



Known for her commitment to the improvement in the lives of entrepreneurs, Jice Johnson empowers business owners to take control of their time and push through their fears. Because a lack of productivity increases stress, delays success and decreases profits, Jice's passion since 2007 is dedicated to working with small businesses to help them streamline their business systems and practices, overcome debilitating mindsets and identify and change unproductive habits.

Starting her first company in 2007, a few years after leaving Active Duty Army, with a mission to assist businesses in their infancy stages, Jice began to see that most business owners, no matter the stage, struggled with some aspect of managing their time. Today, Jice coaches business owners on how to maximize their time to get the results they really want to see. By providing multiple ways to connect, Jice has turned her research into a powerful resource for busy, yet unfulfilled entrepreneurs everywhere.

As a mother of 3, Jice served a total of 8 years in the US Army (combination of active and guard), leaving as a Sergeant after completing a tour to Iraq in support of OIF II. After starting her family, Jice pursued her Bachelor in Business Administration (2010) and her Masters in Leadership and Management (2012), graduating Cum Laude from Amridge University. Her experience working with small business owners from Liberty Tax, Unlimited Cellular, Avison Young and more have helped to cultivate her knowledge of how important it is for entrepreneurs to have the tools to be most productive to achieve their goals and dreams, not only for themselves, but for their families and the communities they support.

Born and raised in Oakland, CA, Jice is heavily involved in community and education. She has spent time as an adjunct instructor for EcoTech Institute before expanding her family and making the decision to homeschool her children. She is the lead facilitator for a local community organization for women. Jice loves to travel both in the US and internationally. She has been to 28 states so far, and is making it her goal to see all 50! She also loves the beautiful outdoors and hikes every Summer with her dogs and kids. Jice currently resides in Colorado where the outdoor fun is all year long.