

SOAR to SUCCESS

May 2016

MAGAZINE

LYNNE WILSON,
SOCIAL MEDIA MARKETING
CONNECTS PERFECTLY TO HER
SKILLS AND TALENTS

THE DANGER OF
PERFECTIONISM

PLUS:

- + Seeing Things Differently
- + Your Vision Provides the Path
- + It's All About You, Until It Isn't
- + Life Is Like An Apple – Getting to Your Core
- + Are You a Baby Boomer Hiring a Millennial Leader

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PAT ALTVATER



Soar to Success
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What Matters Most to You?

Do you ever feel like you are a chicken with its head cut off, running here and there, spinning your wheels? Totally disconnected from what matters to you most - your WHY! It's the reason you decided to leave the safety net of a JOB and start creating, risking and being vulnerable on an entrepreneurial path.

It's your vision, your BIG vision, that keeps you going, isn't it? But sometimes we get so overwhelmed that we lose sight of the vision. We're so busy that we forget that thing that motivates us to keep on keeping on over the obstacles and through the ups and downs of our daily lives. It's easy to let our WHY slip away into the background, while WHAT (to do next) takes over.

If you can relate to this, I've got some ideas for you:

1. **Take a vacation and unplug.** Yes, I know that seems impossible; maybe unplug for most of the time. It will do your soul good and give you time to rejuvenate and re-connect to your WHY.
2. Make sure you have a **written Vision Statement.** If you don't have one, Michael Kaplan's article this month can get you started.
3. **Join a Mastermind group** where you can freely express your challenges without judgment as well as learn from others.
4. **Give up being perfect.** Sometimes that's what keeps us spinning without accomplishing much. For great tips, take a look at Joan Washburn's article, The Danger of Perfectionism.
5. **Get enough sleep.** Don't burn the candle at both ends, do whatever you need to do to give yourself a life with plenty of time for what gives you joy as well as what your body needs. Jamie Sue Johnson's article, Are you getting enough ZZZ's may be of help.

Wishing you a fantastic month ahead; 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

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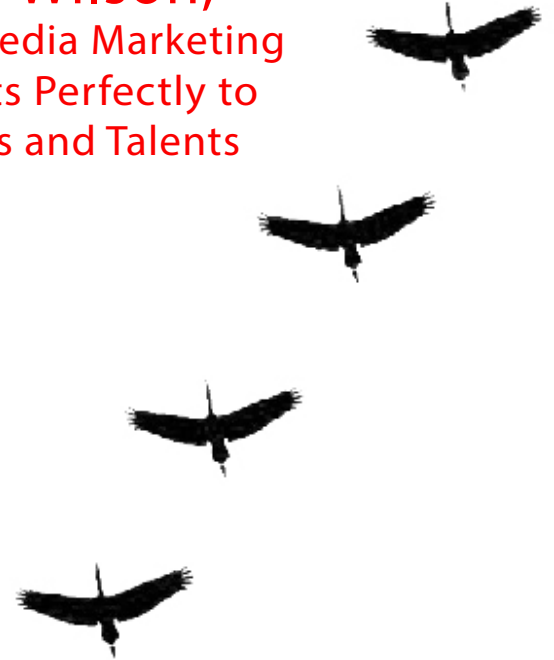
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LYNNE WILSON,

SOCIAL MEDIA MARKETING CONNECTS PERFECTLY TO HER SKILLS AND TALENTS

Do you remember your favorite Christmas present from your childhood? Lynne Wilson does. Her favorite gift each year was a new set of Crayola crayons for creating new and fun projects. She has effectively transitioned that passion into creating copy, images and posts for her clients on social media.

According to Lynne, she was drawn to the niche of Social Media, within the realm of Marketing, because it lets her be a marketing strategist, copywriter and graphic designer all at the same time. Those are the things she loves and has been interested in since she was young, especially the visual component.

Lynne's creative background in writing and visual, led her to obtain a Bachelor's Degree in Marketing and then an MBA. She went on to work in corporate marketing for ten years. During the following ten years, she took a break from the 9-5 world to raise her children, and during that time, Facebook, Twitter and the rest of Social Media came into existence.

She was intrigued with this new technology that allowed people from across all spectrums of life to stay connected and interact with one another. So





she monitored this trend, learning as much as she could about the different platforms, while raising her children.

When she returned to the workforce, she first managed the marketing for a small company for several months, which of course included the new aspect of social media marketing. She immediately realized that she could excel at this type of marketing and gained the confidence to start her own business.

Lynne did not have role models to prepare her for owning her own business. Her parents were not business proprietors, nor were their friends, so Lynne had not spent time around entrepreneurs. Never-the-less she decided to test the waters and set up her own marketing endeavor focusing on social media. Beginning with just a handful of clients, she soon realized that she was able to turn her idea into a viable business opportunity and MixStrategy was born.

With Social Media being a field that many business owners and entrepreneurs would rather not have to learn or keep up with, she realized her business could fill an important need. Lynne has found that small business proprietors simply do not have the time or expertise to handle all their marketing options effectively. Another issue they have is understanding what type of social media marketing is best for their particular business; Lynne knows that what is right for one, may not be right for another.

Lynne is a life-long learner and so that's another reason being a Social Media Strategist suits her. She loves learning about other entrepreneur's businesses and determining how she can help get their product or service noticed in the marketplace. Lynne says *"I enjoy helping people put a campaign together on social, with the added benefit that we can immediately observe the results."*

She works in an environment with constant change: each client's business changes and evolves over time, as well as, new social media platforms



pop onto the scene regularly. She has discovered that there is always something new to learn and with the rules on the various platforms constantly changing as well, it provides Lynne with the variety and learning opportunities that are important to her personal growth.

She has noticed that one of the biggest mistakes businesses make is not assessing the big picture when planning their marketing strategy. The bottom line is to add customers, whether they use an email, direct mail or a social media campaign. She believes every business has to look at how social media will help them make money and then decide which platform does that for the least cost. She cautions not to start posting randomly because you think you are supposed to be on a certain social media platform; being strategic and consistent are key according to Lynne.

When Lynne works with her clients she helps them narrow down the available list of options to the most important facets of a marketing plan that is right for their business and then helps them become consistent in using those platforms to increase business, maintain contact with clients and expose new prospects to their business.

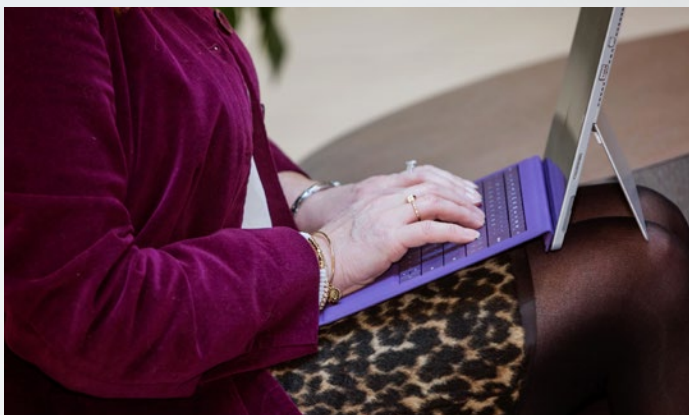
Even though Lynne wants her business to be a resource for business owners that want to start or improve their social media presence, she is selective in choosing her clients. When she meets with a potential client, they have a conversation and decide what the client is trying to accomplish. She needs to know, what they have trouble with and then decide if her services will provide a good fit for that client, as well as, her own business.

“I want the customer to be right for me and I want to be right for the customer.”

One-to-one consulting is Lynne’s preferred way of delivering her services, but in the future she plans to offer webinars, online and video training. Her goal is to offer the highest quality custom service to fit every client’s individual need.

Lynne is in a very good place right now with her life and her business. She finds her work rewarding and still has time for her family and friends. She also likes the idea of being able to set her own schedule and balance family needs in her daily life.

She understands that to ultimately reach her goals she needs to let go and allow others to help with



certain aspects of her work, otherwise it's difficult to maintain that balance.

For some "letting go" is a daunting task. Lynne herself has learned this important lesson and now does not hesitate to hire an intern or temporary hire to facilitate the pieces of her business that do not require her full attention.

She also volunteers for several boards in her community and enjoys the ability to give back. It benefits everyone and she always seems to receive



more than she gives. In addition, she has presently agreed to be the President Elect of NAWBO Cleveland, an organization she thoroughly enjoys.

Lynne Wilson has used her love of writing and graphic arts mixed with a social media to create a successful business that is just one part of her overall life.

To learn more about Lynne and her business visit: lynne@mixstrategy.com or call 330-608-9719. Use this link to listen to our complete interview with Lynne.

THREE TRAITS NECESSARY TO SOAR TO SUCCESS

When Soar to Success asked Lynne to list three traits she found most successful business people possess, she listed, Personal Relationships, Flexibility and Commitment.

Personal Relationships

Lynne believes that it is important to establish a network of friends and business acquaintances for support and help to achieve goals

"You can't do everything by yourself, so it is important to have a core group of close supporters that can help you on a daily basis."

Flexibility

Flexibility is key because successful businessmen and women must be able to

easily adapt to new technology or practices that will help their business flourish and grow.

Change is the one constant in business, as well as, life today. Business people must remain flexible and quickly adapt to the changing landscape of commerce.

Commitment

Very few people have ever been successful without first putting in the hard work and dedication necessary to achieve their goals. Running a business is a lot of work and at the beginning there might be more work than you would normally do if you were just an employee. This requires a much higher level of dedication and commitment.

ADDRESS YOUR EMPLOYEES' PERFORMANCE

BY CINDY ALLEN STUCKEY

Do you know what your company's #1 competitive advantage is? It's not your products or services, or your business model, or your name.

Your company's #1 competitive advantage (your "secret sauce") is your "engaged" employees. No matter how good your product or service is or how solid your business model is, you still need great people to design, produce, sell, improve, and provide service. You want to attract and retain the best, provide them with encouragement, grow them to their potential, and make them feel that they're an integral part of the company's success.

Instead, I've seen many leaders have a "set it and forget it" mentality when it comes to their employees. They allow "poor employee performance" to go unaddressed because of fear of conflict; hurt feelings; no time; or too busy.

Not addressing performance is killing the morale of your very best people, making your life much more complicated than it needs to be, directly or indirectly affecting your customers, and robbing your poor performer of a growth opportunity.

Doesn't it make sense that if your people are your biggest asset, you should be trying your hardest to set your employees up for success? That means addressing poor performance.

First, let's define two terms: INTENT and IMPACT.

INTENT – What I say or do – something that I know.

IMPACT – What the other party sees or hears.

Now, we judge ourselves based on our INTENTIONS and we judge others based on their IMPACT.

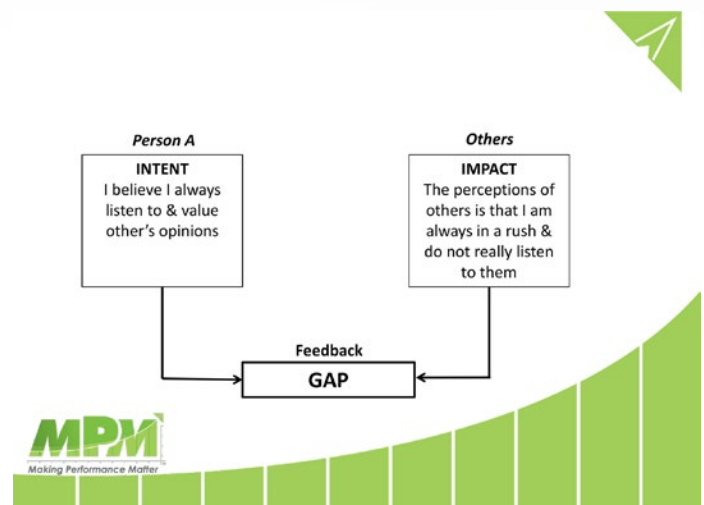
Let's suppose that Person A believes (INTENT) that he always listens to and values others' opinions.

The perception (IMPACT) of others is that he is always in a rush and doesn't listen. This creates a **GAP** between Person A's INTENT and his IMPACT on others.

You need to provide Feedback so that Person A sees the difference between his INTENT and his IMPACT.

Here is a 5 step process to address poor performance.

1st - First draw this picture



2nd - Then say, I know you INTEND to go a great job every day, and you believe you always listen to and value other people's opinions.

3rd - My perception (the IMPACT) is that many times you are in a rush and don't listen to others. So this creates a GAP.

Be prepared, their response may come as a shock.

You may hear “you don’t know who I really am...I’m not like that...That’s not what I intended...Why would you say this”

4th- I’m sure that’s not what you intended. Put yourself in my place—what would you think the intent is if someone was always in a rush and appears to not listen?

5th - We’ve talked about the GAP between your INTENT and the IMPACT. What do you want your

behavior to look like to align your INTENT and IMPACT to show that you always listen to and value other’s opinions?

It takes courage to address poor performance. As a business owner, it’s your job to not only have and exercise courage, but to make sure that you and your managers address performance.

I invite you to my website for more information to help you address your employees’ performance.

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).

Connect with Cindy at Making Performance Matter and on



Watch Cindy’s video series



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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812-269-8676



6 NON-NEGOTIABLE TYPES OF TOOLS EVERY BUSINESS NEEDS

BY HOLLY KILE

Digital applications and programs help us run our business and lives more effectively and efficiently. Today, I'm going to share the 6 types of tools that are non-negotiable for every business owner.

It would be hard to do business these days without a website and email but working online and in today's economy is so much more than that. Digital tools are what makes our commercial world literally go around. Listed below are 6 types of tools that you absolutely must have in your business.

1

You need to have tools that manage your money. You

should have a way to process transactions as well as ways to track and report your income and spending. Being able to keep a good pulse on your business financially speaking is a necessity.

2

You need to have tools that allow you to manage your time effectively and efficiently. Without a doubt you need to have an online calendar program but you should also consider digital options for to-do lists or project management. A sticky note is fine but it doesn't always travel well so work on using something digital, even if just an app in your phone, to keep you on track.

3

You need to have tools to manage your clients and customers. More than just a pipeline mechanism, you need to have a way to send and track contracts and invoices and even manage client scheduling. There are lots of great digital tool options for all of these.

4

You need to have a way to manage your communications. From your email to your newsletter to your CRM to track your interactions, communications are the lifeblood of customer service. Having the right tools to do

these effectively is critical.

5

You need to be able to manage your brand. Managing your brand through digital tools includes using social media, having a

dashboard to manage your social media and conduct social listening but it also includes having programs that help you visually manage your brand like those that specialize in helping you create imagery perfect for sharing.

6

You need a way to manage your "stuff". Be sure you have an effective cloud storage system for your files to access them on the go. You don't need to worry about whether or not that flash drive is still on your desk!

There you have it – all 6 non-negotiable types of tools your business needs. How did you do? Have them all or need to fill some gaps? If you've got gaps and questions, feel free to reach out to us at hjkglobal.biz and we can help you determine what the right solutions for you are.

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.



Watch Holly's video series

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AFFORDABLE CARE ACT

FREQUENTLY ASKED QUESTIONS

PART 2

BY TINA MOE, CPA

The Patient Protection and Affordable Care Act is, by far, one of the most complex reforms to our healthcare system and, whether you are pro or against it, it comes with rules you should know about or be prepared to pay an additional tax.

The April issue of Soar To Success featured part 1 of this 4 part series where I discussed my most frequently asked tax question which is "How much is the penalty if I didn't have health insurance last year." If you missed that article, I encourage you to go back and read it.

The second most common question I get is

"What are the exemptions for the penalties?"

There are two types of exemptions you should know about and they are **regular** exemptions and **hardship** exemptions. There are a lot of them and far too many to name and cover here so I'm going to discuss some of the more common ones but be sure to visit my website for a more detailed list of exceptions.

One of the most common reasons for the exemption is for those taxpayers that cannot afford health insurance coverage. A person can be exempt from the penalty if

the amount they are required to pay exceeds 8.05% of their household income. Please note, I said household income which means taxpayer, spouse and any children living in the home with earnings.

Individuals with income below the filing threshold are also eligible for an exemption. If you don't have to file, you don't have to pay a penalty for not having health insurance. If an individual is incarcerated they may also be eligible for the exemption. Members of certain religious sects, citizens living abroad and certain-non citizens may also be exempt. Taxpayers with a short coverage gap, meaning

there was a period of less than 3 months without minimum essential coverage may also qualify for the exemption.

If you're eligible for an exemption and you're required to file a tax return, your exemption should be claimed

on your tax return using form 8965 with the corresponding exemption code. Please note - some exceptions require you to first get your exemption granted by the marketplace. To do this, visit HealthCare.gov/exemptions to find out

which exemption requires prior approval. You'll need to provide an exemption certificate number on form 8965 if you're granted coverage exemption from the marketplace. Be sure to check back for part 3 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



Watch Tina's video series



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MONITOR EMPLOYEE ONLINE ACTIVITIES

BY JEANNE DEWITT

Research by the ePolicy institute in Columbus, Ohio revealed that two thirds of companies monitor their employees, and half of them have fired employees due to their behavior on email and the web. When it comes to monitoring your employees online there are potential positives and negatives for your company. To help, we've come up with a list of pros and cons and some tips for implementation.

So first, why should you consider monitoring your employees? One of the biggest reasons is to

ensure you have a harassment free workplace and that staff are complying with policies and not downloading illegal programs or spending time on unauthorized websites.

So what are the cons? The biggest con is usually productivity loss because monitoring can kill employee morale if not rolled out correctly.

If you decide to monitor your employees, here are a few tips you should follow:

1. Create written policies. When you decide to monitor,

ask yourself, are you doing it for security purposes or to make sure employees are not wasting time. Whatever the reasons, it's smart to balance your policies with expectations of your employees. Set guidelines for acceptable use of email, social media, web surfing, instant messaging, and downloading software and apps.

2. Tell your employees. It's important to inform your employees. If they find out you're doing it without their knowledge, you could create resentment among them or

even face legal issues. Explain why you're doing it and the risks your business faces. Reassure them you're not doing it to spy on their personal life, but only attempting to create a compliant and law abiding workplace.

3. Get the right technology tools. Look for technology

that will alert you to potential problems, so you don't have to weed through information that is not important. You may also want to consider technology that can block certain content and websites.

Whether or not to monitor your employees can be a tricky

decision but, if implemented correctly, could benefit your business by making it more secure and even more productive. For more information about how to set up your business to monitor employee online activities, please contact me.

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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SUCCESSFULLY SELLING ON SOCIAL MEDIA

BY LYNNE WILSON

The Internet is full of people who are the perfect audience for your products and services. But how to do you communicate with them and not sound too “salesy”?

A business owner can come across as engaging and genuine without being pushy, one-sided or solely focused on gains. Here’s what you need to know about content, strategy and calls to action when selling online.

PLANNING

- You need to plan your campaign ahead of time before you start making posts. Decide what your story is and how your offer will work.
- Pay attention to what your target customer is complaining about and what they are asking for. Use this information to make your offer stronger.

POSTING

- Be honest- you DON’T need to manipulate people for them to want what you offer. Treat them with respect and make your offer as someone that truly wants to help.
- Don’t auto-schedule a bunch of posts with

the same message over and over. It’s Ok to schedule some of your posts, but make sure that people know there’s a human on the other end. Engage with people in real time.

- Use testimonials- content from others works very well on social. People want to hear what others have experienced- it makes it less risky.

CLOSING

- Include calls to action that take them down the path towards buying- don’t assume they’ll buy immediately.
- Be patient. It will probably take more than reading one of your posts to get them ready to buy. You should look at this as starting a relationship, not trying to make a sale.

ANALYZING

- Have start and end dates to your campaigns so you can evaluate them against each other
- Pay attention to what people do- where they click, where they came from, what seems to work better. Learn each time and make the next time better.

Selling on social media starts by showing you're there and that you care. You're offering an invitation for customers to connect with you at a deeper level -- whether they're ready to buy your product today or in a year. When they purchase the product isn't

up to you. You just need to make sure you keep showing up!

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



Watch Lynne's video series



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IT'S ALL ABOUT YOU, UNTIL IT ISN'T

BY LEE DROZAK

Are About Pages Really That Important?

Even though the internet seems anonymous, people do still care about the man or woman behind the curtain, and your About page is the information to tell them who you are and why you do what you do.

It's not about you at all. It's about what you can do for your visitor.

That's correct; it's about your ideal client. So how do you create an about page that connects with your ideal audience?

Begin with determining...

WHAT TONE TO TAKE

Will you be serious, personal, or funny?

If you're stuffy while they are fun, they're going to find you boring.

On the flip side if your page is silly in an industry that's conservative they may think you're flippant and be turned away.

Even if you're in a professional niche, keep your words simple and the tone relatable.

Next, you have to tell them,

WHAT'S IN IT FOR THEM

This is simple to achieve by giving them an "is this you" scenario. For example, I start my page by asking and addressing questions that I hear from my ideal client all the time.

Then I give them key points about me that would work well

to solve their problems. I call it my You + Me section.

Finally, I give them my short bio that uses words and phrases that allows me to connect with their needs and personality.

Remember, people want to get to know you on another level and they want know that their needs are being addressed first.

WHAT MAKES YOU SO SPECIAL?

That's the 64 thousand dollar question. Using your secret weapon, your story, will help you stick out above anyone who is stating facts figures and non-personal information.

There's nothing more off-putting than the person who continually drones on about themselves.

By using your story, you can outline how your experience helps your audience and how they can participate in your journey.

And while you're at it, appear flawed. People who appear endearingly "flawed" are psychologically proven to be more likable than people who appear perfect.



Using your story will help you make that connection in an authentic way.

And don't forget to show them who you are...

Use photos that were taken by someone else. Selfie photos can look self-absorbed and a little

too staged because they don't capture the subtle nuances of your personality.

Using a professional photographer will allow the images to capture the real you and also make you look your very best physically.

They've come to your About

page. They've found out why they should care about you. They've learned a little about you. Now, what?

Steer them somewhere. Give them options to connect with you. Every page needs a call to action and your About page is no different.

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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SEEING THINGS DIFFERENTLY

BY ROCHELLE FORREST

You are never without choice. Although we can't always control the circumstances of our lives, we can always choose our response to those circumstances. You have free will to decide how you want to look at your life situation and how you want to frame it in your mind.

Unfortunately, our minds often get stuck with old perspectives and old stories, even if they don't serve us anymore. Re-framing is about seeing things differently as a way of creating new possibilities that do serve us. Then we are free to choose between those options.

One way to challenge old perspectives and stories is simply by asking questions. It sounds too simple, but it's true. Asking a question requires having a certain degree of openness—it means not judging things absolutely. As a result, asking questions is a very powerful way to re-frame a situation and begin seeing things differently.

Another great way to re-frame situations is to repeat affirmations that support the perspective(s) you wish to adopt. Through repetition of positive framing statements, we re-mind ourselves of how to re-frame our world view for the better.

To put this into practice, develop two lists to use for these exercises. In the first list, write down at least 10 questions you can think of that will help you challenge your world view in helpful ways. Sample questions might include: What is the lesson here? What other choices exist that I'm not seeing right now? What's the gift in this? Do I want to be right or be happy? Is the story I'm telling myself right now really true? Etc.

In the second list, write down at least 10 positive framing statements that support you in seeing things differently. Examples might include: I choose to be happy. Nothing and nobody can ruin this day for me. I am not my situation.

“

Re-framing means that you look at a situation and change your view of it. You change your perspective and sense of the past, which results in finding strength where you didn't know strength existed.

”

This is only a test. On the other side of this pain lie my power and purpose.

Copy three to five of the most powerful questions and statements onto a small piece of paper that you can carry around with you this week, perhaps in your pocket or wallet. Whenever you get stuck facing a difficult situation, refer to your sheet to help you

get unstuck and re-frame the situation.

Eventually, you'll train yourself to re-frame things automatically as soon as you begin feeling any resistance, but for now you may need to remind yourself to refer to your list whenever you get stuck. Believe me, you probably won't want to whip out your list and read it over when you're in the middle of

feeling a lot of resistance! So you might need to ask yourself in that moment: Do I want to refer to my list and re-frame this situation, or do I want to stay stuck and unhappy?

Keep track of the number of times you refer to your list each day, and record how you felt afterwards when you used it. Before you know it, you'll be seeing things differently.

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.

Learn more at her website and the website of her philanthropic endeavor, Tummies, Minds and Spirits. Also connect with her on



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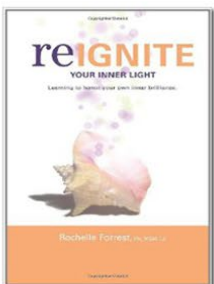


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MOVING TO HEAL – BY DEB REIS, NP, MSN QUICK TIPS FOR THE WORK PLACE

Our bodies were created to move. The anatomy and physiology of our body reveals that movement is important to health and healing. However, many of us are in jobs or environments where we are sitting in one place or in front of a computer for an extended length of time. Even if we are in a job where there is standing, often the walk is short distances followed by standing for greater time periods. Neither of these situations are healthy movements for our body.

According to some experts, repetitive training – what we

do in our job or in the gym - is not the best exercise for the body nor the mind. It can lead to entrainment – working the same area or areas of the body perhaps losing agility or flexibility for the whole body. In addition, repetitive training reduces mental stimulation and creativity and may lead to boredom.

So, what can you do in a busy day to move your body in a healthy way?

First, bring **focused awareness** to your breath. Take an inhalation through your nose to a count of 3 or 4 and an

exhalation through your mouth to the same count. Do this 5 times. Breathe in and out from your belly. This promotes strong core muscles and helps increase oxygenation to your system enhancing mental clarity.

Wiggle your joints. Focus on arm joints – wrists, elbows, shoulders. Do rotations in one direction and then the other, add shoulder shrugs – all of these reduce tension and aid joint flexibility. Do the same motions to the leg joints – ankles and knees. For the hips, imagine your tailbone as a pencil and draw circles in one direction and

then the other. For your spine, add a sway motion in your chair and tuck your chin to aid neck flexibility.

Eye exercises can be helpful to prevent eye strain when working on the computer. You can add them with your breathing exercise.

I suggest that you do one or more of these exercises every couple of hours to keep your body healthy and in balance. Also, some experts say this practice may stimulate brain pathways which can lead to clearer thinking and quicker response times. I believe this is

something we would like to have for ourselves and employees.

If you would like more information or wish to schedule a consult on how to incorporate stress management tools in your work setting or for your personal use, please contact me at my website.

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



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THE DANGER OF PERFECTIONISM

BY JOAN WASHBURN

A while back I was telling someone I admire about something I was stuck on. She said it was because I was a perfectionist! As a life coach it struck me to the core and not in a good way. If you've been called a perfectionist and you're not a brain surgeon, this is for you!

I had been working on this rather big project for a really long time. It was good, but I didn't want to put it out

there until it was perfect. As a result, it was taking a lot longer than it needed to and I wasn't able to achieve the results I wanted. When my friend said it was because I was being a perfectionist, the coach in me perked up! So, I dotted the last "i" crossed a few t's and got it out there. The results were terrific!

I was reminded of the dangers of perfectionism. You might even think of it as a quality or

trait, but all it does is stress you out and slow you down.

- It robs you of the joy and satisfaction of completing something; of experiencing a job well-done.
- It keeps your energy all tied up in **almost** completed projects.
- It's a fast track to frustration and unhappiness.

Over 20 years of research Paul Hewitt, PhD, found that perfectionism correlates with depression, anxiety, eating disorders and other mental health problems.

So, if you have a tendency to make modification after modification saying "just one more finishing touch"; if there is something big you keep putting off doing because you're just not quite ready, or if you have some unfinished projects weighing you down, here's a 3-step tip from a coach who knows exactly how you feel –



1. Get an outside perspective! Is it “good enough”?
2. Make final edits, if suggested
3. Get your brilliance, your creativity, and your ideas out there!

Because often we’re the last

to see just how fantastic our work is. Maybe not “perfect”, but fantastic!

AND, if your perfectionist nature is keeping you from going for that brilliant idea and/or finishing that important project, it’s time to

hire a professional to support and guide you.

Whatever your goal or dream... WE Can Make it Happen. Email me to schedule a Breakthrough session 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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PARENTING DURING THE DIVORCE PROCESS

BY KRISTIE KNIGHTS, LPC



In the center of this loss (divorce) lies a child, unable to move, speak, or comprehend, truly understand, the choice the most important people in their lives have made, without their consent. Rendered helpless, and in the stage of perpetual confusion.' -K

The ability to communicate with your children during a separation, and following a divorce is essential in how they will process their pain and loss. You are the key player in their lives. You'll find life-saving tips to care for your children during the process of a divorce below.

Often in the vortex of pain it is difficult to breathe, let alone worry about those around you. It takes months and years, to recover from this caliber of a trauma. Many times, the pain and responsibilities for the shifting of a new life for the parents is so overwhelming, the child is left to fend for their own emotional selves.

Today I challenge you to live life as your children see it when communicating with them. When you are able to walk in their shoes, parenting comes from a much healthier soulful place. Not sure how to do that amidst the pain?

Here are some tips to guide you. While going through my divorce, I faltered. But, I was also more than willing to admit my mistake and be accountable for their mental well-being. In fact, many will tell you, it was my primary goal, obsessively.

Kids rarely talk; pre-teens, and teens that is. They will provide you with sliding-glass door moments of connection. Stop what you are doing, put down the cell, and listen. Your primary responsibility is to just listen. Why is this so challenging for parents? Lecture mode is our default. Fight it in this case; otherwise you will blow it!

Children long to feel safe again. The feeling of being exposed unwillingly has left them feeling raw and unwanted. Respect their privacy. They want to know that no matter what they share it stays between the two of you. Do not betray them.

For many of us there are certain subjects we just don't like to discuss, let alone discuss with our children. You know those topics, sex, and puberty, to name a few. Oh, yeah, and the D word; divorce. Allow the question to generate a beautiful exchange of vulnerability and pain. Do not be afraid of their pain. Reinforce to them they will not be alone. Most importantly, do not judge, shame, or embarrass them in any shape or form.

Finally, please do not talk to your child about the other parent. This will squelch every opportunity you have to build a health and more

resilient child when all is said and done. When a child is subjected to a parent speaking ill of the other, they become angry, lonely, defensive, and confused. They may speak of the other parent to you all they

desire. Your role is to LISTEN. If advice is needed or skills to be taught, teach from a place of neutrality. Stick with just the facts! Trust me...this is the last form of betrayal you want to need to repair.

It all feels overwhelming, I get it. I was there too. But, through the tips above, you are on the road to rebuilding a beautiful life despite the loss. A resilient and empowered child lives a life of joy and contentment.

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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kristie@kristieknights.com



Be real. Be raw. Just Be.

ARE YOU GETTING ENOUGH ZZZZZZ'S?

BY JAMIE SUE JOHNSON



Today's leading epidemic isn't obesity or diabetes, it is sleep deprivation. Car accidents are happening more and more frequently by tired drivers versus drunk drivers, because sleep deprivation is causing cognitive malfunctioning at the equivalent of coming to work or driving, as if drunk, says Arianna Huffington of the Huffington Post. Her book *The Sleep Revolution* is getting a great deal of notice.

The big question is how many hours of sleep a night do you get? Well the national average is overwhelming small. Did you know sleep deprivation can be a cause in being overweight, anxious and depressed? Yes, we Americans take in more calories of poor nutrient food, comfort foods, when we are tired. We are also more stressed and anxious and are more depressed when we are tired.

Here are a couple of tips to shift your sleep and get the zzzzz's you need.

1 - **Don't drink caffeine after 12 noon**

I make it a practice to not drink caffeine after 10am. When you are sleeping well and eating well there is not a need for that afternoon energy lull where I used to drink a Diet Pepsi and eat a snickers bar. Now instead if I get that low, I go into the bathroom and take a nap on the throne, if I am not graced with a napping room option which many companies are now creating.

2 - **Limit your alcohol consumption before bed**

Eliminating alcohol in the evenings assists

your body in being able to rest versus working off the effects of it.

3 - **Turn off the TV an hour before bed**

Turning off the television allows your brain to slow down and unplug from our over simulated electronic environments. It allows your brain to calm before turning in.

4 - **Write out your to do list**

As a business owner we seem to never have time to do it all, so completing a to do list or setting your intentions for the next day can assist you in clearing the way for a deep refreshing nights' sleep. Even praying over an issue that has you befuddled allows you to give it to a higher power relieving you of the burden. When I get things written down and out of my head, it allows for me to clear my brain nattering and I get to leverage the unconscious mind to work on my list or my issues while I sleep. I awake sometimes with a new perspective that I did not have the day before.

5 - **Create a mindful rest practice**

A mindful rest practice is a powerful way to shift your sleep pattern. Some suggest that you make your bedroom a no electronic zone. No TV, no cell phones or other electronic devices. At night I hear my housemate's phone chiming and beeping all through the night. I wonder how it is they are able to sleep.

An easy mindful rest practice I do at night is a body scan. I start with wiggling my toes and move up through my body tensing and releasing my different muscle groups as I am taking deep breaths. Most nights now I rarely get past my mid-section before I am in a deep sleep, though sometimes when traveling I have to complete the body scan twice. If my mind wanders I let it and then notice and get back to the next muscle group.

So enjoy discovering what works for you so you get the rest your body and mind needs. My video Design It – Rest and Relaxation also has some additional suggestions. Let's join the sleep revolution and catch some zzzzz's.



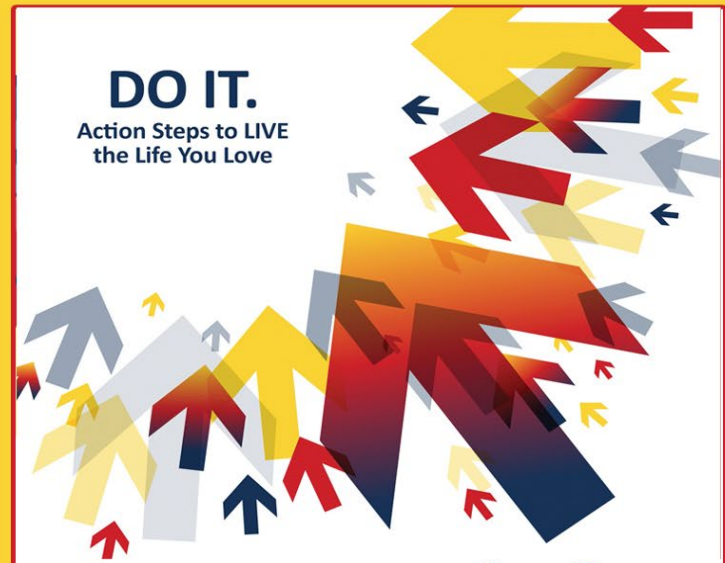
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Jamie Sue Johnson is a certified professional coach, certified professional coach trainer and certified laughter yoga instructor.

Jamie Sue's philosophy of the 5 L's, Live, Love, Laugh, Listen and Learn are her foundation for causing shift in the world. She delivers engaging and entertaining keynotes, seminars, business coaching sessions and laughter yoga classes that provide energy, creativity, inspiration and most importantly accountability so you get the results you want.

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LIFE IS LIKE AN APPLE - GETTING TO YOUR CORE

BY LILLIAN ZARZAR



The Orchard of Life beckons you to take a journey. As you pick fruit, examine each piece and determine its value. Life is like an apple. It is the universal fruit found on every continent and known in every country. Every bite you take brings you closer to your CORE.

Four elements help you to get to the CORE of who you are: Courage, Omniscience, Resilience, Enthusiasm. We are starting with Courage.

The origin of "courage" comes from Latin "getting to the heart

of the matter." Think about "speaking from the heart," being "heartfelt" or "heartwarming." You may even sing the lyrics "ya gotta have heart."

The heart of your body pumps lifeblood through the system. In our world, the heart represents love, sincerity, romance, fun, openness, essence...the list continues. Remember the Lion in *The Wizard of Oz* desiring Courage? Consider King Richard who was the "Lion-Hearted." In the last few years a movie was titled *Braveheart*.

Because life is like an apple, to take a bite you must have courage to break the skin. You don't know what you may find. Life is risky, not knowing what lies ahead. **Yet the greater risk is taking none!**

Until you take a bite of the apple, you won't know what it tastes like. Kahlil Gibran says "Your pain is the breaking of the shell that encloses your understanding." Courage involves facing those challenges, braving the elements, confronting your fears. Courage means you make the decision, whether or not you

know what happens, because with each bite you learn about your tenacity, tolerance, and toughness.

You took a risk and learned how to walk, how to ride a bicycle, how to talk, how to drive, how to write. Everything you have learned involved the

risk of taking the first step. You learned that you could walk, talk, ride, read, and write through constant "apple-cation." And it all started with the risk of that first step, that first bite. Without courage you would still crawl. With courage you explore new opportunities. No matter

what the risk, you obtain knowledge and awareness of your capabilities. Your courage builds confidence to persevere, and you can thrive under challenging conditions.

Take that step into the Orchard of Life and take a bite of your apple!

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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THE IMPORTANCE OF IDENTIFYING YOUR PASSIONS

BY DEITRA HICKEY, PHD

Sometimes we wake up and out of nowhere, think to ourselves, "Is this it? Is this as good as it gets?" We're all guilty of going through the motions in life and not commanding our own happiness. We say things like, "no one *really* likes their job" or "all marriages have problems" or even "who out there can say they're *truly* happy?" It's these surrendering statements or outlooks that give us a reason to be unhappy or an excuse to not proactively do something about it. If we pursue our passions and dreams while commanding self-peace and contentment we can tackle this negative outlook once and for all.

So what are your true passions in life? What fills your bucket? There should

be certain hobbies, career objectives and even people you choose to surround yourself with that simply spark your passion and encourage you to be at your best and guide you towards reaching your maximum potential in life. Take a close look at your day-to-day happenings as well as the major components of your life....after doing this, have you identified that you're following through with your passions?

Now, I can't tell you what your passions should look like but I can tell you that you need to be in tune with what YOU feel they should look like. No one can dictate your passions but I highly recommend that you identify what they are and go after them! Make them very apparent in your day-to-day life.



You *absolutely* should love your job. You *should be* in a healthy, compatible marriage or relationship and yes, it *is possible* to truly be happy. If you have convinced yourself that this isn't the case, tweak that perspective today and take a closer look at what changes you may need to make to

tap into your passions in life. Remember, your passions are what makes you tick; they drive your choices and your intentions. If you haven't identified what those passions are, then you are selling yourself short in reaching your goals as well as finding overall contentment.

Does your group or organization need a Motivational Speaker? For more information on this subject or for a complimentary quote on other speaking topics, give me a call at Serenity or visit my websites at DeitraHickey.com or SerenityHealthMaumee.com

Dr. Deitra Hickey has a passion to help others find balance and reduce stress through her motivational speaking and wellness professional developments. She enthusiastically brings humor and real-life analogies to her audiences in a powerful, relatable manner. Deitra developed strong will and resilience early on by taking care of two paralyzed parents after witnessing both of them being shot. Deitra dedicated her life encouraging others to capitalize on life's challenges to reach their maximum potential.



Connect with Deitra at her business, Serenity Health and Wellness Center, her website and on



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INNOVATE... INNOVATION!

BY THE MERIT GROUP

Henry Ford once stated, *"If you always do what you've always done, you'll always get what you've always got."* In fact, business, growth only occurs as a result of innovation.

So, how does successful innovation occur? Is it the perfectly written business plan, the investors and the money they've invested, or the time spent planning the perfect product or service that will generate sales? Although with effective time management all of those must also occur, those processes are not the selling point to customers. The customers' interests and buying habits ARE in fact THE bottom line factor to be considered in the innovative process.

Let's examine how two immensely successful and familiar companies attempted their own innovation strategies and the outcomes of each

that impacted their innovative business decisions.

In the early 80's the Pepsi Company was capturing a significant market share of beverage sales and seriously encroaching on the king of sodas, Coca Cola. This fell on the heels of a masterful marketing plan, initiated in the mid 70's, that was executed by Pepsi called the "Pepsi Challenge." Pepsi demonstrated the perfect plan to instill effective innovation. They reached out to customers of soda products by providing them with a blind sampling of both products then asked them to indicate their preference. The result was increased sales that led to an encroachment on the sales of the Coca Cola market.

This demonstrates an innovative approach to innovation. Pepsi reached out to their customers to determine the likelihood of their future buying habits and

to gain insight to customer taste preferences. This strategy was also somewhat risky because it also provided Coca Cola with valuable information about customer taste preferences. The innovative route Coca Cola took was based on the results of their competitors' research; they revamped their product to accommodate the results of the research and thus "New Coke" hit the shelves in the mid 80's. Their miscalculation of customer loyalty was temporarily compromised when the loyal Coke customers could no longer purchase their preferred soda. The company responded to their customers complaints and brought back the "Classic Coke".

Not surprisingly the secret to Business Innovation is the customer. So how do we tap into that knowledge and determine what our customers are willing to purchase? That question can only be answered by deciding

to initiate innovative ideas, or "Think outside of the box." When embarking on Business Innovation the following concepts should be considered:

- Innovation is about breaking the rules utilizing calculated risk.
- Individuals inspire Innovation; companies need to hire the right individuals.

- Challenge ideas that are known with certainty either in the industry or individual business.
- Be willing to take risks.
- Consider an idea of business that is "Un-usual".
- Consider the business trends that result from infinite and constant technological resources.

Unless you want your business to fall into the trap described by Henry Ford and continue to get what you've always gotten then Innovation is a must. If you would like support in developing your Innovative strategies, we are eager to team together with you to get the results you desire. Visit our website at www.themeritgroupindy.com or 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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YOUR VISION PROVIDES THE PATH

BY MICHAEL KAPLAN

As a coach, and entrepreneur myself, I realize that if you only think about strategy (the “how”) too early, it actually inhibits your vision (the “what”) and blocks you from thinking big, and I mean big, capital B I G. What’s needed is a vision that is so big that it’s compelling, not only to you, but to *others*. It’s what Jim Collins called a BEHAG, a Big Hairy Audacious Goal.

Having a vision is essential. When done right, your vision is a written blueprint of how your company will look and act when it’s fully developed. It brings your values, passion, and

purpose together to set a course of growth for your company.

All successful leaders have a vision. Everyone is much more likely to follow the lead of someone who knows where they are going, rather than someone who doesn’t, right?

Here are three reasons you must have a vision:

1. **It provides a sense of direction and goals** – it’s a target for the future. Really, to put it in the terms I like to use, your vision is the **GPS for your business**.

2. **It motivates you and your employees** – it’s a dream to strive for. If your vision is not compelling, you won’t have the motivation to stay the course and you won’t be able to recruit others to help you. Employees want to feel that they’re part of something bigger and are making a significant contribution. As you know, most employees leave, NOT because of money, but because of lack of meaning. So give them a vision that’s compelling and exciting.

3. It's the basis for decision making, planning and business development activities. Your vision keeps you focused. All major decisions should be held to the standard that it advances you toward your vision; if it doesn't, then don't do it!

Your vision is something you should feel a deep sense of

commitment to, so that you can keep it alive in the minds of everyone in the company and keep the company moving toward it.

Companies that have a written vision outperform companies that don't. It's just that simple. You've probably heard that only 3 – 5% of us have written goals. And those are the people that

achieve what they desire. So do yourself a favor; separate yourself and your company from the masses of mediocrity and give your vision the best chance to thrive. Write it down!

For the exact steps to take to create a written vision, please visit my blog and while you are there, sign up for a FREE 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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GOOD LEADERS KNOW HOW TO APOLOGIZE

BY MEGAN PATTON

I know an individual who thought that just because he held the title "CEO" all of his direct reports would automatically respect him. This person did not pay very much attention to how he would EARN that respect; he thought he deserved it just because of his title. However, to earn respect at a deeper level, as a true leader, takes a bit more work than just sitting in the corner office.

I learned early in my career that CEOs, Presidents and Executive Directors all have one thing in common. They are human. Inevitably, humans make

mistakes. It's what happens AFTER someone makes a mistake that matters. In the case of the CEO I mentioned earlier, he consistently refuses to admit to any weakness, mistake or error of judgment. He goes so far as to blame others for his mistakes or misjudgments. If a project goes awry, or doesn't bring in the intended results, he chastises the project owner, and distances himself from the results. He has created a culture of fear and mistrust. Failures are penalized. Mistakes are not tolerated. In the zero tolerance environment, people turn to blaming others and to making excuses instead

of apologies. People don't own their mistakes. They have no incentive to do so, as their leader doesn't admit his own, and punishes those who do.

On the other hand, I know a CEO who believes that an environment built on trust, understanding and encouragement is a powerful place. He apologizes for his own mistakes and encourages people to admit weakness in an attempt to strengthen them. This culture is so much more powerful, as people know that if they make a mistake, they own it, they figure out how to

fix it, and life moves on. Their leader sets the example, and all follow. It is interesting to note, that because of the willingness of these employees to admit mistakes, errors are caught much more quickly than in other organizations. Nothing is swept under the rug – so there

are no worries about a problem growing ever larger because it wasn't tackled head on. The leader of this company has a higher level of respect and credibility among his employees.

Honesty and humility are two of the strongest pieces

of armor in a leader's tool kit. Which of these two CEO's are you more like? Take a look at yourself – how do you own your mistakes? How do you encourage others to own theirs?

Visit my website or contact me if I can be of assistance to you.

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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Megan Patton, Managing Partner

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BERETTA'S ADVICE ON LEADERSHIP: MAINTAINING EMPLOYEE ENGAGEMENT

BY ANN N. GATTY, PH.D.

Is employee engagement going to the dogs? With a recent Gallup survey estimating that a whopping 70% of American workers are emotionally disconnected from their workplaces, maybe it should. After all, canines have a lot to teach us about how leaders can build a workforce that plays well together.

Since a company is only as good as its people, how can business leaders keep them engaged? Primarily, it's through effective leadership, which requires strategic planning, vision and—more than anything—a clear understanding of people. What if the best understanding of people could be learned through . . . a dog?

Beretta is a certified Therapy Dog. He and I have been visiting hospitals, community centers and business organizations for over 4 years, making more than 300 visits. In an era when business goals are now more likely to be created based on P&L statements, Beretta adds value that can't be easily quantified. With our visits, we build relationships. With our workshops we teach leaders how to put the people back into the business equation.

In businesses today, having a cohesive workforce that is aligned with company goals, and able to voice constructive advice, is necessary to stay relevant and competitive. Beretta has shown me a lot of the traits that contribute to a high quality workforce producing rewarding results. Here are four tips.



Share the vision

Having a clearly defined mission and vision is critical to ensuring that your company is moving in the right direction. The second step is an even larger challenge for organizations: ensuring each person at the company shares in this vision and knows the role they play in getting your company there. From his training as a Therapy Dog, Beretta is well aware of our purpose and mission. He knows what we are there to accomplish when we visit organizations and hospitals. His whole purpose is offering emotional support.



Listen

Employees on the front line of the organization have a lot of great advice. After all, they're the ones directly working with your customers. As a leader, have you taken time to sit down with your employees, just to find out what they are thinking? Listening to them shows that you respect their opinions and expertise. Beretta is a great listener. He is attuned to his clients, often before I am, knowing their moods and their attitudes. Maybe that is why dogs are so popular. They're always available to listen.



Build Your Team Wisely

It really helps when you build a team of co-workers who can bring their diverse set of talents together to get the job done. Beretta is a Great Dane with a certain set of talents and skills that is different from a Basset Hound. Yet, each can contribute to accomplishing the task before them. Our Basset is very good at sniffing out the

chipmunks and having Beretta, with his large paws, dig for them. It may not be an example you find in your work place, but I think you get the point.

Inspire Others

Beretta is a gentle giant, who when he interacts with others, brings a sense of joy and calm. He is inspiring. People, tend to enjoy

his company. So, as a leader, remember that part of your job is to inspire.



To learn more about Beretta and the ways he works with organizations, visit our website, www.strategicpeoplesolutions.com. And send him a note, he'd love to visit your organization.

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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DON'T SETTLE FOR BAD MONEY CLIENTS



BY DIANE HELBIG

Do you think you can do business with everyone? Do you believe that anyone is a good client for you? Okay, hang on! I submit you only want to do business with the right people. **You don't want to chase bad money.**

So many times we think we should take whatever business comes along. At the same time, we convince ourselves that anyone is a good prospect. And then it happens. We land a client and they turn out to be awful! They take up our time. They complain and nitpick. They are never satisfied. And let's face it, they'll never refer us.

We do this for two reasons. First, we think we need the revenue. Second, we really believe we

have a solution for everyone. I'd like to challenge that thinking and offer an alternative.

The best way for you to grow your business is to acquire the best clients. Those are the people or companies where you can provide a solution, that value what you do, cooperate, and pay well. They want you to partner with them to help them in their world or business. They don't dicker on price, but rather, appreciate what they are receiving in exchange for the investment.

So, how do you ensure you are bringing in good money?

1. Pay Attention

All prospects send signals

about how they will be to work with. Bad money comes from the ones who think you charge too much, who won't make a decision, and who try to tell you what you should do for them. If you are paying attention you will see those signs and learn who NOT to do business with.

2. Walk Away

Now that you are paying attention, walk away. Yep, that's right. Walk away from revenue. You have to. It's the only way you can clear a path for good revenue. Believe me when I tell you that the best way to grow your business is to say no to bad money prospects.

3. Trust

Have trust in the fact that when you walk away from bad money you are really telling the universe that you are looking for the good money clients. Whenever we settle for the creepy, difficult, bad money clients

we get more of them. Mainly because we are saying that's who we do business with. When we trust that we know who makes the best clients and hold out for them we find that those are the people and companies that show up.

So, change your beliefs. Steer clear of bad money. And welcome the abundance of good money that comes your way.

Learn more about Seize This Day and how we can help you grow your business at 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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ARE YOU A BABY BOOMER HIRING A MILLENNIAL LEADER?

BY DAN TOUSSANT

Are you in a position where your company needs fresh leadership? Are you looking to add value in order to sell your company or to shift your company in a new direction? Find out three considerations in transitioning the C level leadership within your company, especially if you are a baby boomer hiring leaders who are millennials.

The following three tips will help you hire a millennial leader for your company.

Number one, **give them a challenge**, in a job in which they can grow that offers work-life balance. The younger

generation, those individuals born after 65 or born in the 70s, understand work a little bit differently. They want an impact role but don't expect them to have the kind of loyalty that you have had over the years with your company. That's just the nature of the beast today. Millennials enjoy high energy work. However, they also enjoy lower stress environments where fun is part of the work place. So understanding work-life differences is important in hiring an effective C level leader from the millennial generation.

Number two **define how you expect the company to be different in five years** and how

new leadership can help you get there. Are there some different strategies related to market changes that you're seeing? Are there different approaches to customers? Are there different sales approaches, perhaps transitioning to more of a hunter relationship for your sales team than you have had in the past? Partnering with competitors is done regularly today, but is that something that you're comfortable doing moving forward? These are all considerations as far as defining what you expect your company to look like in the future.

Thirdly **how do you want to grow value in the next few**

years? And how do you want to leave the company when you exit? Are you thinking in terms of leaving a legacy and a company in place? Or would you prefer to sell the company? Certainly to add value to your company you need a leadership team in place before you can sell it. So consider ways of building up your

leadership team. Millennials do well with executive coaches, training on how to lead as well as mastermind groups.

Consider hiring an external HR recruiter to help lead you through these changes. We can assist you and help you understand some of the work-life

differences between millennials and baby-boomers. We can also help you define the expectations of the company over the next five years strategically, and talk through the issues related to what type of company you want to leave or to sell in the future. Reach out to us on email if we can be of assistance.

Dan Toussant uses his extensive human resource and talent management experience to specialize in management and professional recruiting with Dan Toussant & Associates, a member of the Sanford Rose Associates network and as a partner in The Interview Doctor, Inc. with Katherine Burik. He speaks regularly about the job-seeking process, and coaches professionals in interviewing skills, resume preparation, and career transition. Their 3 book series, The Job Search Manifesto, is published on Amazon, Apple, and Barnes & Noble.

Connect with Dan at his website and on



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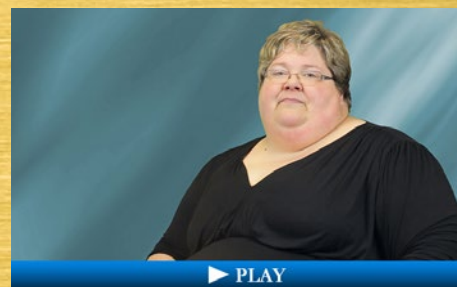
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