

Craig Shults: A Journey of Resilience, Leadership, and Lifelong Learning

How Reflection, Relationships, and Adaptability Shape Success

Los Angeles, California Jan 31, 2025 ([IssueWire.com](https://www.IssueWire.com)) - Craig Shults, a seasoned finance professional and Controller and CFO at JSL Construction, is making waves with his thoughtful approach to leadership and business growth. In an exclusive interview, Craig shares insights into how resilience, adaptability, and a commitment to lifelong learning have defined his career and personal journey.

Born and raised in the scenic Mohawk Valley of Upstate New York, Craig credits his upbringing for instilling the values of hard work and perseverance. Today, his professional life spans industries as diverse as insurance, home improvement, and construction finance. Along the way, he's earned multiple degrees, including an Associate's in General Business, as well as certifications in sociology and paralegal studies. These experiences have shaped his belief that success is built on a foundation of continuous growth and strong relationships.

"Education is something no one can take away from you," Craig explains. "It's not just about gaining knowledge—it's about learning how to think and adapt to new challenges."

A Day in the Life of a Leader

Craig's leadership style focuses on productivity, reflection, and maintaining open communication. His days often start early with a workout, which he describes as a way to "clear my mind and set a positive tone." From there, he dives into his work, prioritizing tasks and keeping his team aligned with shared goals.

"Productivity for me comes from breaking tasks into manageable parts and maintaining momentum," Craig shares. "I also make it a point to stay connected with my team through quick check-ins and collaborative problem-solving."

His leadership extends beyond strategy and operations—Craig emphasizes the importance of empathy, trust, and accountability.

"Leadership isn't about being in charge," he says. "It's about taking care of those in your charge."

Lessons in Resilience

One of the key themes Craig touches on in the interview is the importance of resilience. He views challenges as opportunities to grow and improve. For example, he recalls a time early in his career when a team project suffered due to a lack of clear communication.

"I learned that clarity and communication are non-negotiable in any collaboration," Craig says. "That experience taught me to reassess team goals and implement regular check-ins, which made all the difference moving forward."

Craig also believes in the power of reflection to fuel growth. "Taking a few minutes at the end of each day to reflect on what went well and what could be better helps me stay focused on continuous improvement," he adds.

Balancing Ambition with Purpose

For Craig, success isn't just about achieving goals—it's about aligning those goals with purpose and impact. He's inspired by trends in sustainability and is excited about how businesses can innovate to balance profit with environmental responsibility.

"Sustainability is more than a buzzword," Craig notes. "It's a way to create long-term value while making a positive impact on the world."

He's also deeply committed to giving back, supporting organizations like the Cystic Fibrosis Foundation and the Make-A-Wish Foundation. "Helping others reminds me of what truly matters," Craig says. "It's about using your success to make a difference."

Tools and Advice for Success

When asked about tools that help him stay productive, Craig points to Trello as his go-to for project management and organization. He also highlights the value of journaling for tracking goals and brainstorming ideas.

For aspiring professionals, Craig's advice is simple: embrace challenges and invest in relationships. "Every setback is an opportunity to learn and grow," he says. "And strong relationships are the foundation of any successful career or business."

About Craig Shults

Craig Shults is a finance professional and the Controller and CFO at JSL Construction, based in Orange County, California. With a diverse career spanning insurance, home improvement, and construction, Craig combines resilience, adaptability, and a people-first approach to leadership. He is a passionate advocate for lifelong learning, fitness, and giving back to the community.

To read the full interview, click [here](#).

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