

# women in business



## Steve Peterson Interiors Unlimited

727 N. 1500 West, Orem · (801) 221-0424 · [www.interiorsunlimited.biz](http://www.interiorsunlimited.biz)

The designers at Steve Peterson Interiors Unlimited are experts in every stage of home planning, from inspiration to installation. Their showroom is a full-service design center complete with floor coverings, fine furnishings, window treatments, bedding and decorative accessories.

"Our goal is to be an idea center with a wide variety of resources," says Terry Olsen, president of Steve Peterson Interiors Unlimited. "We work intimately with our clients to create a design scheme unique for their personality, lifestyle and budget — no matter what size the project is. With 12 designers we have a great pool of talent and personalities to match any design style."

The inspiration for home design can come from cherished family heirlooms, pictures from a magazine, show homes and even television programs.

"We have had clients ask us to watch certain movies and sitcoms

featuring rooms they like the look of," Terry says. "We have used an antique china plate for color inspiration and the theme from an oil painting to suggest the style of fabrics for furnishings."

When approaching a home design project, Terry suggests making a wish list to define likes and dislikes. These can vary from colors and styles to things that are bothersome such as not enough closet space.

When building or remodeling a home, the first step is creating a master plan with the help of a professional who can coordinate the various elements.

They will watch for codes to be followed, choose the right subcontractors to use, and know the best sources to find things such as hardware and lighting fixtures. The professionals at Steve Peterson Interiors Unlimited make the experience fun and can save time, frustration and money in the long run.

### business tip

## HAVE A WRITTEN COMPANY VISION

When we made the decision to move our showroom, it felt like a good time to analyze our business practices. We hired a business coach, Dave Crenshaw of Fresh Juice, to help us.

The first thing he had me develop was our company vision. A written company vision is a vital tool to identify core values and create a road map to keep you on track with what you are trying to accomplish as a company. It also gives your staff a clear definition of what the organization they are a part of is committed to. We have used our company vision this year to focus on areas we can grow our business and to better train our staff to develop themselves in a way consistent with our company values.