

SOAR to SUCCESS

June 2016

MAGAZINE

**JOAN
WASHBURN,**
FINDING CLARITY AND
BUILDING A LIFE ON PURPOSE

FIVE PLACES
TO FIND YOUR
**NEXT VIRTUAL
ASSISTANT**

**POWERFUL
PROSPECTING
SYSTEMS**

PLUS:

- + Putting Personality Into Your Content
- + Engaging your Employees for Success
- + The Best Things Good Leaders Say: I Was Wrong
- + Are You a Leader or A Manager? The Two Sides of Excellence
- + Tips for Becoming a Powerful and Professional Executive Speaker

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PAT ALTVATER



Soar to Success
AFP Marketing
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Here's What To Do When You Are Worried

Do you worry about the future, especially at times when nothing seems to be going your way?

For some people, one of two things happen: the first possibility is that we spend so much time worrying about what might occur at some point in the future, that we are paralyzed from acting OR in contrast, when we are worried, we begin pushing, pushing, pushing to attempt to force something to happen. Nothing positive comes from either of those scenarios, right? We tend to sabotage ourselves needlessly because in reality, we are in control, whether it feels like it or not.

What I found is that before you can begin to move forward again – you need to REMEMBER that you are in control of your thoughts and those thoughts create your reality.

One way that I believe works well to get back to forward momentum is the use of visualization. I love visualization because it is the purest way of turning your thoughts into reality. Visualization works when you see your BEST self, living the life of your dreams. It's important to visualize correctly, though, to get the results you desire.

Be sure to visualize the essence of what you want, not the HOW you think it's going to happen. So spend a few minutes each morning and evening picturing the core of what you want for your life and then never doubt it or try to figure out how it is going to happen. Just stay alert for opportunities and then take inspired actions; you'll be well on your way.

Wishing you the BEST life has to offer. I hope that the articles in this month's issue will inspire and motivate you. Don't forget to take advantage of the links to connect further with our contributors.

Pat Altvater

Contents

CORE BUSINESS STRATEGIES

- Five Places to Find Your Next Virtual Assistant by Holly Kile 08.
- Affordable Care Act Frequently Asked Questions, Part 3 By Tina Moe, CPA 10.
- How to Calculate Your Technology ROI by Jeanne DeWitt 12.
- Putting Personality Into Your Content by Lynne Wilson 14.
- Your Website Redesign Starts With Your Current Website by Lee Drozak 16.
- 6 Not-for-Profit Lessons We Learn... From The Hundred Acre Woods by The Merit Group 18.
- Employee Turnover - What are they saying about your business behind your back? by Katherine Burik 20.

PERSONAL GROWTH STRATEGIES

- Tips for Becoming a Powerful and Professional Executive Speaker by DeLores Pressley 24.
- We Can Change Our Lives by Rochelle Forrest 26.
- How to Identify Quality Essential Oils for Aromatherapy by Debra Reis 28.
- 5 Tips to Boost Your Resilience by Joan Washburn 30.
- Is It That Hard To Be Civil!?! by Kristie Knights 32.
- Life Is Like An Apple – Getting to Your Core, Part 2 by Lillian Zarzar 34.
- The Best Things Good Leaders Say: I Was Wrong by Eric J. Watts 36.

Cover Feature: **04.**
Joan Washburn,
Finding Clarity and
Building a Life on
Purpose



BUSINESS ACCELERATION STRATEGIES

- Powerful Prospecting Systems by Diane Helbig 38.
- How to Draw Clients to You Like a Magnet by Leanne Cannon 40.
- The Three Universal Personalities At Work in the Life of an Entrepreneur by Michael Kaplan 42.
- Are You a Leader or A Manager? The Two Sides of Excellence by Dr. Ann Gatty 44.
- Vision, Mission, & Values: The Real Deal by Cindy Allen-Stuckey 46.
- Engaging your Employees for Success by Megan Patton 48.
- Our Favorite Videos 50.

JOAN WASHBURN

FINDING CLARITY AND BUILDING A LIFE ON PURPOSE

Joan Washburn was a driven results-oriented corporate sales person before two major life events stopped her in her tracks nine years ago.

For 27 years, she traveled every week of her life – to at least 1 city, often 2. Looking back, she realizes how she missed out on creating a life outside of work. However suddenly, the company that she currently worked for as a Vice-President of Sales, Marketing and Executive Management was purchased by a multi-national corporation and she lost her job overnight. It was tough but soon other job offers, to continue in her same role but with a different company, were forthcoming.

As Joan was processing these new opportunities yet another challenge occurred. A debilitating illness, with only a 70% survival rate, forced her to take time away from her career and reevaluate her life goals. The illness required her to spend time recuperating in a hospital which resulted in plenty of time to think about what path she truly wanted to take going forward.

While recuperating she pondered the question,

“What do I really Love doing? What do I really WANT to do the rest of my career?”



WE

Washburn Endeavours, LLC

What she began to see was that the part about her work she loved was coaching and training new people. The people she hired, in her former position, were technicians that she had to teach sales, business planning and how to succeed in an environment totally new to them. When she left 4 were Regional Vice-Presidents and one was a National VP.

Obviously, she was good at her job and it was something that she enjoyed doing. During her reflection period, she realized that she could merge her business experience with some new coaching skills and help people in the same manner that she used to in her corporate life.

The first step Joan took, nine years ago, was to further her own training, which she did by earning a degree from the Academy for Coaching Excellence (she is now also on the faculty). Her new education combined with her past work experience became the foundation for her own business, Washburn Endeavours.

Joan moved back to Ohio. She currently lives in a house she loves in a village on the south shore of Lake Erie. It's 7 miles from her parent's farm, where she recently built a stable to keep her 2 Tennessee Walkers.

Her business working with smart driven professionals allows her to remotely coach people from all over the country, hold training workshops and webinars, deliver speaking engagements and be in control of her time. Her clients typically want to accomplish more but with less stress, to stop feeling guilty about work-life balance and FINALLY accomplish that goal they've had for a really long time! That's something Joan understands completely.

Joan has compassion for people who are as crazy busy and driven as she used to be. She shared that it's her greatest joy when a person has an AHA!



moment and sees there is a path to that dream they've had for years. In her work, she supports them as they begin to take the steps necessary to make it a reality and, finally, celebrates with them when they make it happen. She loves it when someone goes from burnt-out to lit-up about possibilities they didn't see before.

Joan said,

"I love my work, as well as spending time helping my parents and riding horses with friends. Recently on a walk, I was thinking about the fact that no matter what is happening in my life I feel like I am where I am supposed to be."

That's no surprise, since Joan is a strong believer in having a crystal clear vision for your life and your business. Hers involves what she believes is just the right amount of business growth and personal free time.

As Joan continues to live her vision and values, one thing that she's done is put her professional development trainings on-line to make it easy for people from all over to access them. She loves that distance is no longer a factor. They are self-paced so her clients can enjoy them while relaxing



“

I've caught myself more than a half dozen times quoting Joan from her Work-Life balance training when chatting with other working moms. Now instead of venting my frustrations, I use one of her tools and carry on." KL

at home, with a cup of coffee. They all include one-on-one or group coaching so she is with them every step of their way to getting clarity on what's important to them and conquering the obstacles that are in their way. That allows them to get past that place where they normally get stuck and quit.

Joan's personal experience has helped her realize there is more to life than just a 70-hour work week. When we asked for her definition of success, she shared a new definition of success that she learned from Dr. Maria Nemeth while training with the Academy for Coaching Excellence.

"Success is consistently doing what you say you will do, with clarity, focus, ease and grace. It's not about how much money you make. That is the definition of success that I work with and bring to my clients."

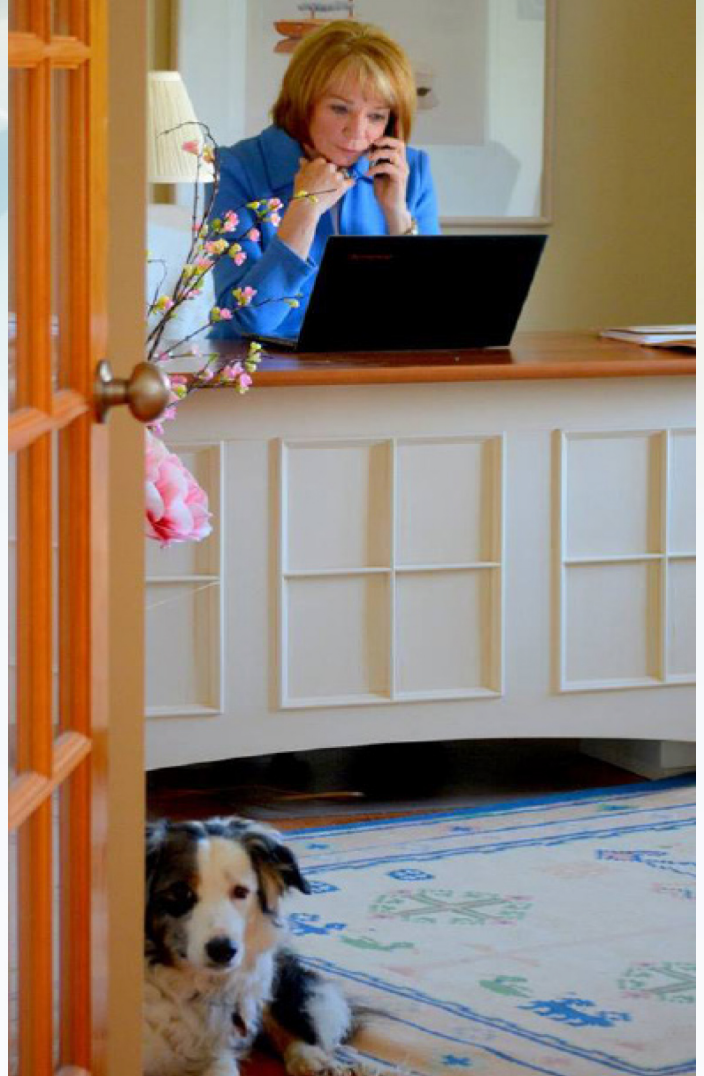
Joan's past corporate experience, training and knowledge give her the expertise to help guide business people in their operations. Plus, her understanding of what really makes a person successful in business, as well as life, makes her the perfect coach for any entrepreneur or overworked busy professional.

Joan urges everyone to email her your biggest challenge and, at no charge, she'll suggest a simple



step to get you on track with that goal or dream you've had for a very long time. Contact Joan on email or visit her website, Washburn Endeavours.

Be sure to visit our website to learn even more about Joan, her experiences and her words of wisdom in our Soar to Success podcast interview. Also watch her video series, Coffee Break with Coach Joan, for many tips and strategies that you can apply right now.



THREE TRAITS NECESSARY TO SOAR TO SUCCESS

When Soar to Success asked Joan to list three traits she found most successful business people possess, she listed, **Courage**, **Action** and **Ask for Help**.

The first thing Joan looks for is **Courage**. Entrepreneurs must be brave enough act even if it's outside of their comfort zone. Whatever they see as the next step, they must be willing to take it.

The second item would be, **Take Action**. You can't waste time sitting and asking,

why this and why that. Who do you want to be and what are you willing to do? Decide what the next step should be and take it. Once the possibilities and opportunities are identified, they have to take action and make it happen.

The third would be, don't be afraid to, **Ask for Help**. Every new business owner hits a point where they don't know the next step and get stuck. They have to be willing to ask for help and understand, they don't have to do it alone

TOP FIVE

PLACES TO FIND YOUR NEXT VIRTUAL ASSISTANT

BY HOLLY KILE

You've decided to go virtual by hiring a VA – great!

Now that you've decided to expand your team by hiring a VA, it's time to start the search, but where to start? Being a virtual hire actually opens up a whole world – literally – to source candidates from. Here are my top five recommendations for sourcing your virtual team.

1

You can place a help wanted ad. Recruiting a virtual team member through a help wanted ad is a great way to go. You can post an ad in your local paper, leverage the power of social media, try Craigslist, or even a major job board like Monster.com. If you do go this route, make sure you make your ad very detailed – even if it costs you a few pennies more for more space. You want to make sure you rule out just anyone looking to work from home. Your needs are specific so your ad should be too.

2

Contact a virtual assistant agency. Using a VA agency can be a great way to go since they will pre-screen applicants for you. They are constantly marketing to grow their team so they're always adding new talent. They also specialize in staffing VAs so they are great to work with if you're new to working virtually. They can help to match you with the best choice for your needs.

3

Browse Virtual Assistant organization job boards. There are several large, global online virtual assistant organizations that allow their members to post profiles for you to review. Many of them also allow you to post your own job openings – sometimes for a fee. The benefit to posting an ad here vs. a general forum like Craigslist is that you're posting in an area that is specifically trafficked by VAs so you are more likely to get a better pool of candidates.

4

Search freelance boards. In addition to VA specific boards, you can also try some freelance options like oDesk, Guru.com, and PeoplePerHour.com. They can give you lots of choices for a VA but they are also great resources for when you have short-term project work. Just beware that you don't trade quality for a lower cost. Stick to your guns on your standards.

5

Ask for referrals. The absolutely best way to get a VA is to ask for a referral from your network. You might be surprised to learn which of your colleagues are already working with a VA. Ask them if they would be willing to connect you to their VA to discuss potentially working together. They may not be comfortable with that and that's ok. No matter what, NEVER go directly to the VA without discussing it with your colleague first.

Any of these five options will get you closer to filling your virtual position. Once you start to get applicants just remember to review their credentials, references, and experience carefully.

Good luck in your search! For more information on utilizing a VA in your business, be sure to check out my episodes of The Shift or join me online at www.hjkglobal.biz.

Holly Kile works with professional coaches and work-at-home entrepreneurs to help them create more time, energy and money through leveraging the power of virtual tools and teams. Using her extensive background in operations management, systems analysis/implementation and strategic business marketing, Holly works with business owners and entrepreneurs who struggle with figuring out how to effectively achieve their vision for their business. Holly is the president of HJK Global Solutions and founder of Connect Coaching Academy.

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AFFORDABLE CARE ACT FREQUENTLY ASKED QUESTIONS

PART 3

BY TINA MOE, CPA

I'm back again this month discussing The Patient Protection and Affordable Care Act which is, by far, one of the most complex reforms to our healthcare system. Regardless of whether you are pro or against it, it comes with rules you should know about or be prepared to pay an additional tax known as the Shared Responsibility Tax.

The April and May issues of Soar To Success featured parts 1 and 2 of this 4 part series where I discussed my most frequently asked tax questions of 2016 which is "How much is the penalty if I didn't have health insurance last year?" and "What are the exemptions for the penalties?" If you missed these articles, I encourage you to go back and read them.

The third most common question I get is

"What exactly is the Exchange and do I have to get my health insurance there?"

The health insurance exchange is an online marketplace where both individuals and small employers can shop for

and obtain health insurance coverage. There is a period of time where you should enroll for coverage, referred to as open enrollment period and, for the 2017 calendar year, this begins November 1st, 2016 and ends on January 31st, 2017.

Unfortunately, life doesn't always come in nice neat packages so there are certain life events that allow a taxpayer to obtain health insurance coverage through the exchange outside of this enrollment period. Events such as the birth of a baby, adoption, divorce or legal separation and loss of qualifying health coverage all may qualify for you to obtain coverage through the exchange outside of the enrollment period.

There are many online marketplaces that exist and, in fact, there are 13 state-based marketplaces, 4 federally-supported marketplaces, 7 state-partnership marketplaces and 27 federally-facilitated marketplaces. If you are covered through your employer or your spouse's employer then the exchange is probably

unnecessary for you. Those who don't have health insurance currently and need to purchase their own are encouraged to do so through the exchange but it's not required. You are able to go directly to a provider and obtain coverage but you may want to shop at the exchange to compare prices.

Shopping for and obtaining health insurance through the exchange is primarily accomplished online. You can visit healthcare.gov or visit your state-run exchange, if there is one, and set up an account by providing information such as your income, age and address. You'll be provided with a list of policies available as well as any eligibility for federal subsidy. If your income level qualifies you for a tax credit subsidy, it will be applied to and reduce your monthly premium amount.

Reporting your income is a bit trickier; marketplace savings are based on your expected household income for 2016, not 2015 income. Income reported should include yours, your spouse's, if married, and everyone you'll claim as a tax

dependent on your 2016 federal tax return who's required to file a tax return. You'll need to include their income even if they don't need health coverage. If your final 2016 income is higher than your estimate, you probably

received more tax credits than you qualified for and you'll likely have to pay back the difference with your 2016 tax return. Be sure to report your income as close to actual as possible and update your income information

on your application as soon as any changes occur to avoid a big tax bill next year!

Be sure to check back for part 4 of this 4 part series to learn more.

Tina L. Moe, C.P.A., CGMA, formed A.C.T. Services in 2002, and began building her business. Her practice has grown to a clientele more than 1,200 clients and a team of more than a dozen staff members. Tina attributes her business growth to being proactive with her clients, maintaining affordability and accessibility of the business owner herself.

Tina is a member of the American Institute of Certified Public Accountants (AICPA) and the Indiana CPA Society.

Contact her at: www.actservices-inc.com and on



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RETURN ON INVESTMENT

HOW TO CALCULATE YOUR TECHNOLOGY ROI

BY JEANNE DEWITT

What is your Return on Investment or ROI when purchasing new technology? For many businesses calculating ROI can be tricky especially when it comes to IT spending. Find out some tips on calculating your technology ROI.

When purchasing new technology, how often do you consider its return on investment? Here are a few tips so you can gain a better understanding of technology ROI and how you can calculate it in your business.

1. First should you consider ROI before or after you make a technology purchase?

The answer is both. Before purchasing, you want to carefully consider whether a technology service or product is worth your money. Then months after you've implemented it, you should analyze whether or not you made a good investment.

2. How to calculate ROI. When calculating ROI, it doesn't have to be perfect. Here is a simple formula to get you started. $ROI = \text{net gain}/\text{cost}$. Example, you spend \$100

and make \$150. Your net gain is \$50. $ROI = 50/100 = 50\%$ If you've yet to purchase a service or new equipment, you obviously don't know how much profit it will generate, so you'll have to do a bit of guesswork and estimation. It's also important to consider some intangibles. Think about the productivity costs of staff time, disruption, and frustration. Think about how much time your staff will save if you implement, say for example, a Managed Services solution? With your employees no longer having to put out IT fires daily, what if your entire staff saves 50 hours a week because of it? How much does that add up to in saved salary expense? It's important not just to think about the savings in time, but also what your staff could be doing with those extra 50 hours. They could put those

hours towards marketing or growing your business. That alone could make up for the costs of the technology investment itself.

3. Consider the benefits. Besides the staffing example mentioned above, consider how a technology investment can create new revenue streams. For example, an investment in VoIP opens up an opportunity to offer video consulting to clients in parts of the country that would normally be out

of reach. This obviously leads to a new revenue stream and increased profits. So ask yourself, can the technology you're considering create new revenue streams?

If you need help determining the ROI of a potential technology investment, feel free to contact me. My experts can help you determine the true benefits of a given technology and help you make a wise investment.

Author, entrepreneur, IT expert and speaker, Jeanne DeWitt has over 30 years of IT experience helping businesses navigate their way through the ever changing world of technology. Starting CPU, Inc. back in 1986, along with her partner David Hood, she has now become an international, go-to-source for expert advice in the IT Industry including Cloud Services, Infrastructure Security and Support, Cybersecurity, VoIP Phone Technologies, Enterprise Resource Planning and Business Continuity Planning.



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Connect with Jeanne at her websites, Hire An IT Expert and CPU Cloud Solutions as well as on



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PUTTING PERSONALITY INTO YOUR CONTENT

BY LYNNE WILSON

IS YOUR CONTENT KEEPING YOUR AUDIENCE ENGAGED? DOES YOUR CONTENT ACCURATELY REFLECT WHAT YOUR BRAND STANDS FOR? PUTTING YOUR PERSONALITY INTO YOUR CONTENT IS A GREAT STRATEGY.

Keeping the interest of your audience is a huge part of success in social media. This can be done in a number of ways, but creating entertaining content that is full of personality has proven to be one of the most effective. However this can also be challenging. To help make your content stand out, here are some quick tips for adding more personality.

First- Tell a good story

People LOVE stories! The trick is to come up with a story that has both entertainment value and

a message that coincides with the purpose of your content. Anytime you find that your content feels drab or is getting too detailed you can add a relevant anecdote or use a real-life example.

Next- Use rhetorical questions

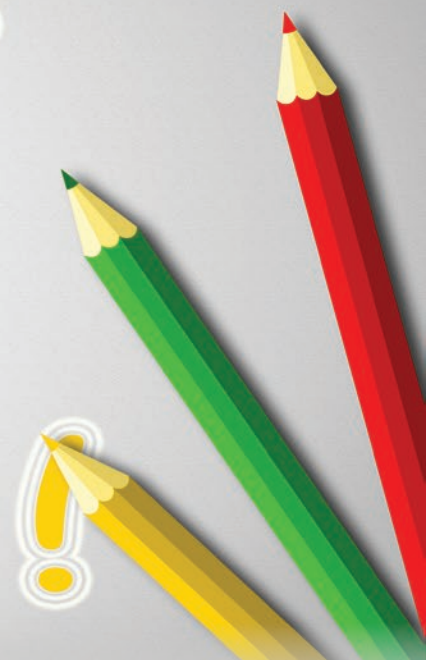
When we're communicating face-to-face we naturally do this, so when you add it to your writing or videos you'll seem more real. Rhetorical questions get the reader thinking for themselves, even momentarily, rather than simply being fed information.

Just be careful to not use too many or your audience will feel like they aren't getting any answers.

Another tactic is to be genuinely interested in your topic

This may seem obvious, but how can you expect your reader to be interested in what you're saying, if you have no interest in it yourself? If you feel like your topic is dry or boring, research it until you find what makes it intriguing. Then show your enthusiasm!

Share Your Voice!



Finally- Write like you talk

Rather than altering the way you communicate just because you're behind a computer, write with the same voice and enthusiasm as if you're telling a story to a friend. For many people, taking a conversational approach to their content is as freeing as it is effective.

Communicate the same way as in your everyday life, and your personality automatically infuses itself into your content.

So the best advice I can give is to sound like YOU. Your best YOU. When you infuse your writing voice with YOU, readers come back to hear more. Contacting you

becomes easier. Because potential clients feel they know you already! And most importantly, it's less work to just be yourself!

Learn more about Mix Strategy and ways that we can help with your social media by checking out our website at www.mixstrategy.com.

As a social media consultant, Lynne Wilson helps businesses of all sizes develop and grow an online presence through social media. Lynne's experience includes marketing/advertising on the client side, design work and social media content creation and account management.

Lynne provides ongoing support as well as content and posting services on all social media platforms. This is perfect for business owners who need to spend their time running the business.

Contact Lynne at her website and also on



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YOUR WEBSITE REDESIGN STARTS WITH YOUR CURRENT WEBSITE

BY LEE DROZAK

Do you suffer from web site shame?

When someone asks you about your website, do you find yourself making excuses before sending them to your online space?

Your website can make or break your business. According to a B2B Procurement Study from the Acquity Group, 94 % of buyers do some form of online research before buying.

Of that, 84.3% check your business website during the decision-making process. So you can see how important it is to get the odds in your favor.

Having an old, unappealing website can give people the wrong impression of your business.

But redesigning your website does not mean you need to scrap everything and start over.

Here are two simple ways to decide if you need to freshen your look.

Let's start with the most important pieces first.

Tip One: IS YOUR SITE MOBILE FRIENDLY?

Mobile friendly means that your customers can easily use your website no matter what the device. They should be able to find your information whether on a laptop, smartphone or tablet.

So you may have everything your customers need to make a decision but not in a format that is easy for them to access.

The easy change is to re-theme your site with a mobile friendly version. You don't need to scrap the content, images or information. You simply need to give it a way to be cohesive on all devices.

Tip Two: IS YOUR WEBSITE VISUALLY UNAPPEALING OR OUTDATED?

You have one chance to make a first impression, and you have 5 seconds at that.

Does your website scream vintage like you've walked into a home that has shag carpet, wood panels, and a pink bathroom?

Website standards and trends change over time, so it's easy to get out of sync with what is



popular now.

The design of your site says a lot about who you are as a business and the more pulled together you are, the more you'll appeal to your prospective customers.

If you're a "heart-centered" holistic coach your design needs

to be flowing and use natural elements while if your perfect client is an uncaged - no holds barred branding expert, then you can be a little edgier.

Changing out your theme or images on your site along with updating the colors and fonts can go a long way to giving you

a fresh and up-to-date look.

It's important to realize that redesign doesn't mean everything has to go. Sometimes a fine-tuning is all you need so that it all fits together and looks a little better. If you need assistance, allow me to help you find your website wow.

Lee Drozak, a WordPress Website & Digital Marketing expert, helps small business owners and self-employed renegades by developing and designing websites that are not only beautiful and reflect your personal brand but also have the proper layout and coding to help you step out of the shadows and stand out in a crowd. Lee offers a wide range of programs and services for WordPress websites – from a one-time re-design to being your right hand for ongoing changes and updates to your website.

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6 NOT-FOR-PROFIT LESSONS WE LEARN...FROM THE HUNDRED ACRE WOODS

BY THE MERIT GROUP

It takes unique individuals that truly follow their passion to serve the underprivileged, disadvantaged, neglected, poor, needy, or cause for social change by ideating a Not-for-Profit business into fruition. These individuals typically act out of sheer support for humanity and no personal gain. Thus a not-for-profit business is born. Many of the people that are committed to serving others had these principles ingrained in them from a young age.

Certainly the upbringing of these individuals played a factor, but many of the principles learned about serving and caring for others was inspired by the infamous author, A.A. Milne, when he created the incomparable character Winnie the Pooh. There are multiple life

lessons and even Not-for-Profit business lessons learned from the characters Milne created. From Christopher Robin and Winnie the Pooh to Tigger, Eeyore, and Piglet who frolicked in the Hundred Acre Woods.

Lesson 1, ***“As soon as I saw you, I knew an adventure was going to happen.”*** This is often referred to as “the calling” that we feel when we are drawn to represent in some way a not-for-profit organization.

Lesson 2, ***“Weeds are flowers, too, once you get to know them.”*** This is the unique trait all servant leaders of not-for-profit businesses possess. Infused in all not-for-profit organizers DNA is the ability to pursue affirming qualities in all individuals and circumstances.

Lesson 3, ***“You can’t stay in your corner of the Forest waiting for others to come to you. You have to go to them sometimes.”***

It is often said that for profit businesses can learn from not-for-profit business about effective business practices. This is one of those lessons to be learned. Not-for-Profits are constantly racing out of their corner of the forest to find new opportunities, new funding, new services to provide, more individuals to serve, etc.

Lesson 4, ***“A little consideration, a little thought for others, makes all the difference.”*** The thought for others is why The United Way is unrivalled in their successful fundraising campaigns. Their presentations tell a story about how the funds they have raised has helped someone within their community. Instilling the core value of thinking of others into their presentation.

Lesson 5, ***“You are braver than you believe. Stronger than you seem. And smarter than you think.”*** In starting up a new not-for-profit this has to be the mantra chanted over and over to keep the inspiration to serve progressing. It is also in similar form to likely become the vision



or mission statement of the organization instituting the social change.

Lesson 6, Finally, ***"If the person you are talking to does not appear to be listening, be patient. It may simply be that he has a small piece of fluff in this ear."*** This is the message all not-for-profit developers must keep ingrained as their

passion to serve their cause in the early phases of startup or in times of struggle. In the process of financial funding or in kind service pursuits it will often seem like the prospects have fluff in their ears when they don't seem to share your passion for your cause.

If you would like support in developing your Not-for-Profit

organization or guidance in obtaining your 501(c)(3) Not-for-Profit Tax Classification, we are eager to team together with you to get the results you desire. Visit The Merit Group website at: www.themeritgroupindy.com or TSR Investments, a subsidiary of The Merit Group, for the 501(c)(3) guidance, website at: <http://www.fasttrack501c3.com>/call 317-805-4896 today!

Shamara Cox has worked with businesses partnering in strategy, technique and implementation. Shamara is the proprietor of Shamara Cox LLC, Partner at The Merit Group LLC, CEO of BLING Sorority and Founder of Pressed Oil Life Ministries, Inc.

Terry Dove Pittman was Authentication Deputy for former Indiana Secretary of State Todd, where she acted as International Liaison/ Special Deputy between the State and many foreign embassies and foreign nationals. She is a Partner in The Merit Group.

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EMPLOYEE TURNOVER

WHAT ARE THEY SAYING ABOUT YOUR BUSINESS BEHIND YOUR BACK?

BY KATHERINE BURIK



A client called me in to give him a talent assessment of his leadership team. This was about a \$50 million family owned business, growing very quickly. It was an interesting project.

While conducting the interviews I observed that they were doing a lot of hiring. The business was growing but the amount of hiring seemed out of proportion to the growth.

I discovered that the business did not measure employee turnover. They just accepted that they had to keep hiring because people kept quitting.

So I did a simple analysis and discovered that the employee turnover was over 50% for their main category of employees. That means that they had to hire 50% more people every year than they actually needed to accomplish their business goals. That is crazy!

I did a little more digging and found problems with pay, work environment and most important management skills

or better stated, a lack of good management skills.

It is costly to hire, train then replace people on your team. It can cost upwards of twice an employee's annual salary to find and train a replacement. In this company, 50% turnover was costing them almost double their labor costs. Reducing turnover will reduce their labor costs, reduce training costs, reduce the time and cost of hiring and most important improve morale and the ability to get something done.

Seems pretty important, doesn't it? Yet this company and many other companies do not measure turnover and even if they do, they don't do anything about it.

It is important to measure turnover monthly and annually to see if you are having issues. If your turnover is higher than you can tolerate, you should figure out what is going on. Is it management skills, something in your environment or are you hiring the wrong people? Only by understanding the reasons

behind turnover can you begin to address this insidious and costly problem.

Here are some tips to reduce turnover:

- **Hiring the right people** is the single most important way to reduce employee turnover. Interview candidates carefully. Have a solid hiring process that ensures you understand the answers to the 3 most important hiring questions: Can she do the job? Will she love the job? And will she get along with the team?
- **Pay attention to employees' personal needs** and be flexible where you can. Get creative with work schedules or day care needs. Flexibility goes a long way but it costs very little compared to the cost of employee turnover.
- **Bolster employee engagement.** Say thank you. Make your workplace fun. Be sure managers' respect and recognize employees regularly.

- **Give employees room to grow** with challenging positions, training and developmental opportunities that they value.
- **Be sure everyone on the team understands the vision and goals** for your business. Don't make assumptions that they know

what you are thinking.

- **Address problem bosses.** According to many surveys, the number one reason people leave a company is because their boss is a jerk. If you even sniff out a boss who is a problem, address it immediately with coaching, training and reinforcement.

Employee turnover is a signal that there is a problem in your business. Measure it then figure out what is going on. We are always here for you if you need some help.

The Interview Doctor can help you evaluate your employee turnover to achieve better results. Just drop me a note at Katherine @ InterviewDoc.com.

Katherine Burik, partner in The Interview Doctor, Inc. with Dan Toussant, uses her extensive human resource experience to improve companies' talent acquisition process and coaches candidates on career advancement and job search. Her energetic and interactive speaking engagements tilt at that windmill of talent acquisition, development and job search techniques. Her 3 book series, The Job Search Manifesto, is published on Amazon, Apple, and Barnes & Noble.



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TIPS FOR BECOMING A POWERFUL AND PROFESSIONAL EXECUTIVE SPEAKER

BY DELORES PRESSLEY

The key to evolving into a powerful and memorable executive speaker is to stay calm and in control. The tips below will support you in learning to reduce nervousness and deliver a powerful presentation that will move your audience.

Take each tip and mold it to your personality. Make it work for your voice and style.

Tips for Preparing Your Speech: Begin With The End In Mind

Start your writing with the ending in mind. What is the purpose of your message? Once you have this definitive point prepared and an objective, it should drive all else beneath it.

Hear Not Listen

As you write, think about how

your words will sound – not how they read. Speaking is always more finite and simple than how a novel is done. Without this crucial fact, your speech ends up sounding monotonous.

Brainstorm Your Keys

Key points should flow out of your objective. Write these down, individually, on slips of paper and physically arrange them in order. Consider this order, and then possibly rearrange them to create natural links between each key. This task creates flow.

Stories Add Power and Uniqueness

Everyone loves a good story. Some stories can be used

for almost any audience. Tailor your story for your particular venue and add power and uniqueness to your speech.

Involve Your Audience

I mean really involve them. Grab a volunteer or ask a listener to answer a question. The rest of those watching will identify with that one person and each will feel as if they were called upon.

On Stage Tips:

Know Your Content

Have your key message points memorized or displayed visually. These points will keep your material flowing naturally and jog the less familiar statements out of you. If you

happen to stumble, your next message is there to help.

Perfect Means Practice

Your first audience is always you – in the mirror, and on voice recorder. Watching and listening to yourself as others will is important to gain confidence and spot weak points.

Your second audience is family and friends. Have them critique you on body language and clarity. No audience handy? Video record yourself for a similar effect.

Continue practicing and practicing. This will give you poise for any technical hitches or curve balls that the venue may present.

Open With A Bang

You have a limited time to make a first impression – merely seconds. So be sure to walk on stage with a smile and body language that is full of energy. You may also want to think of a quick fact or question that provokes thought and gets your audience interacting immediately.

Make It About You Not Me

Personalize the experience for those present. This is easily done by replacing me, myself and I with “you.” Even a personal story resonates best when you ask: “How would you feel if...?”

DeLores Pressley, Motivational Speaker and Personal Power Expert. To book her as a speaker or coach, contact her office at 330.649.9809 or via email at dp@delorespressley.com or visit her site at www.delorespressley.com



Watch DeLores' video series



DeLores Pressley, International Keynote Motivational Speaker and Success Coach, is dedicated to helping people launch bigger, bolder and braver lives. She is the CEO of DeLores Pressley Worldwide and Founder of the Global Up Woman™ Network. She travels the globe sharing insights, tools, and stories of how people can conquer any challenge and manage their lives to a place they never thought was even possible. DeLores is the author of Clean Out the Closets of Your Life, Believe in the Power of You, Empower and Co-Author of Oh Yes You Can!

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WE CAN CHANGE OUR LIVES

BY ROCHELLE FORREST

In life we have been taught the “right” way to do things. Our parents, ministers, teachers taught us what they know. Then, when we know better, we do better. This also means that we then teach differently. We have one life! Let us open all of our gifts! You are Packed Perfectly!

In my experience, many people live for the weekend and dread Mondays! We plan our vacations better than we plan our lives! Let us reflect and see if we are playing the game of life full out!?

What is your mindset?
What would you have to switch in life to change your patterns? Are you following other’s advice on your life? Each of us have a different plan. What I know for sure is when we quiet our minds and ask for guidance we get answers. God’s voice sometime is very quiet or sometimes is in your face loud. At times, mother Earth reveals answers. Seasons are very good reminders that we do have seasons in our lives too! Answers can be found all around us. We need to open our awareness and sometimes the answer and blessing is right in front of us!

Another thing to consider is what rules are you following? God’s? Man’s? Friends? I have learned to grow at times when the world rules do not fit! Is there a time when it is right to love? To change? To expand? We my friends have free will. Please don’t limit yourselves! God doesn’t!

At times I do the illogical. I have created habits that no longer



serve me. When I change it up! I get a different result. How about your doing the same thing and expecting a different result?

I have learned to go with my gut! I have had times when I have been waiting for more information, praying for changes and the change that needed to occur was in me! Life is a journey and a process. We are always on the route of correction. We must be in movement to see the

change. Please surround yourself with people that know your greatness and they can reflect it back to you. Follow your own tugs. In the past, I have blocked my own blessings.

Please know that we are here to love, serve, and learn. If you feel stuck please go to Rochelleforrest.com



Watch Rochelle's video series



Holistic Transformation Coach, Author, and Motivational Speaker, Rochelle Forrest, R.N., encourages individuals to step fully into their soul purpose and live their full potential. Wouldn't you like to wake up each morning feeling as though it was Christmas? Rochelle Forrest has that much joy and enthusiasm for life. Her mission is to teach you to find it too. Re-Ignite Your Inner Light and the companion workbook are Rochelle's action oriented tools that can light your path.

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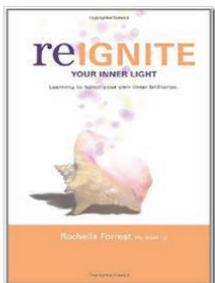


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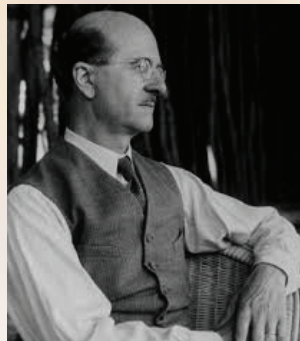


HOW TO IDENTIFY QUALITY ESSENTIAL OILS FOR AROMATHERAPY

BY DEB REIS, NP, MSN

Aromatherapy has been used for thousands of years and may be something you enjoy in your home. However, your aromatherapy may actually be more harmful than helpful!

Plants and essential oils have been used in health practices for thousands of years. The word Aromatherapy first appeared in the literature about 1937 by a French chemist, Gattefosse who claimed to effectively treat a bad burn with lavender essential oil.



Over the years, aromatherapy lost its true meaning as a healing remedy and became associated more with perfume and fragrances. We see advertising of lemon or lavender oil in our detergent and cleaners thinking that makes it work better – wrong! It is a fragrance and sells product but is not helpful to us!

Most essential oils sold in stores are **fragrance** grade. That means they have been adulterated. They are not given to us in their **genuine** form. In fact, some sources state that there is only about 2-3% of the world market that is actually genuine essential oils. You may have seen labels that read **100% Pure, therapeutic grade or certified grade** and you would believe that you are getting a

genuine essential oil. Probably not! There is a small amount of the pure oil in the bottle, maybe 5-10% of the volume, and the rest is an extender of some sort. In addition, there are no standards to quantify a therapeutic or certified grade oil.

Why is a genuine oil so important?

They are lipid soluble which means they can move into our cells to help promote healing and balance. However, solvents and extenders, which are found in most essential oils, are also lipid soluble. They can actually create more harm. WE do not know outcomes of long term build-up of solvents/toxins in our system. It may lead to inflammation and possible illness.

You might say, well I am just using my aromatherapy product as an air freshener and I like how it makes me feel – no harm with that right? Wrong! Once again you may be causing more harm than good to your health. When we breathe in an odor, it goes directly to the brain and if it is a



chemical, it can create concerns such as brain inflammation. Some people experience this when they smell a perfume and get an instant headache.

So what can you do?

Many leading experts believe that you have to investigate companies. Factors to consider:

- » What are the ethics and integrity of the company
- » Where are their farms or farm partners, do they do onsite visits
- » Do they do organic farming
- » Do they do proper distillation for specific plants
- » How do they label

These are a few questions to

consider. With proper use of genuine essential oils, you can enhance your health and maintain wellness every day. For more information about essentials, visit my website.

Reference - Essential Science Publishing. (2011). Essential oils desk reference (5th ed.). Orem, UT: Essential Science Publishing.

Debra Reis is a nurse, teacher and author specializing in holistic health and supportive therapies. She is the director and an instructor for the Certification in Clinical Aromatherapy program for the Institute of Spiritual Healing & Aromatherapy and nationally known expert in the area of essential oils for cancer care. Deb is also a Nia Black Belt instructor with current research and recent publication in the area of Nia benefits for women with a breast cancer diagnosis.

She is the founder of the Supportive Therapy Engagement Program (STEP) to assist organizations to implement and integrate supportive therapies into a patient treatment plan for better outcomes.

Connect with Deb at DebraReis.com and on



Watch Deb's video series



The Procedure is Over, But the Pain Lingers On

Yes, the bypass was successful. The chemotherapy worked. The kidney was a perfect match. Does this mean that your job is over?

Modern medicine is truly miraculous. There seems no end to the ways we can cure diseases and repair injuries. But medical procedures can be brutal on the body. Patients are often left with distressing side effects and unpleasant consequences of treatment.



Take the Next STEP for Your Patients

THE SUPPORTIVE THERAPY ENGAGEMENT PROGRAM (STEP) will help you implement or improve a Supportive Therapy program in your institution. Integrating therapies which address side effects of medical procedures is the next STEP toward better total patient outcomes.



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5 TIPS TO BOOST YOUR RESILIENCE

BY JOAN WASHBURN

Resilience is that indescribable quality that allows some people to be knocked down by life and come back stronger than ever. Think of your resilience capacity like the amount of gas you have in your car. The more you have, the farther you can go. Building a reservoir of emotional resilience gives you the confidence to know you can make it through a potentially stressful situation; it gives you the energy to continue down the road after stress drains you; and it gives you the ability to quickly reset your system to perform normally.

Here are 5 tips that help boost your resilience:

1: Find Meaning in Adversity.

Resilient people understand that pain, misfortune and failure are not end points. Every pain contains a lesson. Find a lesson that makes you feel better and align with it. The more you can leverage life's adversities as opportunities to grow, the more resilient you'll be.

2: Build a Community of Support.

Your closest friends, certain co-workers, family members, spiritual advisors and life coaches can help you weather any storm. These are your pillars of strength. Don't be afraid to lean on them in times of trouble.

3: Focus on Gratitude.

When adversity strikes, gratitude for the things that are going right in your life helps put tragedy in perspective. It takes 'training' to see the glass

as half full, so begin your training right now. What is one thing are you grateful for today?

4: Accept & Anticipate Change

It's part of life, my friends. And as humans, we are not crazy about change. Take this principal a step further and also accept and anticipate pain, misfortune and loss. Learn how to cope effectively instead of avoiding such experiences and you'll build up the very important trait of resilience.



5: I saved the best for last! **Hang on to Humor!**

The same reason that some version of “gallows humor” and “comic relief” have probably been with us since the beginning of time is that [Laughing](#) in the face of adversity can be profoundly pain relieving, for

both the body and mind.

I’m forever telling my clients that life is about how we respond to situations, because the situations themselves are often beyond our control. If you wait for a peaceful moment to begin to move toward your goals,

they will never happen. Instead build your resilience so you can weather the storms and keep moving forward and make the big goal a reality.

Email me to schedule a breakthrough session to find out how!

Joan Washburn coaches busy professionals to reclaim a sense of order and balance in their life—to essentially bring “calm to chaos” if you will.

When we are overwhelmingly busy, more often than not, our priorities fall victim to circumstance. Her ultimate goal as a coach is for her clients to break free of what is not working for them, discover what they really want for their lives, then support them as they make it happen!

Connect with Joan at Washburn Endeavours and on



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- FINALLY make your big ideas happen

Whatever your goal or dream...WE can make it happen! Find out how, now.
Contact me to see if NOW is the time for you to go for it!

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IS IT THAT HARD TO BE CIVIL?!?

BY KRISTIE KNIGHTS, LPC



Lack of communication with your ex-spouse can be very frustrating unless there are no children involved. Those without children may find they prefer never again to speak to their former spouse. However, if there are children involved, having an unwilling-to-communicate-ex complicates an already difficult situation.

However, there are alternative forms of communication to bridge the gap and ease the burden for the children.

As I sat on the bleachers at the hockey rink, alone, I stared at the couple beside me. They had been divorced for nine years (I didn't know that at the time). They laughed with one another, sharing in the joy of watching their son's success in the game. They discussed the evening's events as they went their separate ways. My ex was practically on the other side of the rink, which is not

unusual. Although our separation and divorce span nearly four years, today, in public, his unwillingness to communicate hit like a ton of bricks. Tears streamed down my face. It was a constant flow where...you know, ladies...no matter what you think about, they just won't stop. The game ended. I stood in the lobby, unable to control the tears. I was baffled by the onslaught of emotion. I was confused as to why now since he has refused to speak to me for three years.

Time does not heal all wounds. Well, perhaps it does. But, in this case, not fast enough. Yes, I have moved on. Yes, I remarried a wonderful man who grew to be my best friend, then life partner. His unconditional love and steadfast support are more than I could have ever imagined having in my life. But, the pain of the divorce and its repercussions still surface from time to time.

There can be a lot of guilt and shame associated with self-protection and choice. I know, I have felt it. But, I tell myself, I am setting an example to my children of how they deserve to be treated as well.

Here are a few methods to utilize if the lines of communication are not open, yet permitted at the minimal level for the benefit of the children.

1. Cozi Calendar: www.cozi.com
2. Our Family Wizard: ourfamilywizard.com
3. Google Calendar: www.google.com
4. Online Divorce Calendar and Organizer: www.divorcesource.com
5. Shared Custody Calendar: www.2houses.com

This list is not exhaustive. There are many from which to choose.

Since each situation is unique, it is important to see what works most efficiently for you and your ex. The primary goal is to keep the children out of the middle, which is the definition of healthy co-parenting.

My tears continued to flow during the ride home. It was just my son and myself in the car. I tried to hide them. But, he is his

mother's son and very intuitive. The rawness of my emotions yielded a beautiful conversation on learning to live again, learning to love again, and learning to honor thyself in the process.

Be real. Be raw. Just be. K.

Kristie Knights is a Licensed Psychotherapist, Collaborative Divorce Coach, Professional Speaker, Author, and Co-Owner of the Life Balance Center in Mars, PA. She facilitates a Divorce Recovery Seminar Series entitled Release, Recover, & Renew geared for clients going through the divorce process. In her private practice, she has helped guide hundreds of clients, both nationally and internationally, to lead a life of joy and purpose. Kristie is a contributing author to Inspired Entrepreneurs: A Compilation of Women's Triumphs in Business and Life.



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Kristie Knights is a
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Be real. Be raw. Just Be.

LIFE IS LIKE AN APPLE - GETTING TO YOUR CORE

PART 2

BY LILLIAN ZARZAR



The Orchard of Life journey continues. Because Life is like an Apple every bite you take brings you closer to the CORE of who you are. The four elements are Courage, Omniscience, Resilience, Enthusiasm. We continue with Omniscience.

The origin of the word omniscience comes from Latin "omnis" meaning "all" and "scientia" being "knowledge." At your birth, a seed of awareness is planted in the heart of your soul. Seeds of thought take root in your mind and the soul is your

mind's gardener. You are born with depth of understanding.

Though you can't communicate what you know as a baby doesn't mean you don't know. Like the apple seed containing the most concentrated nutrients, so do your cell-seeds have innate wisdom. Knowledge is contained in the seed. As the seed grows it's nurtured by the environment. Everything attending to its awareness is applied to its development.

That's why every experience you have, every bite, serves you and

why your heart knows the truth of your existence. It's in your heart that you comprehend principles of life. Have you ever had a feeling about something? Perhaps you had a premonition and the event came to pass? Your soul is listening and gardening.

Trust yourself. You know that you know. You have that feeling - that sense. When you try something new with practice you increase your awareness. That foundation of learning builds through your Life and

adds to your body of knowledge. When you trust what you know, you can better manage what you think you don't know! Every opportunity provides you with a fertile environment for pruning.

The more you enhance your awareness, the more you are balanced in your emotions. With each bite of the apple, you branch into new areas. When

you look back at events in your life you can see the service provided for you and others. Every bite contains nutritional knowledge!

Sometimes the bite doesn't taste as good as you anticipated. Sometimes the awareness of your knowledge reveals itself later. While there is tartness in difficult lessons learned, there

is promise of the sweetness of the fruit.

Take a bite of your apple of Life. Test yourself, push your limits, extend your boundaries. Discover what you know and use that knowledge to serve others.

Walk through the Orchard of Life and taste every bite of your apple.
Revelations

Lillian Zarzar, Certified Speaking Professional, (highest earned designation by the Global Federation of Professional Speakers) offers interpersonal communication insights through thought-provoking sessions as a Trained Demartini Method® Facilitator with the Demartini Institute in Texas.

She is member and past president of the National Speakers Association-Ohio and adjunct professor, Communication Studies, Ohio University.

Zarzar was quoted in Self Magazine, highlighted in Columbus Business First, appeared on Fox 8 Good Day Columbus, and has written articles and books including Conversations on Success.

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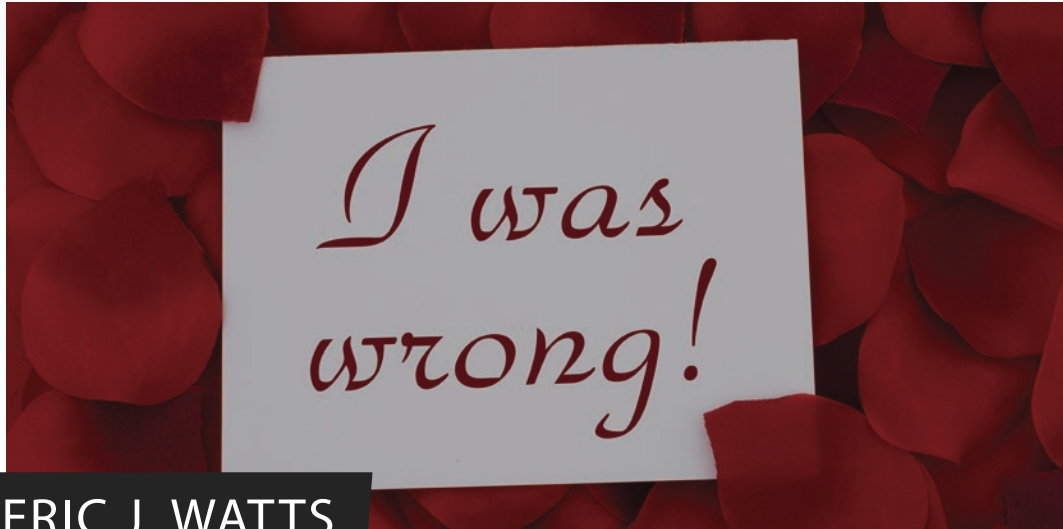
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THE BEST THINGS GOOD LEADERS SAY



BY ERIC J. WATTS

In basketball, the 3-point shot has become an important part of the game. In life, if leaders would sometimes just say 3 words – I was wrong – it could change the perspective, drive, and development of your entire team.

It takes a lot to admit when you're wrong. You have to do some soul-searching. After that, you've got to be brutally honest with yourself. What's more, you've even got to do something that is often foreign to you: **consider the other person and their feelings**. This is what the best leaders do.

Because you, as a leader, understand that admitting when you're wrong not only helps you, but it will also greatly help your team in at least three major ways:

1: It Humanizes You.

When a leader admits that she's wrong, it shows everyone on the team that you're not above them. Your team feels like they can relate to you. You're someone they feel comfortable having honest conversations with.

2: It Will Help Your Team Grow.

Members of your team will say, if you can do it, I can do it too. These are the kinds of habits that you want your team to take on. This will create a culture of accountability throughout your team. Now team members will hold each other accountable. This is the good kind of peer pressure that's missing in many organizations.

3: It Fosters A Culture Of Trust.

Without trust, your team will fail. As the leader, you must prove and show yourself to be trustworthy. At all times. Even when you get it wrong. You must show a commitment to owning it and commit to working with

your team to regain or maintain their trust.

I want to help you find and say the three most important words to your people.

Contact me today and let me help you find the best good things to say that will help you and your people grow.

Mr. Eric J Watts is an Inspirational Speaker and Transformational Coach! For nearly two decades prior to founding WordTalk Productions, LLC, he worked for two Top 25 Fortune 500 companies.

In his business, Eric coaches people to become more effective and confident leaders. His experience as an adult education college instructor and Certified Coach, Speaker, and Teacher with The John Maxwell Team have uniquely prepared him to help people transform their personal and professional lives.

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POWERFUL PROSPECTING SYSTEMS

BY DIANE HELBIG



How's your prospecting plan working out for you? Are you targeting everyone? Maybe you're finding it hard to connect to qualified prospects. No worries! There are some practices you can use to improve your odds.

Prospecting is the beginning of the sales process. In order to do it effectively you have to have a process that you work consistently.

But what system you may be asking. Let's take a look at a system that works.

It begins with defining your target market or markets. Believe me when I tell you that your product or service is not right for everyone. It IS right for the people or companies that need it and value it. So, what does a good client look like? It looks like the current clients you have that you like. Those clients who you are doing great work for and who really value what you do.

Now that you know who they are you know what target they fall into. The next step is to identify who is actually in that

market. Make a list with contact information.

Now, would you rather cold call them or get an introduction? Just as I suspected! You'd rather be introduced. Great! Reach out to your network and see if anyone knows the people or companies on the list. Where you find a connection, ask for the introduction.

Where there isn't a connection you'll have to cold call in some fashion. Decide the method that works best for you. It may be picking up the phone and calling

them. It could be sending an introductory letter. Or, maybe it's conducting a seminar or workshop and inviting them to attend. Whatever method you choose, decide what you are going to say and how.

Here's something to embrace about the outreach – it is NOT to sell to them right away. The purpose of the outreach is

to gain a meeting. When you remember this is your goal it will be easier to have a conversation with them. All you want is the meeting.

Keep track of who you are contacting and when you contact them. And, here's a critical piece of the puzzle – put your activities on a calendar. Don't leave prospecting to chance. Treat the

process as appointments and put the steps on your calendar. That way you will be sure to do them on a consistent basis.

Developing a system for gaining the sales appointment is what prospecting is all about. And if you find you need some guidance, reach out to me through my website at www.seizethisday.co.

Diane Helbig is an international business and leadership change agent, author of *Lemonade Stand Selling and Expert Insights*, speaker, and host of *Accelerate Your Business Growth Radio* show. As president of *Seize This Day*, Diane helps businesses and organizations operate more constructively and profitably using her expertise in small business, sales, social media, networking, and leadership.

Diane is the creator of the *Clarity of Course Sales Training Program* and the founder of *Business Opportunity Network™*, a business referral/mastermind program with chapters throughout the United States.

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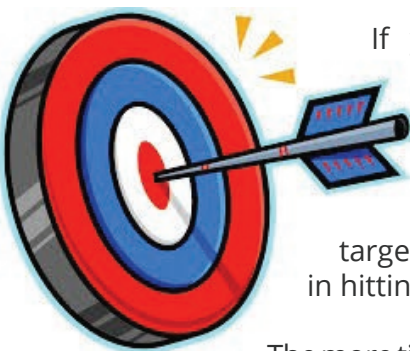
BY LEANNE CANNON

What is the MOST important thing you NEED in your business to make money? I think you will agree with me that it's *clients* or *customers*! Filling your business with customers is the No. 1 thing you need to do to become and remain successful! Client attraction reigns supreme among the many facets of your business. So, how can you draw clients to you rather than chase them all the time? How can you get people to call you instead of always the other way around? What methods can you use to increase your client base?

THREE PRIMARY KEYS:

1. **Know EXACTLY Who Your Client Is!**

The very FIRST thing you must do is to know *exactly* who your client is. Not in a broad sense, but in the smallest, most minuscule, micro-dot way possible. Entrepreneurs tend to say they can help EVERYONE, so they market to everyone. Others, who recognize that they need to hone down their market to a smaller piece of the pie, will section off a segment of society and call this their "target market". This is a good start, but still misses the mark.



If you were in an archery competition and wanted to score the most points and WIN the game, the BULLSEYE is the ONLY part of that target you would be interested in hitting!

The more times you can hit it, the better your chances of winning! In business, we need to do, what I call "Bullseye Marketing" rather than "Target Marketing!" Many are afraid to limit their market to that degree

because they are afraid of losing so much "other" business. But if you don't get No.1 right, you *can't* do No. 2!

2. **Create a Compelling Message!**

The second most important thing is to create a compelling message." If your market is too broad, you must water down your message. If you try to talk to *everyone* ... *nobody* hears you! In order to "speak the language" of a particular market, you have to talk about the exact things that RESONATE with *them*. When you can craft your message so that they RECOGNIZE THEMSELVES in your marketing piece; *they* will call *you* and say, "I want to work with you!"

3. **Differentiate Yourself in the Market Place!**

This is critically important in assuring that potential clients will be drawn to you and actually call you first! "I'm a Financial Adviser!" How *many* financial advisers are out there today? Yes, all of us can seem so similar in the market place. What can YOU do so differently that people will LOOK at you, TALK about you and be INTRIGUED by *you* and *your* services?



What if you looked up and saw a PURPLE COW among a herd of cows on the hillside? That's the one you will *look at, ask* questions about, be *intrigued* by and talk to others about! That needs to be YOU in the market place! You need to be like a PURPLE COW on the hillside!

Give these three ideas some thought, then put them into *ACTION* and watch what happens! You'll be drawing clients/customers to you like you've never done before! ... GUARANTEED!

If I can be of service to you, please call me at 330-400-9814, send me an email or **join my mailing list: TEXT Leanne123 to 428282**".

Leanne Cannon is a keynote speaker, business trainer and coach who has a passion for inspiring others to believe in themselves and ignites them into action! Her unique style of communicating with the audience as a public speaker challenges them to explore their own potential and to believe that, despite all odds, virtually anything is attainable for them. As a Business Coach, her aim is to assist entrepreneurs in growing their business along with their self-confidence.

Connect with Leanne at her websites, LeanneCannon.com and Dream Achievers Unlimited and on



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LEANNE CANNON

Author, Motivational Speaker, Business Trainer and Coach

AS A BUSINESS COACH ...

"Working with Leanne has been a true blessing for both my business and personal growth. She has encouraged me to take actions steps that have helped me make large strides with my goals and ambitions. I am truly thankful for her caring and inspiring presence in my life." - Dr. Tunis Hunt Jr DC



AS A MOTIVATIONAL SPEAKER / BUSINESS TRAINER ...

"Leanne is a very thoughtful speaker who challenges her audience to stretch beyond their comfort zone. She is effective at conveying her message by engaging the audience on an emotional level. Her ability to deliver an entertaining as well as impactful speech make her a compelling communicator." **Bill Ferry, Director of Global Relocation Systems at SIRVA**

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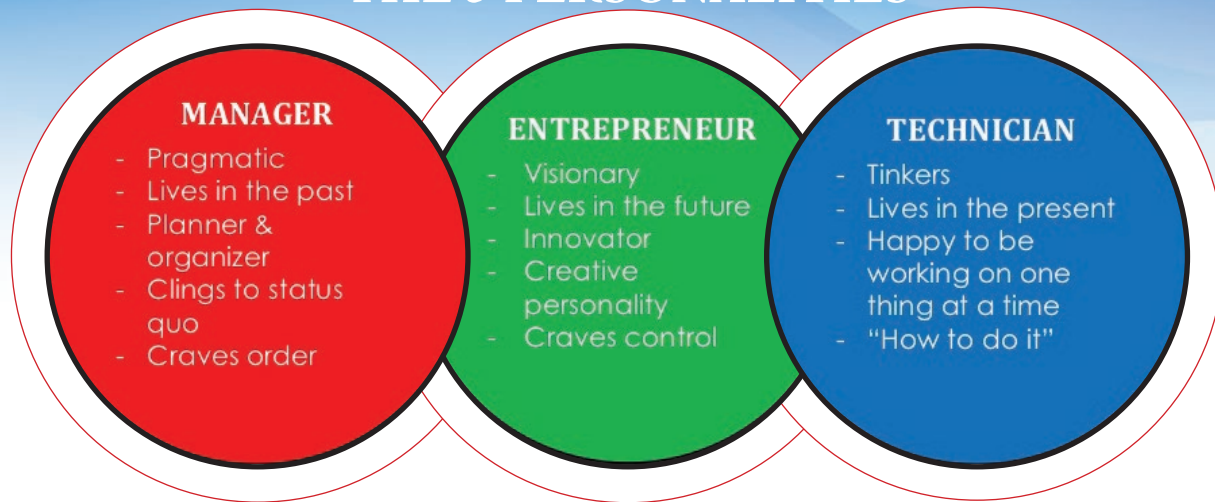
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THE THREE UNIVERSAL PERSONALITIES AT WORK IN THE LIFE OF AN ENTREPRENEUR

BY MICHAEL KAPLAN

THE 3 PERSONALITIES



Three universal personalities are typically at work in the life of a business owner: the Entrepreneur, the Manager and the Technician. You may have heard about these three personalities already, but it's important for you, as a business owner, to understand how each personality works and the impact of each on your business.

Understanding these three personalities is the beginning of the path to real transformation in yourself and your business.

Each of the three personalities within you thinks differently about your business. As you read the following explanations, think about how much of your time is spent operating as each personality.

1. The **Technician** performs work that is direct and hands-on, mostly making, selling and delivering. The Technician is focused on effort and how much can be accomplished or produced and by when. The Technician associates money with income and asks, "How can I produce more so I can earn more?" In other words, the Technician focuses on trading time for money. To the Technician, work is about what he or she can do personally.

2. The **Manager's** work is a mix of technical and strategic while focused on getting results through others. The Manager is concerned with developing systems that consistently produce great results, and trains employees to operate and innovate those systems by asking, "How can we be more productive?" The orientation is on the results of the team, unlike the Technician who focuses on his or her own production. Overseeing efficient production and delivery of service are a Manager's key areas of interest. For Managers, time and money are resources to be allocated carefully.

3. The work of the **Entrepreneur** is visionary and strategic. It gives the business its shape. The Entrepreneur is a dreamer who focuses on the future, eager to achieve his or her vision. Money to the Entrepreneur is about building equity and getting a good return on investment. The Entrepreneur is oriented around the performance of the business as a product itself. Ultimately, Entrepreneurs develop the vision for the future of the business and communicate that vision, with conviction and passion, to everyone the business touches: employees, customers, prospects, suppliers, lenders, investors, and the community.

The tragic failure rate of businesses can be explained by the predominance of owners operating as the Technician at the expense of the other two. Is that you?

You'll find your business taking leaps forward when you cultivate the systems view of your inner Manager and set your inner Entrepreneur free to dream.

Understanding, developing and balancing all three personalities in you and your organization provides

the foundation for creating a vibrant business that you are passionate about. Sounds fantastic, doesn't it? For some this is easier said than done. I can assist you.

As an E-Myth Certified Coach, I am here to help you figure out how to transition from Technician mode into the work of the Manager and Entrepreneur so your business will blossom.

Contact me to schedule your complimentary consultation.

Michael Kaplan is a seasoned business owner with a skill for creating successful businesses, leadership transformations, and personal growth with owners and managers of mid- sized businesses. He has a passion for people development. Kaplan has more than 36 years of experience in sales, business coaching and entrepreneurship. In 2008, he opened his own coaching business, Strategic Solutions Coaching, and developed his business coaching system, GPS (Growth Producing Strategies) for Business™ that gives business leaders a new way to look at their businesses to accelerate growth. As a Certified EMyth Business Coach, he has access to the most comprehensive business development system anywhere.

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ARE YOU A LEADER OR A MANAGER? THE TWO SIDES OF EXCELLENCE

BY ANN N. GATTY, PH.D.

There is plenty of talk in business today about what it takes to be a good leader. Plenty has been written about the distinctions between leadership and management. But does it really matter when running an organization? I believe you need both skill sets to be successful.

Leading and managing are two sides of the same coin. The style of a leader and that of a manager are both necessary ingredients in running a successful business. **Leading is more about the people side of the business organization.** A good leader inspires people to believe in him or her; a great leader inspires people to believe in themselves. In other words, the art of leadership focuses on building relationships and being able to influence others to follow as you chart a course.

Management is more of a craft. It's more skill based, like cooking or carpentry. The skills include orchestrating operational procedures that need

to be proficiently demonstrated on a daily basis. Managers are necessary in keeping the operational systems running smoothly and also, monitoring the financial numbers. We find managers need to be more task oriented.

But there is nothing better than an inspiring leader. When the going gets tough within the business, it's gratifying to have a motivating voice and an optimistic leadership presence.

Warren Bennis is known for being a leadership guru. In his classic, *On Becoming a Leader* (Basic Books, 2009), he describes the differences between managers and leaders. According to Bennis:

- The manager administers; the leader innovates.
- The manager maintains; the leader develops.
- The manager focuses on systems and structure; the leader focuses on people.
- The manager imitates; the leader originates.
- The manager accepts the status quo; the leader challenges it.

Are you a leader, a manager, or a blend of both? Becoming a better leader requires some self-reflection. Learning how to think about the people with whom you work, while communicating the vision of where you are asking them to follow. Becoming a better manager takes time as you learn the business operations, and how to navigate within your industry's trends. In addition, managers are known for setting benchmarks for business



development and interacting with the people to see that their talents are used appropriately.

Whether you prefer the leadership or management side of the coin, continuous learning is always required. Practice your listening skills to learn what employees and customers are saying. Stay curious about how to improve both business strategies and operational systems. Model behavior you expect from others in the organization, and hold yourself accountable for moving your business forward.

People management skills is a learned skill and one that you cannot afford to neglect. So, listening to others' advice, staying open to new ideas, modeling appropriate behavior, and remaining accountable will take you far. The combination of a leadership skills and management skills is valuable and far more useful than either alone. I talk about leadership and management styles and strategies on our website, www.strategicpeoplesolutions.com. Visit and sign up for our newsletter. Lots of interesting articles are available.

Dr. Ann is an expert at building businesses to work brilliantly. She helps her clients create workable strategic business plans and success initiatives, while improving their workplace processes. She is frequently featured in the media and writes for AllBusiness.com and WomenOnBusiness.com. Her interactive speaking engagements assist participants in discovering new-found talents and skills they can immediately apply in the workplace. To see how Dr. Ann can help you to improve your business, visit www.StrategicPeopleSolutions.com.



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VISION, MISSION, AND VALUES: **THE REAL DEAL**

BY CINDY ALLEN STUCKEY

Does your business have a Vision Statement? How about a Mission Statement or a Values Statement? If you don't have these statements or you're not using them to guide your business, you're missing out on 3 of the simplest and most effective management tools you can find.

At times, business owners get the idea to write vision, mission, and values statements. Perhaps the owner holds a retreat to create the most poetic, sweeping statements that will sound wonderful to the team and look great on the marketing material.

Your business's vision, mission, and value statements are not intended to be motivational tools—they are management tools. Each one has a purpose and should express the standard of how your business will operate and how each individual team member is to conduct him or herself. They provide rules of how people will treat each other, your customers, your vendors, and your equipment.

Here's what should be contained in each document; now you can create valuable management tools instead of fluff pieces.

1st is the Vision Statement which is future oriented—it's your business's "Declaration". It's an explanation of where you desire to be and answers

"where are we going?". Ask yourself the following questions and write down your honest answers:

- Why did you start (or buy or take over) your business?
- What do you want your business to look like (inside and outside)?
- What does your business do?
- What makes your business unique? To employees, to customers?
- What is your business going to do?

Next is the Mission Statement which is "now" oriented—it's your business's "Constitution". The Mission is a detailed account of the overall strategy and specific tactics your business will employ in pursuit of your vision. It answers "how do we do it?"

Ask yourself the following questions and write down your honest answers.

- How do we achieve our vision?
- What systems do we have in place (or need in place) that should be referenced?
- What are our overall operational goals?
- What do our individual team members need to do in order for us to reach our vision?

The 3rd statement, the Values Statement, contains the "self-imposed" laws that are not



illegal in the outside world per se, but rules that your team agrees to abide by. It clearly defines what behavior is acceptable and what isn't, by all team members, all the time.

Ask yourself these questions and capture your answers:

- What behaviors are and are not expected of our team members?
- Specifically, how should our team members treat each other, customers, vendors, equipment, cash, and our facility?

- How do our individual team members need to behave in order for us to have the kind of company culture I desire?

Rolling out your vision, mission, and values is not an event—it's a new beginning. These should guide all the operations in your business. If you want your team to take the statements seriously, then show them how seriously you take them by talking about them and demonstrating them constantly.

I invite you to my website for more information on vision, mission, and values.

After many years in the business world, Cindy Allen-Stuckey, founded Making Performance Matter (MPM) to empower business owners and leaders to achieve sustainable high performance. She does this by providing strategy planning and execution; business and executive coaching; and facilitation and leadership development. Cindy is certified in Human Performance Improvement through Association for Talent Development, is a Certified On-Site Extended DISC Facilitator, and is a Certified Results Life Coach. MPM is a National Certified Women's Business Enterprise (WBE).

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Making Performance Matter works with organizations to close the gap between their business strategy and execution by focusing on their only real competitive advantage -- **their people.**

Contact **MPM**

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ENGAGING YOUR EMPLOYEES FOR SUCCESS

BY MEGAN PATTON

You've probably heard the term "Employee Engagement" used to describe a best practice within an organization. But what does it look like, and how do we know when our employees are engaged?

In a somewhat simplistic sense, employee engagement is a focused approach in the workplace that results in happy employees, committed to the organization, who are giving their best each and every day. These employees believe in the company, are proud to work there, and are committed to the success of the organization. It is up to employers to set the stage for a culture of employee engagement – by creating the right conditions so employees will strive to reach their individual potential, and create successful outcomes for the organization.

There are several ways to tell if your employees are fully engaged in their work and in the company culture. How is their attitude? Engaged employees are generally very positive and upbeat. They look forward to coming to work each day, and actively seek out opportunities for contribution. They are eager to discuss ideas and work to inspire those around them. Engaged employees are great to have on a team, because of their positive attitude

and the fact that they will "cheerlead" others. Engaged employees also feel pride in the company or organization. They have a deep sense of loyalty, and will quite often go the extra mile to ensure work is done to a high standard.

Numerous research studies and surveys have been done around the topic of employee engagement. The findings are fairly universal in suggesting that employee engagement actually drives bottom line results for companies. This is partly due to the fact that the majority of engaged employees believe they can make a difference for their company in the areas of productivity, product quality, customer service and cost containment.

Unfortunately, employee engagement isn't something we can implement! It requires a concerted effort on the part of the top leadership to actively create a culture of engagement. Leaders cannot mandate engagement. It has to grow organically in the right environment. It starts with two-way communication. Leaders need to share their vision for the company down to the lowest level in the organization. They need to be willing to listen to comments and ideas, and show gratitude to the employees who are sharing their thoughts

and ideas. Employees have to see that there is a path for growth. Most people are motivated by additional learning, adding levels of competency and complexity to their jobs and being able to envision a path for growth.

Focusing on communicating the vision and the yearly business plan, engaging employees

in conversation, and providing additional opportunities for growth are three great ways to begin to instill a culture of employee engagement in your company. If you would like assistance as you look at your company culture and contemplate change, feel free to contact me at mpatton@odastrategy.com. I'm happy to help you focus and thrive in your business!

Megan Patton is a business strategist who has been a management consultant, trainer and executive coach for most of her career. She spends her time working with individuals, companies and non-profits to help define and implement strategies that enable peak performance and growth.

Megan is also a licensed affiliate of The One Page Business Plan Company. Megan is a strong believer in lifelong learning, and continues to take classes on a variety of subjects.

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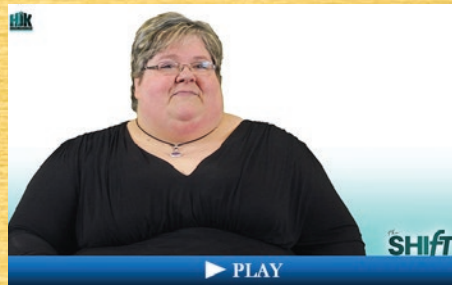
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