once dreamed of becoming a designer of consumer food packaging, but her love of people and places pulled her out of the laboratory and into the world. She earned a B.S. in Financial Management which she put to good use

while working for nearly a dozen years at GE. While her primary role was as finance manager her experiences also included roles in project management, quality, and event coordination. By simultaneously wearing all these hats, she polished her skills in analytics, computer usage, time & people management, and efficiency skills.

**Market Segments Served:** Small Office/Home Offices (SoHo), Residential Consumers, Professional Offices, Remote Workforce Members, as well as the Executive household.

**Affiliations:** National Association of Professional Organizers (NAPO) Member (2005-Current) and Educational Materials Committee, 2006. National Association of Professional Organizers Georgia Chapter (NAPO-GA) Member (2005-Current), Treasurer 2006-2008, and Program Chair 2005-2006. Nanette is also an active member of the American Association of Daily Money Managers (AADMM) since 2007.

**Awards:** Georgia MicroEnterprise Network (GEMN), MicroEntrepreneur of the Year, 2008 and a two Time NAPO-GA Golden Paperclip Award Winner for Volunteerism.

**Education:** Bachelor of Science, Corporate Financial Management, Clemson University Clemson, SC. NAPO National Conference, Attendee 2005-2008.

**Presentations, Press & Media:** NAPO-GA Conference, "Financial Organizing 101" Presenter, October 2008. Appearances in media outlet as well as publication in print media.