

# SOAR to SUCCESS

September 2016

MAGAZINE

## DOUGLAS VERMEEREN

REVEALS THE TOP STRATEGIES FOR  
PERSONAL POWER MASTERY

## BRAND YOURSELF FOR SUCCESS

### PLUS:

- + Creating Your Sacred Space
- + That Elusive "IT" Factor in Talent Acquisition
- + Apple Enthusiasts Anticipate iPhone 7 Release
- + Three Things You Need To Know About Images
- + Tax Extensions Are Running Out Soon, Are You Ready?

## BETTER, STRONGER, FASTER

- HOW DO YOU  
HELP YOUR TEAM  
SUCCEED

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PAT ALTVATER



Soar to Success  
AFP Marketing  
BizTV Shows

## Release Negative Self-Talk to Hear Your Inner Promptings

Have you heard the saying that *"Every blade of grass has an angel bending over it whispering, grow, grow!"* Unfortunately, most of us hear a persistent whisper that is a bit less compassionate. In psychology it's called "the critic," that punitive voice within that keeps us feeling inadequate. If you close your eyes and think about a BIG dream of yours, you might hear it now. "You're not smart enough. You're not special enough. What makes you think you can do that!"

Experts say that a full 70 - 80% of our thoughts are negative. Many of us end up as our own worst critic, with constant negative self-talk going on in our heads. We are not aware of our true nature, our real identity.

When you are able to release all your firmly held false ideas and limiting beliefs about who and what you are, you will experience a tremendous relief of clarity - relief because you are not the unworthy, undeserving person you thought you were. When my clients let go of negative self-talk and critical judgments and allow self-acceptance and love, they feel lighter!

It's then that you can begin to hear your inner voice and promptings.

*"It is no good hearing an inner voice or getting an inner prompting if you do not immediately act on that inner prompting."* - David Spangler

So use tools, like those our featured expert Douglas Vermeeren offers, to break free of all things holding you back. Then listen carefully for the intuitive thoughts you receive and act on them to create a life where your dreams come true.

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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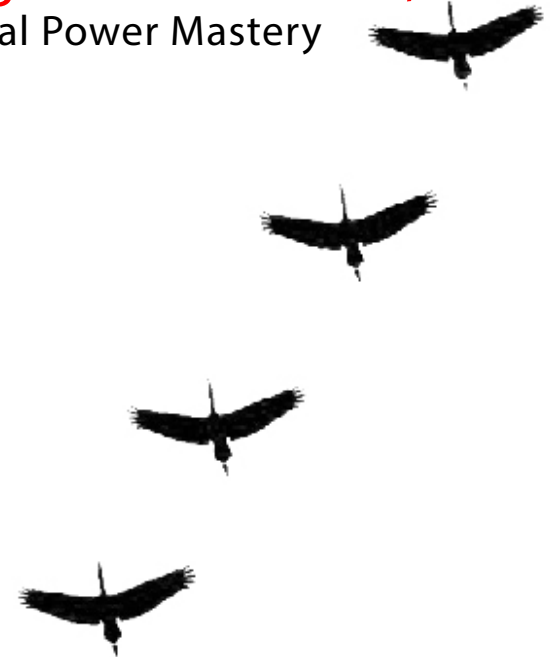
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A photograph of Douglas Vermeeren, a man with short dark hair, wearing a dark suit jacket over a bright orange shirt. He is standing on a stage, gesturing with his right hand raised. The background is dark with a metal truss structure illuminated by warm lights. A large screen behind him shows the text 'VISION C' and 'EVERYTH'.

# DOUGLAS VERMEEREN AND PERSONAL POWER MASTERY

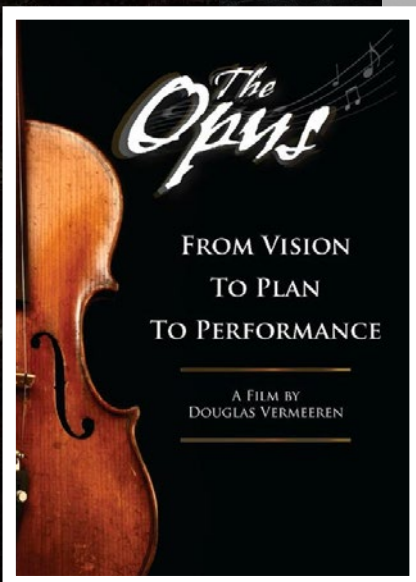
**BY STAN ROMERO**

Douglas Vermeeren is considered by many to be the modern day Napoleon Hill for his extensive research into the lives of more than 400 of the top achievers of today. His research has uncovered many hidden strategies and concepts of how to create personal change, get to your most important goals, unlock the best in your personal potential and help you achieve more than ever thought possible.

Doug is the author of three books in the Guerrilla marketing series and the creator of the personal development films The Opus, The Gratitude Experiment and The Treasure Map. In his first 6 months as a speaker he was able to generate more than 1.6 million dollars. He often shares his insights with speakers at his High Profit Speaker events. In his wealth program, Your First Million is on the WAY, he shares strategies that create wealth and abundance in the fastest way possible. Both of these programs are highly sought after and always sell out.

But the program that everyone is talking about is really the one you cannot afford to miss.

His Personal Power Mastery course is rated as one of the top seminars in the world today for creating personal breakthroughs and change. The following is an interview with him regarding that program and some of the reasons why people don't create the lives they really want.

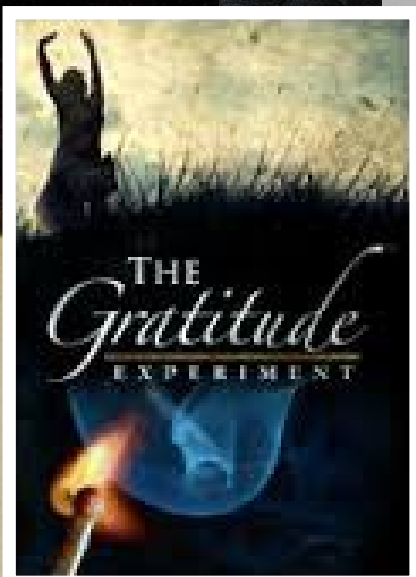


**SR: Can you tell our readers what is the Personal Power Mastery program?**

DV: All good things start with mastering our personal power. I chose the words Personal, Power and Mastery carefully. Personal because you are really the person who has to make the changes. No one can change your life or do it for you. YOU must be involved. Power because most of us forget that we do indeed have power. We are truly much more powerful than we give ourselves credit for. Mastery is a state where success flows, everything good comes more easily and freely. Mastery isn't an accident and average people never get to it. Mastery is a highly level of expertise that comes from recognition of what to do, repetition of doing it and creating it as a habit.

SR: What does Personal Power Mastery do for people? What can they expect?

DV: When you add the active ingredient of YOU to the strategies and concepts that I teach in the course, we have seen positive and incredible results in nearly every area of life. The ones I see most noticeably are in the areas of increased Abundance, better relationships, more self-confidence and real life changes. Some of the changes are massive with results that shift the entire direction of a person's life.

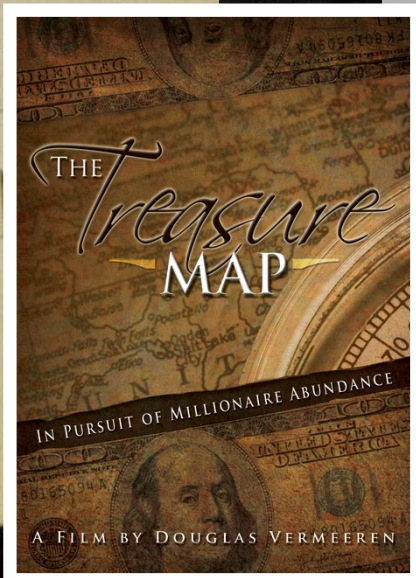


**SR: What is the one strategy that you teach that causes an immediate impact on people?**

DV: I believe that people get so caught up in the recommended way of goal setting -SMART goals. But that's not what I discovered that high achievers do to get what they want. Instead they use the Law of Probability, first written about by Aristotle. When people apply this theory, they see immediate results. What I teach in Personal Power Mastery is four ways to increase the probability of something happening. 1) **People** -meet and surround yourself with the right people, 2) **Knowledge** -enhance what you know, not just subject matter information but personal growth as well, 3) **Geography** -make sure you are in the right place and 4) **Frequency** -consistently do what is needed to move forward.

**SR: Can you share an example?**

DV: Some examples include, people who have quit smoking, experienced weight loss, repaired relationships, pursued their dreams and recovered after being downsized. Here are two that I experienced recently that really reminded me of why I love the work I do. The first was a bully and his victim that were able to heal the challenge between them and create a friendship. The other example is a young man who attended one of my events not too long ago who was convinced that suicide was his best alternative. He experienced a powerful shift and was inspired to approach life from a more positive and empowering perspective. I've been in touch with him over the last several months and have seen some amazing changes and shifts.



**SR: Who should participate?**

DV: The strategies are valuable for everyone from stay at home moms to high level CEOs. Regardless of your title or station in life we are all human beings. We all have needs, wants and



desires. We have similarities that we experience. Things that inspire us all may be somewhat different but the reasons why they inspire us are very similar. Personal Power Mastery reveals powerful tools on how to create more of the things that inspire and helps to create the changes that will bring the most happiness.

**SR: What kind of specific tools will it give them in their life?**

DV: Different attendees have shared that the course has touched them in different ways. We have people who have attended multiple times and gain something each time. One of the things that I hear again and again is how upon leaving they feel as though they have more clarity on what they want to do with their life and practical tools on how to make those changes.

**SR: How can it help people in business?**

DV: If you are a business owner, your business is a reflection of you personally. If you are content to remain where you are at today your business will stay the same. A business that does not progress eventually loses its ground to the competition. To be successful today, we all need to make our personal development a high priority.

**SR: How did you come up with the concepts and strategies?**

DV: As a young man I interviewed and researched more than 400 of the world's top achievers first hand. No one has done this since the days of Napoleon Hill. I personally used the strategies I learned to create the life I wanted with high levels of wealth and abundance. Some of what's out there today is fluff, but much of

what's out there is good. And when I find something good I ask how can this be made great and turned into something my students can use to get results. If it doesn't work, I don't want it. If it does work, I ask how can I implement it to get the most results in the shortest amount of time.

**SR: What keeps most people from experiencing success?**

DV: Most people settle. They get into their habitual tendencies and they don't look up. They don't consider what they could create. They think they have no power to make a different life. As a result they live their life in a very reactive way. Reactive people are the servants of proactive people. If you are not actively creating your dreams, you are by default helping someone else create theirs.

A second reason why most people don't create the reality they want is pain. But not the experiencing of pain; it's a fear of pain. They are afraid of what might happen so they don't take action.

**SR: Most achievement or change programs don't share the things you are sharing. What kind of results are your students getting?**

DV: Human desires fall into 5 categories. The areas I see our students succeed in have also followed these categories, which are: ABUNDANCE - financial situation, time abundance, business abundance, opportunity abundance, as well as, recovering from bankruptcies or massive debts and business growth on a massive scale. These are real tangible and measurable results.

The second area is RELATIONSHIPS - Troubled relationships heal.

Bullies and their victims come together. Couples, on the verge of divorce, are rescued, Relationships between frustrated business partners, parents and their children - all healed.

The third area is HEALTH. People use these tools to beat addiction, from smoking and alcohol to drugs. People lose weight and become more fit. People change their diets and get to high performance levels in athletics.

The fourth area is SELF. People increase their feelings of self-worth, confidence and personal power. I have seen people come back from suicidal tendencies and hopelessness. People beat fears and repetitive cycles of self-destruction.

The final area is one most training programs overlook because maybe it's a politically difficult area to navigate but it is part of who we are and that's our SPIRITUALITY. While I don't give advice on what to believe spiritually in your life, I have seen many of our students become

more balanced and powerful as they've tapped into their connection to spiritual things starting with their own spirit. The reason we pursue any goal is because of how it makes us feel. We chase wealth because of how we believe it will make us feel. We pursue relationships because how we want to feel. When we really get this spiritual connection figured out we often find that all the feelings we are really looking for are much more easily available to us than we originally thought.

We at Soar to Success magazine hope you enjoyed this interview with Douglas Vermeeren. For more information about him go to [www.PersonalPowerMasteryevent.com](http://www.PersonalPowerMasteryevent.com) or [www.DouglasVermeeren.com](http://www.DouglasVermeeren.com) where you'll find great free resources on some of the things in this article. Also be sure to visit our website to listen to our interview with Doug where he covers even more information about the strategies from his Personal Power Mastery program.



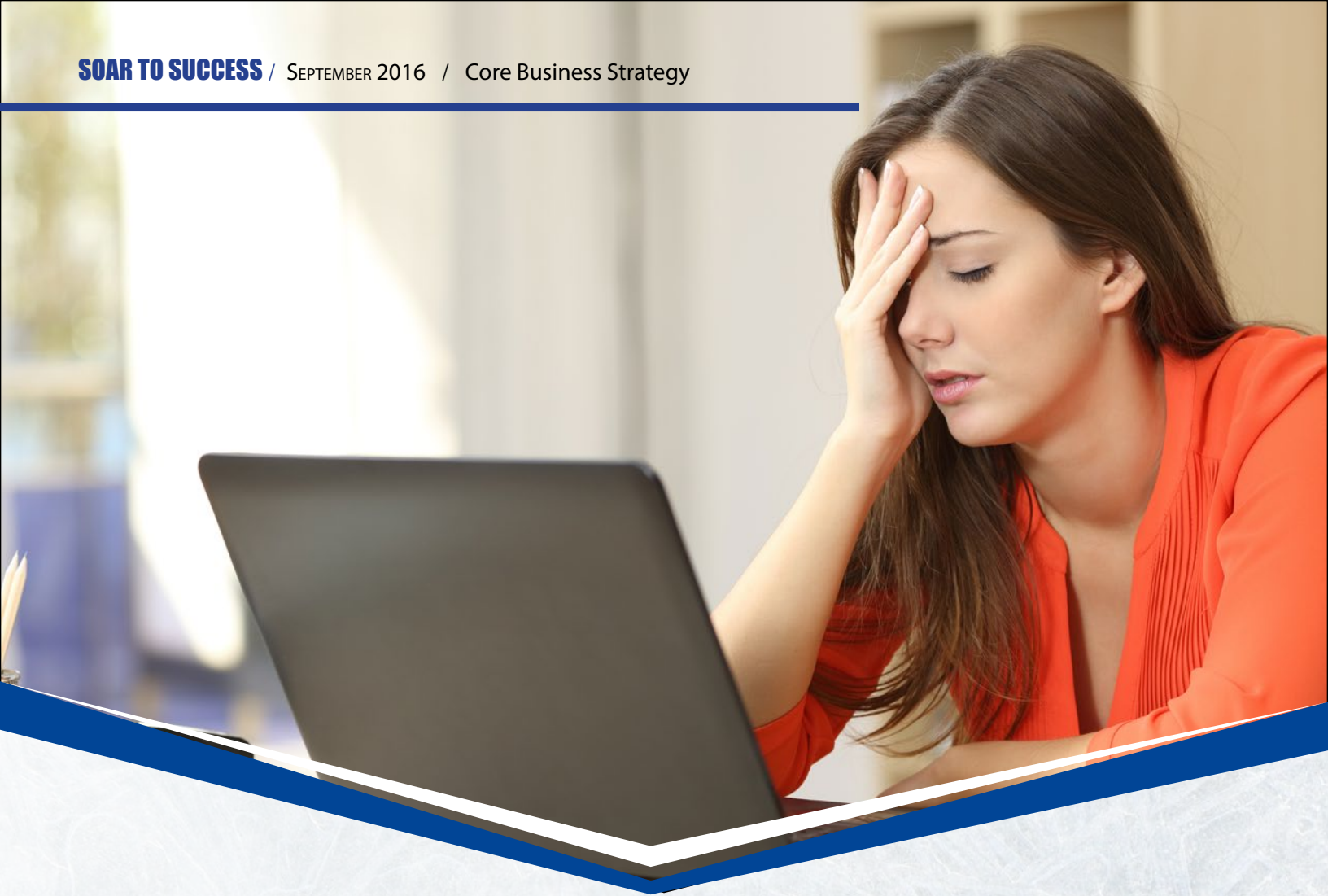
## TOP 3 TRAITS TO SOAR TO SUCCESS

When asked what are the three attributes he believes are necessary to Soar to Success, Doug shared these:

1. A person needs clarity of purpose and focus. A goal that is specific and clear becomes attainable and near.
2. A person needs to be proactive which has

two main components. They need to be willing to take ownership and recognize their ability to change or influence a situation.

3. A person needs to understand the importance of making decisions which also includes deciding what they don't want and establishing boundaries to stay on track with what matters.



# WHEN BEING AN EXPERT IS DANGEROUS

BY DIANE HELBIG

We've been told how important it is to be an expert. We should stand out in our field by using content to market our business. And that is true. Being able to showcase your level of knowledge is one of the best ways to gain awareness and exposure.

There is a side of expertise that can actually be harmful to your business. What is it?

It's when you know your business so well that you fail to do adequate discovery. Here's

an example. You get a referral from a friend. They tell you a little bit about the prospect. Now, because you know your business so well you give some thought to the need - as it's been told to you - and measure it against what your company does.

You walk into the sales meeting believing you know what they need and how you can help. AND while you might ask some questions to lay the foundation, you don't do a full discovery. After your few questions are

answered you launch into what you can do for them.

Your next step is to create a proposal. And this is where the problem shows itself. They are shocked at the price. They don't understand why it is so high and think you are trying to gouge them.

## **What just happened?**

I'll tell you! You didn't do your regular, reliable discovery. So you missed out on some critical information - namely their budget.



The result is this – they will not do business with you because they don't trust you. And worse, the person who referred you now looks bad to the prospect. They have fences to mend at this point. And they will hesitate to refer you again in the future.

The damage is deep and long term.

So, while being an expert has its good points, remember to keep it in check when meeting with prospects. Follow your usual process, regardless of how

much you think you know about them and their need.

And if you find you could use some help with this, visit me at [seizethisday.co](http://seizethisday.co) and schedule a complimentary 30 minute phone consultation.

**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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# APPLE ENTHUSIASTS ANTICIPATE IPHONE 7 RELEASE

BY JEANNE DEWITT

## EXPLORING FACTS AND RUMORS: WILL IPHONE 7 GET APPLE OUT OF SALES SLUMP?

The iPhone 7 is set for release soon. But will this new release be met with the unencumbered enthusiasm that has been the hallmark of earlier iPhone upgrade reveals? Both facts and rumors about this new release are now swirling around the industry as experts, analysts, and even economists speculate and wait for Apple to deliver.

But no matter what your field of expertise is or if you are simply a consumer awaiting the newest and shiniest iPhone, all agree that Apple has to bring their "A" game. Why? Because for the first time in history, iPhone sales are slowing.

There appeared to be no limit to the growth of Apple's iPhone sales

- until this year. In the first quarter of 2016, iPhone sales slipped, and Apple felt a real slump in phone sales for the first time since the iPhone's introduction to the market in 2007.

Analysts from across the globe are now watching the technology giant closely, and Apple is hoping that this new iteration of its flagship product will save the day.

The date everyone is expecting the unveiling to take place is September 16<sup>th</sup>.

According to industry rumor, the iPhone 7 isn't going to be a big leap forward. Many of the advancements that iPhone

users are wanting won't be in the new generation of the iPhone. In fact, the iPhone 7 is expected to underwhelm in the "nifty new features" department.

Why? Because new technology takes time to implement, and Apple has admitted that they just aren't ready with the new features yet.

Industry speculators are saying that the iPhone 7 is likely to have:

- An alternative to the traditional headphone jack
- Maybe an iPhone 7 Pro edition
- Dual speakers
- Dual cameras



Unless Apple comes out with a big surprise this fall and proves all of the industry gossip wrong, they are unlikely to realize anywhere close to the number

(48 million units) of sales they saw in the third quarter of 2015.

**Want to know more about iPhones, their business fea-**

**tures, and how they can be part of a secure business network? Contact Computer Programming Unlimited (CPU) by phone at 419-872-9119 today.**

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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BY: LINDA PRINGLE EVANS

# BRAND YOURSELF FOR SUCCESS

## IT STARTS WITH YOU!



Personal branding is the most effective way to clarify and communicate what makes you different, special, and valuable to your customers (target audiences). It's about uncovering your unique attributes - your strengths, skills, values, and passions - and using them to stand out from your competitors. Through personal branding you clearly communicate the unique promise of value that you have to offer. Think of your personal brand as your reputation. It builds over time and becomes synonymous with how people describe you.

It takes time to identify and develop your strong brand. Here's a quick definition of a brand. It is the desired perception created in the minds of your target audience(s) and prospects. You don't own your brand. It resides in the minds of the people you are communicating to.

Knowing who you are, what you stand for, and what you believe in will allow you to inspire others to listen and take action. Becoming clear

on these 3 elements will help you define the success of your brand.

Let's begin with **"know who you are."** You must live your brand! Align with your vision - who you will serve, what is the problem that you will solve, and why should they listen to you.. Being able to communicate your unique value propositions will help to attract your ideal clients.

**"Identifying what makes you unique is what separates you from the pack."**

Next, spend time revealing **"what you stand for"**. A brand should definitely stand for something. Your mission is to identify and understand what you stand for. This is what I stand for - seeing more women in business and careers end the paycheck to paycheck lifestyle.

Lastly, **"what you believe in."** What is your passion? How do you want to spend your time? How do you want to make money? What is your vision for the business? What impact

do you want to make? How do you want to be remembered? Answering these questions will help you to understand what you believe in.

It is essential to know how you are being perceived. Here's an

exercise, begin to listen to the words others use to describe you. Keep a journal of the words used to determine the perception others may have of you. Look for similarities. If it isn't who you are, you can always create the desired perception.

You are uniquely designed - allow your uniqueness to stand out and communicate who you are, what you do and how you do it; this will lead to your brand success.

Here's to YOUR Success!!!

**Linda Pringle Evans** is the founder and president of Pringle Business Consulting, LLC. She is a brand consultant for female entrepreneurs and small business owners defining their brand identity, developing brand communications and positioning strategies with solutions that attracts ideal clients and impact the bottom line (profits).

Linda is a public speaker, mentor, Talktainment Radio Talk Show Host, author, columnist, and event strategist for creating profitable live events. In addition, she has served as the Mid-West Regional Director for the Public Speakers Association.

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# THAT ELUSIVE “IT” FACTOR IN TALENT ACQUISITION

BY KATHERINE BURIK AND DAN TOUSSANT

Alexandra was having a very bad day.

Her business was growing fast at the same critical time as her Marketing Director resigned to take a new position in another company across the country.

Alexandra put out feelers, talked to an executive recruiter and found Juan. He had the perfect qualifications on paper. Alexandra liked Juan immediately and was confident of his ability to get the job done.

Does that mean that Juan is the right candidate for the job? How will we know that Juan will be successful?

The answer depends on how we define “right” and “successful”. Will the person with the right charisma, charm and credentials necessarily get the job done? How will we know?

The right person has that elusive “IT” factor. In recruiting, “IT” is the results you need.

What is the wonderful outcome

that happens when you hire the proper person for any particular job? This could be tangible (increased revenue, reduced cost, increased productivity) or intangible (happier customers or employees).

Alexandra needs to answer the big IT question: How will you know a year (or two or three) from now if the person you hire is successful?

If she is stumped about outcomes, then she is likely to hire on gut and get-along factors like charm and charisma.

Hiring on gut alone increases the chances that you just hired the wrong person. It is true! The person you want to have a beer with is often just a great person to have a beer with, not necessarily the right person to achieve that particular goal. Hiring on that factor alone often leads to disappointment.

If you can't name the outcome you seek then why add another person to the team? You don't

need to fill a chair. You need to accomplish some very specific result. Otherwise why fill the position?

Alexandra needs to push a little harder to uncover the particular outcome she really needs from the Marketing Director. This information is not usually found in the job description.

Here are some tips on how to identify the elusive “IT”:

- Be honest with yourself about what you need. Don't just look for a carbon copy of the last person who held the job.
- Don't just hire from the job description with its list of everything, including the kitchen sink, that might be involved in the job parameters.
- Think about a very specific business measure that this person will influence. Profitability? Some satisfaction, process or quality improvement?

- Be specific about what the business will look like in a year or two or three? How will this person's role change as the business changes?

Once you can quantify the IT, it will be easier to communicate expectations to the candidate

you select and hold him or her accountable for results in the future.

We helped Alexandra and we can help you define the IT that makes a difference in the next person you hire. Just contact Katherine at The Interview

Doctor, Inc. or Dan at Dan Toussant and Associates to get an impartial outside view of the outcomes you need now and in the long term, so you hire the right person to get the outcomes you need.

IT makes a difference!

**Katherine Burik**, partner in The Interview Doctor, Inc. 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.

**Dan Toussant** uses his 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. He speaks regularly about the job-seeking process, and coaches professionals in interviewing skills, resume preparation, and career transition.

Connect with The Interview Doctor at their website and on



Watch Katherine's video series



Watch Dan's video series



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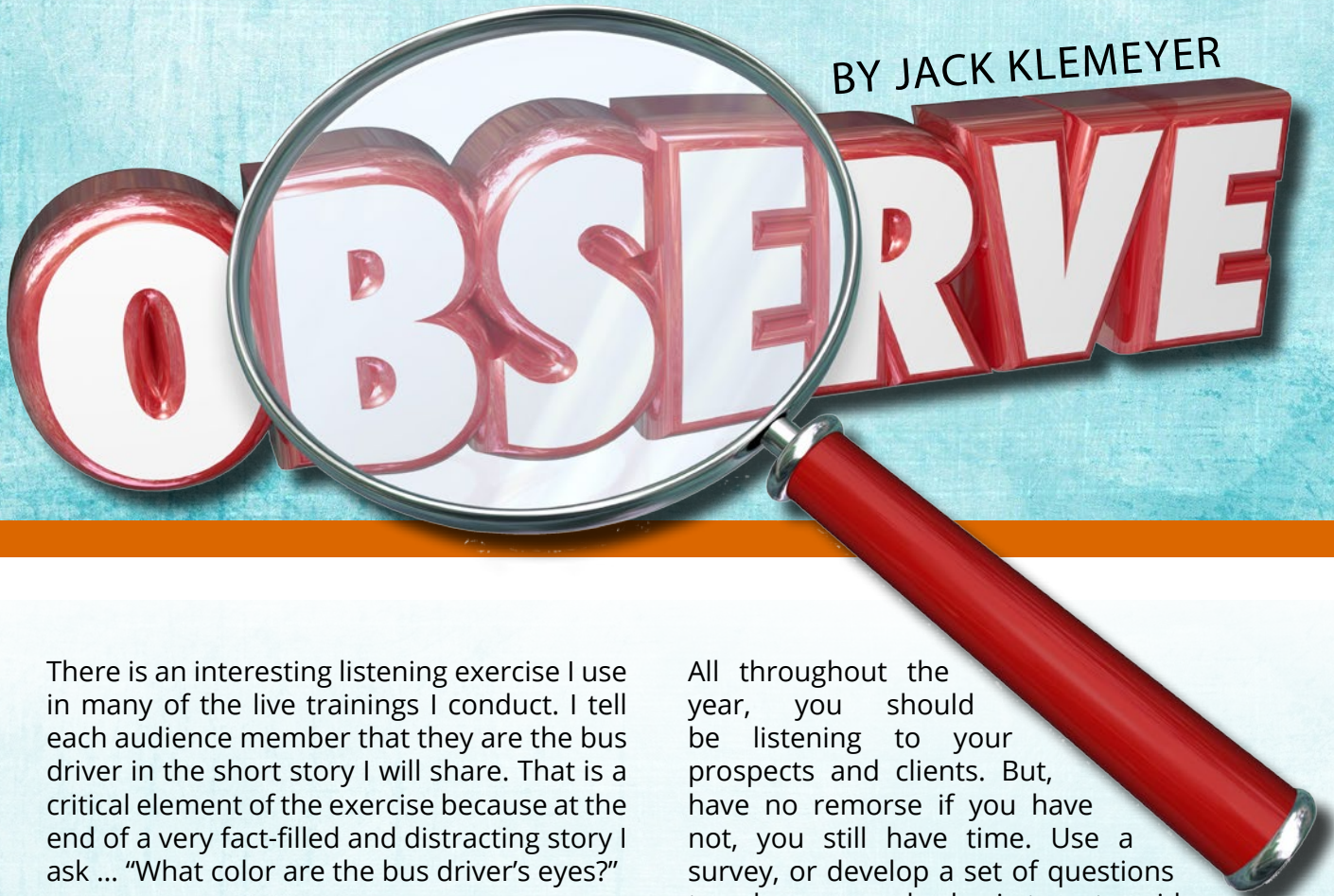
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# LET'S SAY YOU ARE THE BUS DRIVER

BY JACK KLEMEYER



There is an interesting listening exercise I use in many of the live trainings I conduct. I tell each audience member that they are the bus driver in the short story I will share. That is a critical element of the exercise because at the end of a very fact-filled and distracting story I ask ... "What color are the bus driver's eyes?"

The color of your eyes, mine or anyone's can only be determined by one of two ways: either you look in some type of reflecting device like a photo or a mirror, or someone other than you, tells you. Those are the only ways you can know what color your own eyes are for sure.

As we are rapidly going through this year we need to employ both of these ways to see and apply them to our business. We need to listen to what our clients and prospects are and have been saying and also seek a trusted source to give us some input on how we are doing.

All throughout the year, you should be listening to your prospects and clients. But, have no remorse if you have not, you still have time. Use a survey, or develop a set of questions to ask on a regular basis to get an idea of what they are thinking. Your questions might center on your services or a product, your team or your fulfillment process. As business owners we all need to know what our customers are saying about us.

If you have not already, set up some Google Alerts: one each for your name, your company name, your industry, your products or any other critical element of your business. With Google Alerts, anytime the things you set the alert for are mentioned, you will be notified by e-mail. There are tools that you can apply to social media to let you know real time what people are saying about those things as



well. To set one up, search online for "Google Alert" to find out exactly how. It is easy and will be a benefit for you and your business.

It is also time to review how you are doing in regard to the goals you set for the year. Compare what you said you would do to what you have actually done. You might need to ask your accountant or other trusted advisor.

That is, if you started the year with a goal, a plan or some kind of road map. If you did not, then start now. Make this a time of year to take stock, give thanks and then reset your focus for the rest of the year.

Plan, execute, notice and adjust your activities to move you towards your goal. That's the simple formula for success!

Grow Your Business™ Coaching founder Jack Klemeyer is recognized as a preeminent resource for business professionals. As a John Maxwell Certified coach, speaker, trainer and facilitator of Mastermind groups for business owners and professionals, his results-driven philosophy calls for action and accountability. He and his Grow Your Business™ team are dedicated to taking businesses and their owners to the next level. Jack can be reached at [Jack@GYBCoaching.com](mailto:Jack@GYBCoaching.com) or at 317-755-6963.

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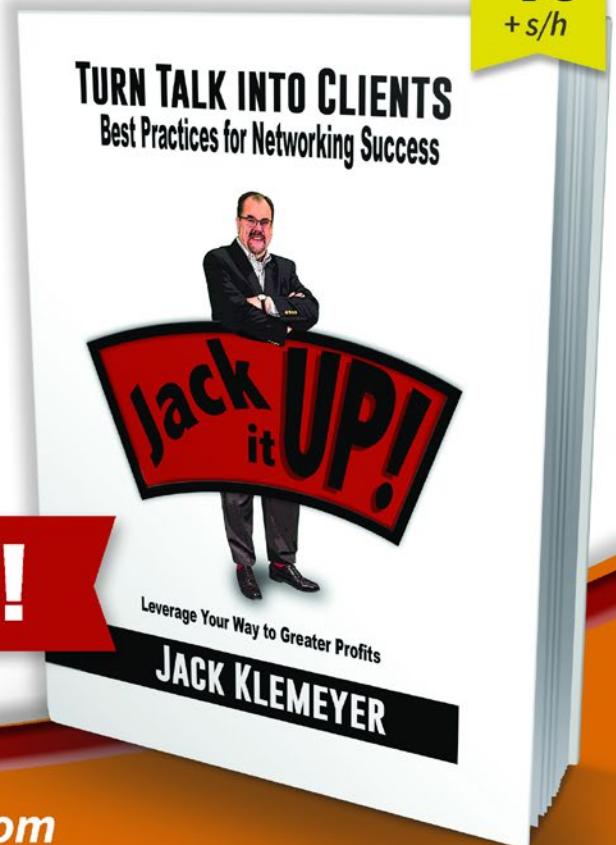
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# THREE THINGS YOU NEED TO KNOW ABOUT IMAGES



BY LEE DROZAK

Using images on your website is important to your brand and messaging. Often images will catch the interest of the visitor and keep them on the page a little longer. But using images the wrong way can cause you some serious problems for your business.

Here are three things you can do before uploading and using images on your website.

## **Use images with Purpose**

Sometimes we use images because the page looks bare and we want to add something. And hey something is better than nothing, right?

Jakob Nielsen, a usability researcher, conducted a study

to examine the impact of images on websites. Nelson found that participants ignore images if they have no purpose to the topic at hand.

When selecting images, use clear, easy to absorb images. Like a man having car troubles for an auto repair shop. Or hit on the characteristics of your brand like Nike's use of elite athletes to convey dedication and excellence. If possible use photos of real people like your team or clients or even your place of business.

## **Size Matters On Your Images**

Remember that site load speed is an important part of SEO and large image sizes can be a factor

in slowing your site down. Images taken by smartphones and digital camera are high quality but can be rather large in size. These large images can use a lot of resource for your website. The best way to fix this is with an image optimization program. My favorite optimization program is TinyPng. It's easy to use and can reduce image sizes by as much as 80%.

## **Use Licensed Images**

Now, this goes without saying, don't steal others images, but we get confused about the copyright terms and acceptable use when it comes to images. First things first, don't Google an image and freely use any of the images you find in results. There is a search filter in Google

images that will allow you to whittle down the results to those labeled for reuse.

Many sites allow you to use their images freely and without attribution like Unsplash and Pixabay. While I love the free use sites, you don't want to see your images on ever other

website. So it's best to use images you've taken, but that's not realistic for many of us. So the next best option is stock image sites like Adobe Stock or Bigstock. These sites have royalty free image licenses. Royalty Free means that the images are sold at a flat rate for almost all use purposes.

By following these three guidelines, you're sure to have images that are useful to the reader and fair to the photographer. Need help to determine if your images are working for you? Schedule a chat session so we can talk about what you images say to your visitors.

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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## TAX EXTENSIONS ARE RUNNING OUT SOON, ARE YOU READY?

BY TINA MOE, CPA



Filing an extension for your income taxes is a popular choice for many individuals with large and complex tax returns, or just those individuals who take a little bit longer to receive - or in some cases track back down - all of their tax documentation. It is also a choice that some tax payers with larger liabilities like to utilize in hopes of having extra time to pay their liabilities. I have clients that call me every year and say "I just know I'm going to owe this year, so let's just file an extension until I have the money."

I wish it was that easy but, unfortunately, it's not.

The most important thing to know is that filing an extension does **not** extend the time to pay your taxes. Extensions only provide you with extra time to file the tax returns. Rather than the normal filing due dates, March 15<sup>th</sup> for corporations and

April 15<sup>th</sup> for individuals and partnerships, filing an extension provides you with a new filing date in the fall, **September 15<sup>th</sup> for corporations and partnerships, October 15<sup>th</sup> for individuals. These are the final due dates and no additional extensions are available for the 2015 tax year.**

For those who didn't pay their taxes along with their originally filed extension, you can avoid additional

penalties and interest by filing and paying your taxes by these extended due dates. This won't eliminate the late payment penalties but it will keep the interest and additional penalties from continuing to accrue. Also, if you can't afford to pay the amount you owe in full, you can request an installment agreement using form 9465. Be sure to click on the attached link to watch my video on IRS installment agreements.

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](http://www.actservices-inc.com) and on



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# PRACTICING PERSPECTIVE

BY DEITRA HICKEY, PHD

Do you or the individuals in your organization have a difficult time keeping things in perspective? Have you lost your life balance or wonder if you are reaching your maximum potential? If you struggle with any of these concepts, don't worry—you're not alone! Most people battle the inner-conflict of searching for that next step in their life in the attempt to attain happiness, peace, and contentment. The good news is that even if you have an abundance of goals that you still wish to attain or if things are a bit bumpy in your life, your contentment and joy can still begin *today!*

Often, we just go through the motions and accept our natural thought-process as if we have no other choice. The thing is, we do—we have complete control over how we choose to think and look at the world around us. The concept of perspective is just that, it is the lens in which we choose to look at life through.

Are you focusing on the positives of what's going on around you or do you tend to hone in on what is going wrong, what needs improved, or what you haven't completed yet? I will be the first to admit, practicing perspective is not an easy task. I say this because we are human and sometimes our natural thought-process veers towards the negative; sometimes to the extent that we sabotage our mood or even our entire day.

Have you ever been stuck in a traffic jam because of a car accident and you were already late to wherever it was that you were going? You say to yourself, "ugh, I am already late, why do these things always happen to me?" You glance over to the opposite lane of traffic and see the cars flowing on by without even a slight delay. You say, "Why aren't I over there? Why do I have such terrible luck?" This is the perfect moment to practice perspective and if you take a

moment to stop comparing yourself to the opposite lane of traffic and instead take a deep breath and glance at the car ahead that was actually in the accident and compare yourself to them. It is then that you realize that THEY had a bad day, not you. That is someone's spouse, maybe a parent, or child and they may even be in a life changing state. Sure, it is not convenient to be stuck in traffic but there are much worse circumstances you could find yourself in.

This analogy aligns right along with other inconveniences in life, try to find a silver lining and at minimum, remember things could almost always be worse. Or, if you are frustrated with your job, your family or other relationships, remember there are people who are unemployed or do not have a family at all. As soon as you tweak your mindset and look for the positives in your situation, career, and relationships, you



will automatically realize the *grass is not always greener*.

Understanding this concept of perspective comparisons is a powerful component to attaining the emotional and mental peace that we all desire. When was the last time you patted yourself on the back and relished in your accomplishments? Or, are you

too busy worrying about what you haven't completed or all of the things on your to-do list. Take a moment and practice taking the time each day to congratulate yourself on what you have done; focus on the wonderful things in your life, not what you think are missing. By practicing positive perspective, you are on your way to attaining the happiness,

balance and contentment that you deserve.

If your organization is in need of a motivational speaker who empowers audiences of all sizes with intentional perspective, resilience and work-life balance, give me a call today to book a keynote or professional development!

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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# YOUR LEADERSHIP IS NEEDED IN THE WORLD

BY ROCHELLE FORREST

Right now we need leadership and that means **WE need you!** Leadership is about having courage, helping others feel inspired, encouraging and looking at the best in people.

Whether you are a leader of a company, home, church, or amongst your friends, here are characteristics to consider developing more fully:

## AUTHENTICITY

Leaders live in alignment with their values. They have a desire to help others succeed.

## INITIATIVE

An effective leader knows what needs to be done and they do it. They are self-starters

and role models. When you see what is in front of you to be done, just do it! Leaders do not need to be asked.

## HUMILITY

Leaders believe in their visions and self without being full of themselves! Servant leadership is to look to serve and help.

## EMOTIONAL CONTROL

Loss of control ruins the impact we have on followers. I had a mentor once talk with me about the difference between empathy and sympathy. It's important to practice empathy without becoming emotional. Also, when we lose our tempers, we lose our focus.



## HUMOR

When we can laugh at ourselves and situations it gives people the permission to laugh too! Humor and fun attracts people! When we step back and breathe... we can see the humor in many situations.

## POSITIVE ATTITUDE

People attract what they are.... Think happy

thoughts, be grateful, and see the end you have in mind... Shine! You will attract happier and more productive team mates! Set your intention on Love and then your attention will see love! Love is always expanding!

You can be a more effective leader in many areas of your life! We need to start a positive leadership wave! Please catch the wave!

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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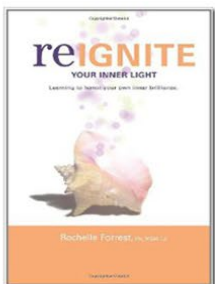


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# CREATING YOUR SACRED SPACE

BY DEB REIS, NP, MSN

Having time for yourself to rebalance or refocus is essential to a healthy lifestyle and immune balance. Here are some quick tips to create and use sacred space as part of your wellness plan.

There is growing evidence that having a sacred or personal space for quiet time is important for immune balance and mental clarity. It may be a special room or an area of a larger space. My space is a corner of my couch in my living room with a table and lamp. This is where I do my morning reading with my cup of coffee and take a few minutes for my affirmation reading

and quiet reflection. I find that it is important for me to be grounded and to be ready for an action filled day. When I am in my space with my reading, it is a message to my family for my quiet time. Often, quiet time is done before the rest of the family is up and rolling.

Some ideas for your sacred space include:

**Location** - Choose an area within the interior of your home for your sacred space.

**Clean** - Clear this space of any clutter which correlates with stagnant energies.

**Quiet** – Give yourself some time in your space for solitude.

**Comfortable Seating** - Use floor cushions, a recliner, or a chaise to stretch out in.

**Calming Sounds**- Introduce some wind chimes, music or just let it be quiet time which works for me.

**Aroma** - Include your favorite essential oil to inhale during your quiet time.

Make spending time in your sacred space a consistent part of your plan and you will notice a difference in your balance and focus as you move through your day. In addition, you are getting the health benefits of relaxation and immune support. For more information and other holistic tips, please visit 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](http://DebraReis.com) and on



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## 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.



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# LISTEN TO THE WORDS OF YOUR SOUL

BY LILLIAN ZARZAR

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Have you ever told yourself “I knew that was going to happen,” or “I had a feeling something was going on”? Messages flow constantly because you never stop thinking! Your soul’s words speak to you. Yet, when consumed with the stimulations of your daily life it is a challenge to hear and follow your soul’s messages.

Distractions block your intuition and your creativity. In a moment of stress and challenge, your soul’s messages are lost as your emotions swirl. The ability to quiet your mind to hear what your soul has to say enables you to make more effective decisions, use your critical thinking skills and communicate effectively.

## How do you quiet your mind?

### **First, make a commitment daily to spend time with yourself.**

Add quiet time to your list. Use time during your exercise routine, your walk, your commute, a break in your day. Commit time to give your mind a rest from the stimulation around you. Enjoy the quiet as a regular part of your day.

**Second, ensure you have quietness on the schedule so you actually do it!** Whether at your desk, on your break, in a boring meeting (yes, even then!) a few moments of quiet give relief from the day’s pressure.

**Third, think about a comfortable and blissful place you enjoy.** If you love hiking, find the area on top of a mountain you climbed and breathe in the fresh air. If you love boating, see yourself floating on the lake relaxing. If you love the beach, envision yourself reclining on the sand with the sun warming your skin. Wherever you go, be present with the place and the feeling it evokes in you.

**Breathe deeply from the diaphragm.** The more oxygen you take in the more balanced your brain. The message your soul sends is “calm down.” The calmer you are, the clearer



your thinking. As your brain waves subside, your thoughts drift in with words from your soul. Be aware of your deep breathing and the sounds of the space you envision. They lull you to quietness.

In that deep stillness are answers to questions and decisions to consider.

As you listen to the words, focus on the message. Sometimes messages flow slowly and offer an answer to something you have been pondering.

Sometimes messages flow quickly like a torrent gushing forth in a burst of inspiration prompting a new idea!

While in the moment, jot down the words. You hear profound information when your mind is clear and your heart is open. Listen for the patterns. You have access to the answers. When you include quiet time, you are calmer and more composed to handle the pressures of the day and to listen to the messages of your soul.

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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# Are you an Imposter?

BY KRISTIE KNIGHTS, LPC



## Think Positive

How often do you feel as if you are faking it? Do you worry you will be 'found out' as a fraud? The imposter phenomenon has lit up print and social media for a couple of decades.

What is the impostor phenomenon? Well, it is not a psychological diagnosis. There isn't a set of criteria to determine if you indeed suffer from IP. However, there are a set of clear cut symptoms that each person I encounter, and well I have lived through as well, tends to exhibit.

### 1. You tend to focus on the negatively-viewed 'failures', instead of the positive accomplishments.

Battle the negative thinking, and focus on your strengths. The change in thoughts will catapult you to success!

### 2. You think it must be rather basic, no wonder they asked you to do it.

Ahh, but wait for it! For YOU it is basic. It captures your skill set and strength, therefore you feel such ease in accomplishing the task.

Many a time, other's will compliment my ability to build rapport quickly and create the feeling of ease in my office. I would think to myself, no kidding, it is so basic; it is a must. It wasn't until years later I began to accept through self-evaluation, it is my strength; therefore, it comes with ease. Whether I am in or out of office; people feel comfortable and loved in my space. Even as I share, I feel a twinge of 'you can't say that out loud (residual imposter phenomenon sneaking in).

### 3. The thought that if it is not difficult it is not worth it.

Guess what?! You do not have to make it so difficult

to define as being worth it. The greatest business advice I can provide; keep it simple.

### 4. You think that what you do will never be good enough.

First and foremost, remove 'never' from your vocabulary. Thinking in terms of absolutes feeds the monster of IP. It will only desire more negative thinking to feel a gain. Instead, starve the monster, and repeat after me: 'I am good enough.' 'I am amazing.' This is all in YOUR control.

### 5. You permit your mind to focus on the fear, rather than imagine the success.

How often does anxiety overcome you, or negative thoughts harm your desire to stay motivated? You have a choice. Take the time to imagine success. I want you to picture accepting the Nobel Peace Prize, or like myself, I picture myself speak-



ing to 1000's of children and adults about my passion. I picture it at least twice a day. Now it is your turn. Picture success, let go of the imagine and anxiety of failure.

**6. You feel so deeply; it clouds your ability to stay focused on the task.**

Often clients speak to me about feeling overwhelmed with emotions. They will say it is too difficult to stop the head from thinking; a feeling of being paralyzed. When we allow our thoughts to wander, we can often overthink, over-analyze, and feel lost. How often when you

are overthinking are the thoughts positive? Yes, the thoughts are negative, increasing the anxiety and creating a flooding of emotions. Therefore, STOP. Get out of your own way.

Use these ideas to start living fully and powerfully today!

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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# BETTER, STRONGER, FASTER – HOW DO YOU HELP YOUR TEAM SUCCEED

BY LISA RYAN

“ BE THE CHANGE YOU WANT TO SEE IN YOUR COMPANY. ”

Napoleon Hill once said, “We succeed quickest and best when we help others to succeed.” When you support the career plans of your employees, you connect with them and create a culture of appreciation in your organization. Here are a few ideas to HELP your team become more engaged.

Isn't it true that you want to be better, stronger, faster tomorrow than you are today? Your employees do too. Unfortunately, many employees don't know where to turn when it comes to sharing their career dreams and goals. They may be afraid to let you know what they

REALLY want from the company. They may not know what options are open to them. Or, they may not believe you'd listen to them or do anything about it anyway, so what's the use?

The second step in the THANKS process is to help your employees plan their ideal career path. Here are three key ways you can do that:

1. **Be proactive.** Sit down with each member of your team and ask them where they see themselves in the next 3-5 years. Then, work out a plan to help them get there. Is there additional training

they'll need? Make the investment. If your manager says, “Why should we invest in training our employees, they're just going to leave anyway.” You can remind her, “Yes, but what if we don't invest in them – and they stay!”

2. **Allow for individual growth.** Your employees may have vastly different expectations when it comes to moving up in the organization. There are also significant differences between the generations. For example, did you know that millennials need a

change in their level of responsibility about every 18 months. By doing this, you're giving them opportunities to grow and develop within your organization instead of taking their skills somewhere else.

3. **Lead by example.** When managers demonstrate the behavior they want to

see from subordinates, it generates enthusiasm and inspires their team members to work harder. According to Dale Carnegie Training, 62% of engaged employees say their manager sets a good example, compared to only 25% among those who are not fully engaged. Gandhi says to be the change you

want to see in the world. I say, "Be the change you want to see in your company."

By taking the time to pay attention to and take action on the dreams and goals of your employees, you create an emotional connection that will help your top employees from leaving and becoming someone else's best talent.

Award-winning speaker, Lisa Ryan, delivers life- and career-changing strategies and inspiration to her national and international audiences. She is the best-selling author of eight books and a featured expert in two films.

Focusing on workplace culture and personal empowerment with "Grategies" - gratitude strategies, Lisa works with organizations to keep their top talent and best clients from becoming someone else's. Her audiences receive ideas that positively impact them both personally and professionally.

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## Lisa Ryan

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Lisa's **high-content programs** use stories, research, anecdotes and lots of humor to engage her audiences and take advantage of the "wisdom in the room."

She **encourages interaction** between participants to share the best practices of what is working in their organization and they leave with a plan to implement immediately.

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Lisa travels locally, nationally and internationally. Single programs range from 30 minutes to full-day. Short- and long-term implementation programs also available.



# FEAR BASED DECISION MAKING

BY JOAN WASHBURN

The number one reason my clients give me for not taking even the smallest step toward a dream they've had for a long time is...fear. I'm not referring to fearing a life-or-death situation, I'm referring to the fear that causes us to hang back for no good reason.

Fear-based decision making is when you let your fears or worries dictate your actions (or, in most cases, your lack of action).

For example...

- "I'd love to visit Africa, but what if something bad happens while I'm there? I'll go somewhere else instead."
- "I'd love to write a book, but what if people hate it? Maybe I should read more before I start writing."

If you can relate, don't worry – you are not alone. Far from it!

Research shows that 80 percent of our choices are fear-based; in other words, we're afraid of what will happen if we don't make a certain choice as opposed to making decisions based on what we really want out of life.

The unfortunate result is that we don't do the things that we say are important to us

Here are 5 things to keep in mind when making decisions:

- 1. Don't pick goals where the stakes are low.**  
Step out of your comfort zone – get comfortable with feeling uncomfortable!
- 2. Nobody is rooting for you to fail.**  
Maybe you'll succeed. Maybe you'll fail. For the most part, nobody cares one way or the other.

**3. Just because you don't like where you have to start from doesn't mean you shouldn't get started.**

For example: "I'd love to get in shape, but what if I look stupid at the gym? I need to lose some weight before I go."

How long will you put off what you're capable of doing just to maintain what you're currently doing?

**4. Stop making uncertain things, certain.**

Keep in mind - Failure is not certain.



**5. The only real failure is not taking any action in the first place.**

One year from today, your life is going to be better or worse than it is right now; it won't be the same. Whether it's better, whether it's worse, whether you've made progress or fallen back is going to be a function of the choices you make between now and then.

My wish for you was best said by Nelson Mandela:

- May your choices reflect your hopes, not your fears.
- If you would like to talk about how we might work together to ensure your decisions reflect your hopes vs. your fears, email me to schedule your Personal Breakthrough Session.
- And remember...Whatever Your Goal or Dream... WE Can Make it Happen!

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!

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*If you have a chance to work with Joan Washburn, RUN, don't walk!  
With her coaching I accomplished a dream I never thought I could!  
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- Get past that point you normally freak out, quit and go eat a pint of ice cream!
- 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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# BUILDING HIGHLY PRODUCTIVE TEAMS—AS MODELED BY DOGS

BY ANN N. GATTY, PH.D.

Our Great Dane, Beretta, has been a therapy dog for 5 years, visiting hospitals, veteran centers and assisting me with my business training workshops. This canine continually amazes me with his wisdom, emotional support for others, and gentle demeanor. Seeing the world through his eyes has enabled me to devise simple, straightforward approaches to creating collaborative workplaces where respect, trust and teamwork are integral parts of the equation.

He started his training at a local dog training center where there were many dogs who not only participated in group training classes, but also partook of the dog park located on the premises. During this training, we discovered that if I wanted Beretta to learn a new command, it would most likely happen if he watched and learned from other

dogs who modeled the behavior we wanted. Jethro was just the right dog to help Beretta. Jethro is a smart, well-trained German Shepherd. Beretta really liked training with Jethro because Jethro could show him how to master basic commands and stay focused. Beretta and Jethro would walk through the adjacent woods and I would follow along with Jethro's owner, JoEllen. The dogs became best friends over time and began working as a team.

Here's an example of teamwork. Jethro and Beretta were playing in the dog park with another dog—a Border Collie. Jethro found a Frisbee, picked it up and took it to JoEllen to throw so he could catch it. Jethro loves this game. However, every time the Frisbee was thrown, the Border Collie would dart in front of Jethro and catch the Frisbee first. Border Collies are quick

and very adept at this game. Well, Beretta—who never catches anything, saw what was happening. He found a way to help his best friend, Jethro. The next time JoEllen threw the Frisbee for Jethro, Beretta stepped in front of and blocked the Border Collie enough so that he could not get to the Frisbee, and Jethro was free to catch it. Team work! Helping each other succeed. No one taught Beretta this technique, but he saw his friend needed his help.

But there was another key ingredient in this teamwork success. Something that is essential in the success of teams in the corporate world. These dogs took advantage of their differences and the specific attributes they each brought to the situation. Dogs seem to respect and utilize these differences in ways that could be very instructive to humans.



In the corporate world, team work and respect for others are essential strategies for an organization's success. Successful teams are ones that utilize the different strengths that the members contribute to the group. If the team is responsible for solving a complex problem, such as increasing customer

satisfaction for a particular product or service, the more diversity in thinking about the solution, the better. Cognitive diversity in the team brings an expansion in the number of ways you think about the solution. Just like two breeds of dogs, figuring a way to play a retrieval game, the diversity can be healthy and enjoyable.

If you are dog-tired of a lack of employee engagement in your organization, fetch yourself a copy of **Leadership Unleashed: A Great Dane's Wisdom for the Business World**, available on Amazon.com September 2<sup>nd</sup>. Even if you execute only one of the concepts in this book, your organization will be transformed!

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](http://www.StrategicPeopleSolutions.com).



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# CR

## Change Request

### CREATING A HIGH PERFORMANCE ENVIRONMENT IS CRUCIAL TO BUSINESS SUCCESS

BY MICHAEL KAPLAN

Have you heard this quote by William Arthur Ward: "Change, like sunshine, can be a friend or a foe, a blessing or a curse, a dawn or a dusk."

Wondering what that has to do with your business?

When you hear the word change, what happens? Do you cringe? Think – oh no, not again? Or are you excited about a new adventure?

I hope you said excited because the hallmark of a high performance work environment is its ability to SEE CHANGE as a resource, as an opportunity to test your assumptions and systems and add to the collective knowl-

edge of your team. High-performance cultures perpetuate and regenerate themselves with every challenge.

**Change is the one constant for every business.** Your business success depends as much on your ability to anticipate, manage and respond to change as it does on your product or service. This means you must look at change as an opportunity instead of an obstacle, prepare your people to recognize these opportunities and take the right action at any given time.

Constructing an organization that relishes change requires thought, planning and the willingness to stay with it until you get it

right. Your efforts will pay off for everyone involved, not just employees. A high-performance company will draw-in customers, motivate vendors, attract investors, and assure lenders.

Building this type of organization requires vision, structure and tools. Here are two questions to ponder as you evaluate the elements of what it takes to create a high-performance environment for your business.

**First,** describe what your company would look like if it already were a high performance environment. What assumptions that you are currently making need to change? What obstacles exist?



**Second,** what would you have to add or change to make your company look like that? What tools do your employees need to do their jobs once they know how to do them?

A high performance organization is not much different from a high-performance car. You use the best materials available and

organize them into systems that are designed to use energy in the most efficient and elegant ways available. Don't get worried though because the good news is, unlike the high-performance car, effectively building a high-performance environment for your business doesn't depend on money. It can be done on a shoestring.

So change in a business, can be an opportunity or an obstacle, a blessing or a curse, a dawn or a dusk....which do you want?

I can assist you in setting the framework for creating the high-performance environment that will help your business grow! Visit my website 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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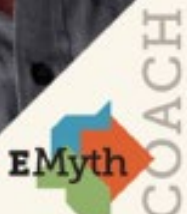
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# HOW TO QUICKLY IMPROVE YOUR NEGATIVE WORK ATMOSPHERE

BY BETH CALDWELL

I've worked with companies large and small. There are some issues that come up regardless of your industry or the size of your work force. A negative atmosphere is one of the most common. Having a negative workplace environment not only makes your office uncomfortable to be in, it's also very difficult to be productive in.

Here's what I've seen many times: leaders that are committed to the idea of having a drama free and positive workplace environment get to

enjoy overall less drama with employees who enjoy their work. Employees feel like they are part of a team, working in a collaborative environment that is innovative, exciting, and profitable.

Now these companies aren't just lucky...they didn't just happen to hit the "happy employee" lottery. The leadership team intentionally set up a positive and productive environment.

No matter what your situation is right now, you can make some

fairly simple changes that will provide immediate results. Here are three easy ways to approach the problem.

1. **Don't avoid conflict.** Remember, difficult situations never improve when they are ignored. Pay attention to early warning signs and deal with issues before they get out of control.
2. **Clean up your office!** Having a clean space allows everyone to think clearly. Make office cleanups frequent and mandatory so everyone can keep up with their clutter. Take a look around your office as if you were seeing it for the first time. Does the lighting need to be updated? What about the paint? Do you need to modernize the photos hanging on the wall or the landscape coming into the building? These are all fairly inexpensive projects that make a big difference in how your environment feels.
3. **Eliminate Negative Noise.** Remember, your workplace is not where your employees get their news or form their political opinions. It's where they work. If you want a



positive and productive workplace, then turn off that radio shock jock, and switch the station on your cable news cast arguments. It's not appropriate and it's not helping anyone get their work done. Instead, choose soft music that promotes concentration and creativity. There is a

large amount of scientific research on this topic. Factories, casinos, retailers and restaurants have been using music to enhance mood (and profits) for years. There is no reason why you can't do this too.

I know that you want your workplace to be happy and profitable. Why don't you take a look around right now and see what changes you can make right now? What you implement today will make a difference tomorrow.

I really believe that most people want to be happy at work. And

Here's to your influential leadership.

Referred to by her clients as "The Provocative Leader", **Beth Caldwell** brings a refreshing style to leadership and innovation. She works with companies who need help to confront conflict, deal with drama, and make important decisions. Beth is best known as the founder of **Pittsburgh Professional Women and Leadership Academy for Women**. Her books include *I Wish I'd Known THAT! Secrets to Success in Business*, *Inspired Entrepreneurs*, *EMPOWER*, *INSPIRE* and *Smart Leadership: 12 Strategies to Help You Shift from Ineffective Boss to Brilliant Leader*.



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# LOST AT SEA

BY THE MERIT GROUP

As a strategic planning, business development and brand communication firm we uncover, plan for and understand the vast array of growth issues and learning curves small business owners and entrepreneurs face when they are launching out into the deep. We have established a reputation for staying on the edge of change offering clients a wide range of solutions and tools such as TMG G.A.P.™ our Goal Action Plan which has become one of the driving forces behind our 373% growth last year.

Here is the skinny! There is and will be a place in-between every stage of your business. The place between growth and expansion, failures and triumphs, buying and selling but with most of our clients it is the sea called "Stuck."

After we spend between six to nine months building our clients freedom, financial goals, personal aspirations, dreams and legacy via their business they will inevitably find themselves in that place between launching and manifestation. So we created a proprietary plan called

TMG G.A.P. or Goal Action Plan™. This plan gives our clients the daily, weekly, monthly, quarterly and yearly systems, actions and directions they need to see their business grow.

Most of the time failure is not the problem, it is avoiding failure through planning that is the problem. Failure is the symptom of much deeper issues such as not planning, complacency, fear and isolation. G.A.P fills the gap and gives our clients the guidance they need to succeed.

Our G.A.P. includes a schedule and preset goals that lead to the main goal. We cover core components of growth in business like collaboration, branding, sales, marketing, establishing a digital presence, organization, business framework expansion, and more. Lastly, G.A.P. empowers our clients through mapping. Imagine you

need to get to 123 Achievement Street in Happytown, Global. Would you just type Global into your GPS? No! That's too broad of a goal. You need to outline the big goal, segment it and create action steps with goals and expectations for each segmentation. This is how you attain the larger goal and end up on Achievement Street.

I hope this helps and remember to fill the G.A.P!

If you are "Lost at Sea" and are interested in a free strategy session to discuss having your customized TMG G.A.P created visit us online at [www.themeritgroupindy.com](http://www.themeritgroupindy.com) and schedule your appointment online.

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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