

SOAR to SUCCESS

August 2016

MAGAZINE

DELORES PRESSLEY

LIVING LIFE ON PURPOSE

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GET UNSTUCK
NOW!

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- + Who needs Life Insurance?
- + Reflect to Realize Business Growth
- + The Untapped Power of Women Negotiators
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PAT ALTVATER



Do You Want To Grow a Speaking Business?

If you want to grow a speaking business or even just use speaking as a means of attracting more clients, this issue's feature article about internationally known Motivational Speaker, DeLores Pressley, is going to be especially helpful for you.

You'll learn how DeLores has become a highly sought after, six figure earning, speaker and learn about her September event, Launch Live Summit, where the attendees will hear from DeLores and other powerful, successful speakers on how to take your speaking to a new level of success.

By the way, do you reach out to meeting planners, event planners or answer RFP's to get more speaking engagements? I just listened to an interview with Shawna Suckow, CMP and one of the things she mentioned was how content videos on the topic you are pitching can be used as proof of your expertise when shared with the planners. So think about your speaking topics as you are planning your content marketing videos.

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

Pat Altvater

Soar to Success
AFP Marketing
BizTV Shows

Contents

04.



CORE BUSINESS STRATEGIES

- Are You Facebook Friends With Your Hacker By Jeanne DeWitt 08.
- How to Identify Your Ideal Virtual Assistant By Holly Kile 10.
- Business Partner Buyout – Understanding the Basics Part 1 By CPA, Tina Moe 12.
- Making Powerful and Magnetic Business Connections By DeLores Pressley 14.
- Grow Your Talent Pool the Fun Way with Employee Referral Programs By Katherine Burik 16.
- How Can You Design Your Future By Leanne Cannon 18.

PERSONAL GROWTH STRATEGIES

- Here’s How to Get Unstuck NOW! By Joan Washburn 22.
- Uncovering Patterns By Rochelle Forrest 24.
- Natural Sunscreen Protection – Quick Tips for Busy People By Debra Reis, RN, MSN 26.
- Life Is Like An Apple – Getting to Your Core, Part 4 By Lillian Zarzar 28.
- Who needs Life Insurance? By Ellen “Sam” Scheer 30.
- Having Hard Conversations Part 1 By Eric J. Watts 32.

Cover Feature:
DeLores Pressley,
Living a Purposeful Life

BUSINESS ACCELERATION STRATEGIES

- Goal Planning That Makes A Difference By Diane Helbig 34.
- Save Time and Money at Work with Easy to Implement Systems By Dr. Ann Gatty 36.
- The Untapped Power of Women Negotiators By Beth Caldwell 38.
- Performance Management That Motivates Employees By Megan Patton 40.
- Reflect to Realize Business Growth By The Merit Group 42.
- Are You Missing a Key Component of Your Organizational Chart? By Michael Kaplan 44.
- ▶ Our Favorite Videos 46

DELORES PRESSLEY

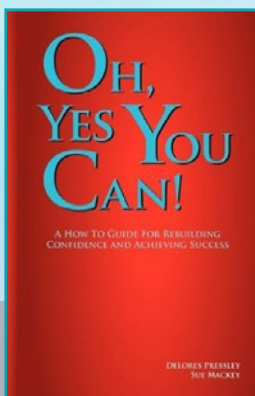
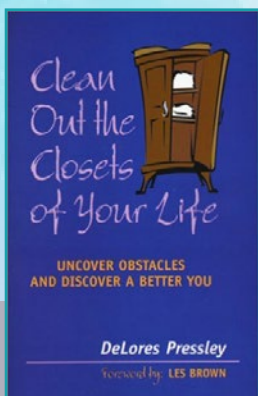
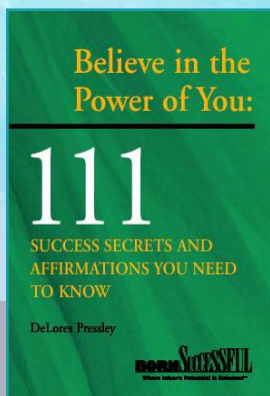
LIVING LIFE ON PURPOSE

DeLores Pressley, an International Keynote Motivational Speaker and Executive Life Coach, is dedicated to helping people take action to launch bold, confident and courageous lives. She is the CEO of DeLores Pressley Worldwide and Founder of the Global Up Woman™ Network, a network and movement to empower and elevate women in business.

DeLores has grown her business and has become a sought after speaker traveling the world, to places such as England, Barbados, Puerto Rico, Turks and Caicos (for the Government) and hundreds of U.S. locations.

As a former elementary school teacher and a pioneer of the plus size fashion and modeling industry, DeLores has inspired and helped motivate thousands to leverage their leadership voice, have a powerful presence and live confidently.

According to her family, DeLores has always been a natural motivator, with a desire to inspire and make people feel good. Although she was sometimes called “**bossy**” as a child, she prefers to think of herself as a leader. Her mother tells the story that when she asked DeLores’ 1st grade teacher how the first day of school was, the teacher said that DeLores taught the class.



DeLores believes that perhaps society needs to change their views: *"Sometimes we call little girls bossy, but when little boys take charge, they are seen as leaders."*

DeLores' natural motivational abilities also came out in her classroom years when she adapted the familiar slogan, **"Stop, Drop & Roll"** to help her students improve their test-taking skills.

When confronted with a difficult question or problem, she taught her students to:

- Stop, and take a deep breath.
- Drop their pencil, take another deep breath and relax.
- Roll their head to release tension, before continuing with the test questions.

This same "Stop, Drop & Roll" technique can be adapted to help stressed-out entrepreneurs, when confronted with a difficult problem in their business.

DeLores taught elementary school for 27 years, but always knew she wanted to be a professional speaker. While she was teaching, she started building her speaking business making presentations to corporate clients. A short list

of corporations that hired DeLores to bring her message to their employees include: Coca Cola, Timken, Union Pacific Railroad, Lubrizol, Roche Pharmaceuticals, Mars, Network of Executive Women, and the American Heart Association. You can find the complete list at her website.

DeLores kept her day job hidden to her corporate clients, until an appearance several years back on the popular "Oprah Show" outed her and helped to take her business to a new level.

How did she get on Oprah? Persistence and tenacity. While performing her duties as a teacher, over a two-year period, she mailed copies of her book to Oprah's producers at least three times a year. She drew inspiration from an interview with famous author, Jack Canfield, who had to send his manuscript, **"Chicken Soup for the Soul,"** to over 200 publishers, before he signed a book deal.

She learned from that experience that when you have a dream, you must have the tenacity and self-confidence to continue to reach for the stars, even when receiving negative feedback.

In addition to being tenacious, DeLores relied on her predisposition to be a life-long learner and a risk-taker to realize her dream of being a motivational teacher to more than just her classroom students. Although she earned a safe paycheck as a teacher, with a retirement and medical plan, she had to go outside her comfort zone to realize her desire to become a well-known speaker and author.

An early endeavor to start a modeling agency for plus-size women completely bucked the trend of bulimic





models 30 years ago. This business is what really gave her speaking career

a boost. She received several opportunities to be interviewed on television programs and that gave her the confidence to be in front of the camera, as well as, in front of an audience.

In order to constantly improve as a professional speaker, DeLores became involved with the National Speakers Association and is even a past president of the National Speakers Association (NSA) of Ohio. She encourages others that want to build a speaking career to become members of the NSA because it is an organization that provides an opportunity to meet amazing speakers and also teaches about the business of speaking as a career. In fact, DeLores met Jack Canfield at a NSA national conference and he subsequently endorsed her book and allowed a picture of the two of them to be on the back cover.

DeLores always keeps an eye to the future and has a vision of what she wants her business to become. Creating an online source where her clients can find the tools to become equipped to Dream BIG as well as to achieve the life of their dreams is on her agenda.

She also wants to continue to grow her keynote speaking appearances and reach as many people as possible to spread her message of motivation. Plus, as a devout Christian, she wants to increase her percentage of "Faith Based" appearances and bring her motivational message to more Christians worldwide.

It's very apparent that DeLores is extremely happy with the current status of her business, and feels the future is so bright she needs to wear shades!

To contact DeLores visit: <http://www.DeLorespressley.com/>. She also has an APP to download on any smartphone, tablet or computer. You can also learn about the Launch Live Summit being hosted by DeLores in September, on page 7 of this magazine. The website is www.launchlivesummit.com or you can also call 877-550-1751 to register.

An appointment with DeLores, who also takes one-on-one clients, can be made by emailing her assistant Vickie at: vickie@DeLoresPressley.com.

Be sure to visit our website to listen to our interview with DeLores.

TOP 3 TRAITS TO SOAR TO SUCCESS

We asked DeLores to share the top three traits she found in individuals that help them, **"Soar to Success."**

She believes the number one trait to attain success is a supreme self-confidence in what they are doing.

She said,

"People who are self-confident can overcome their fears and reach their goals to become successful."

The second trait would be to become a good listener. Many times people do not listen to sort out the gems of knowledge that can be garnered from others. Due to her faith, DeLores constantly reminds herself to listen internally as well, to what God is trying to tell her, but when caught up in the daily grind, she acknowledges that it is not always easy to do.

The final item would be to work to one's full potential and exercise "Personal Power." Every successful person will go the extra mile to assure they reach their goal.

THE LAUNCH LIVE SUMMIT

One of the ways that DeLores plans to give back to new, upcoming speakers is by providing opportunities for them to learn from the best. She is doing exactly that at her speaker success event, the **Launch Live Summit**, September 22-24 in Cleveland, Ohio. It will feature dynamic speakers providing training and information to help aspiring speakers improve or launch their speaking careers.

DeLores has developed an international reputation and has found that 80% of her speaking engagements come from audience members. That is why it is important for new speakers to be at their very best when presenting. This summit will help speakers craft their message and create a presentation

that will reach their listeners and help grow their business. It is an opportunity for speakers to network, build relationships, create joint ventures and meet other accomplished people.

DeLores has hand-picked the powerful presenters for this event. They are all speakers that use their power to make a difference in the world. She wants to make sure that aspiring speakers realize the importance of delivering a message that improves someone else's condition. If that is the main thesis, money and success will follow for the speaker. To do that, they must understand what sets them apart from other speakers and makes people want to listen. That's just one of the impactful take-aways from the Launch Live Summit.



The summit will cover three days. Thursday will include one-on-one training with DeLores for VIP attendees, with the final two days containing a full list of training skills to create a valuable and viable presentation. Learn more about what to expect from the Launch Live Summit in the video provided and on the website, Launch Live Summit.

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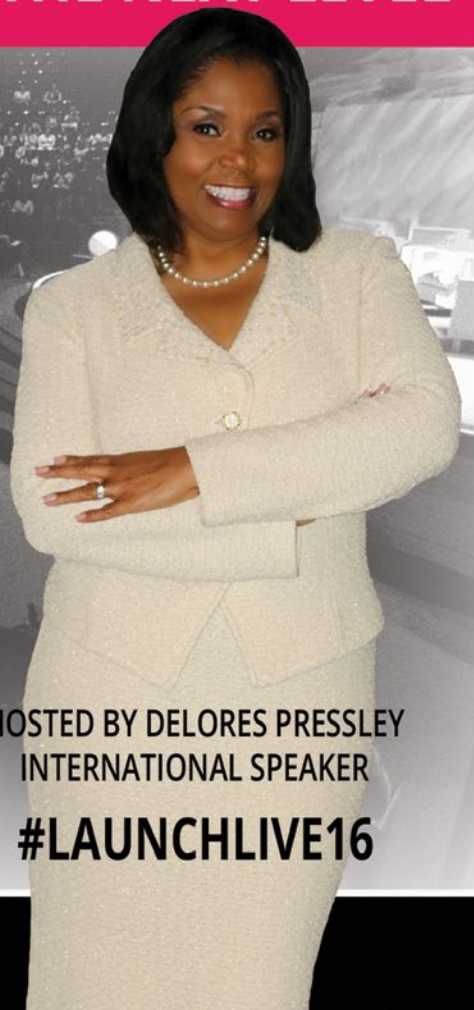
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ARE YOU FACEBOOK FRIENDS WITH YOUR HACKER

BY JEANNE DEWITT

Ever get those random friend requests from people you've never met? Be careful, it may very well be a hacker deploying a fake profile trying to steal your information. Hackers regularly employ many different methods to try and steal your information, including deploying fake profiles through random friend requests in the hopes that you'll accept. Hard to believe, but it's true. Here are some of the top hacker favorites you should watch for and how to protect yourself.

1 Social Media Spying. With the advent of social media and the somewhat viral dependency many people have on it, it's no wonder that cybercriminals are turning to social as a way to trap potential victims. A public forum on which soon-to-be victims spend hours sharing their personal information, social media is low-hanging fruit — a true hacker's dreamscape. You can never be 100 percent certain that your information is secure on any of the most popular social media platforms: Security settings reset themselves; platform updates cause private profiles to become public; and unsuspecting users make connections with total strangers either by accident or

because of sheer laziness. All of these instances open up a vault of private information that's free for the hacker's taking. Some of the more obvious details users should avoid revealing on their social media pages include personal information such as maiden names, birth dates and phone numbers. Of course, vacation status should never be advertised either — it can give thieves a perfect opportunity to track down your residence and take advantage of your absence.

2 Social Engineering. Hackers often create traps to generate the exposure of personal information. Known as "social engineering," this method depends on social

interaction, trust, and human empathy to be effective. When it's done successfully, social engineering can reap great rewards for the hacker in terms of useful personal data — and it requires a lot less guesswork than traditional methods. In social engineering hacks, cybercriminals portray themselves as a legitimate company or individual to gain a victim's trust and exploit their need for a product or service.

3 Old Hardware Restoration. We recommend being extra-vigilant when throwing away or trading in old smartphones, tablets and computer hardware. Never get rid of these devices without being

absolutely sure you have wiped them clean of personal data. If you neglect this all-important step, you could be handing over your identity to a savvy cybercriminal that makes his or her living by restoring old user data.

If you'd like to find out information on these and a few more hacker favorites like Malware-based phishing and vishing, please check out my blog.

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when it comes to staying ahead of the latest information technology security safeguards, innovations, and news. If you are concerned that you may be the victim of a cyberattack, we can help.

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.



Watch Jeanne's video series

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



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HOW TO IDENTIFY YOUR IDEAL VIRTUAL ASSISTANT

BY HOLLY KILE



ASK

THE

RIGHT

QUESTIONS

Before you hire a virtual assistant, knowing what they will be doing for you is important but it's equally – and almost more – important to spend some time thinking about who your ideal virtual assistant is. Skills alone won't make for a perfect fit. You'll definitely want to think about what other qualities and values are important to you. Here are some questions that you may want to go through to help you narrow down exactly who to join your team.

First, **ask them what specific skills they possess.** When you evaluate their answers, think about what things you **NEED** them to know and what things you really **WANT** them to know.

Next, it might be helpful for you to understand **what is motivating them to want to work with you.** You may even want to go into a conversation about what goals they have.

Find out who their current clients are. Ask them if they cater to a specific industry or niche. This can help you know right up front if they will be able to easily manage some of the industry specific vocabulary that they might not otherwise know. Of course, the right candidate can be taught these things but it's never a bad idea to find out up front if they already know.

You may be interested to know **what stage of business they are in** for themselves. Are they well-established or are they just getting started? How does their answer impact their ability to service your needs? A new start-up may have more free time but be less experienced where someone that is well-established will probably have a shorter learning curve but may not have as much free time to work with you.

I also recommend finding out some things about their personal life – without being too prying of course. Find out what their lifestyle is like. You can engage them in a conversation that may lead them to share what they enjoy doing in their free time, whether or not they have a family, and other personal indicators. Knowing these can help you determine if you have something in common.

Finally, it may help you to ask them **why they chose to become a virtual assistant**. There are all types of motivations for jumping into the virtual service industry. Some may want just part time extra income and others may be using it as a stepping stone to other things. Knowing this could have a distinct outcome on your working relationship.

All of these questions can probe into who they are and knowing more about them at this level can really help you zero in on whether or not they are the right candidate for you to hire for your team. You will be working closely together so it's best to have someone that's a great fit from all sides.

Watch my episodes of The Shift for more information about working with a VA.

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.

Connect with her at HJK Global Solutions and on



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BUSINESS PARTNER BUYOUT

UNDERSTANDING THE BASICS

BY TINA MOE, CPA

PART 1



The process of buying out a business partner can be very complex and very taxing – pardon the pun. This two part series looks at the basics of buying out a business partner and the resulting tax repercussions. Part 1 discusses the valuation of your business and the type of professionals who provide this type of service.

There are accountants and other business professionals such as attorneys and business consultants that specialize in business valuations and that's all they do. In other words, there

isn't a quick and easy formula used to arrive at a magical number, it's an involved process and skimping on professional advice can leave a significant amount of money on the table.

There are various types of business valuation experts, such as a CVA, or a Certified Valuation Analyst. This credential is earned by those who have studied business valuations and passed a test administered by the National Association of Certified Valuators and Analysts. These individuals may be CPA's or hold other business degrees

with substantial experience in this area of business.

In addition, and regardless of how large or small your business buyout may be, you should have a business attorney involved in the entire process. There are many details of the sale that an attorney can help you address such as non-compete or confidentiality agreements. Also, be sure to work with a tax accountant who understands the tax repercussions of such a transaction. How you structure the buyout can affect the taxes you pay in the end.

There isn't any sort of one size fits all formula that assigns a value to the ownership in a business and every business is different. Compound that with the fact that different industries might have different valuation methods – some have inventory, some have equipment and all of these variables play a role in the valuation process. Some partnership agreements might already have a buy-sell agreement in place that

provides a predetermined formula for establishing the sale price of the partnership interest. If you don't have an agreement in place or if it doesn't contain a buy-sell agreement then I'd suggest hiring the professionals I mentioned earlier to help you.

Another consideration is how the buyout will be paid – either as a lump sum buyout or as an installment agreement where you'll buy your partner out over a series of monthly or quarterly

payments. Once you arrive at these decisions you'll want to have your attorney draft a buyout purchase contract outlining all of the agreed upon terms and other provisions. You should also have your attorney draft a non-binding letter of intent for both parties to review before executing the final partner buyout agreement. Be sure to check back next month as part 2 of this series will provide more information on the tax implications of a partner buyout.

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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MAKING POWERFUL AND

MAGNETIC

BUSINESS CONNECTIONS

BY DELORES PRESSLEY

You know that your business or company requires promotion, recognition and reputation. However, at the same time you realize how costly advertising activities can be. It is completely unaffordable to think about aggressive marketing. Surprise! Surprise! You don't need to empty your pockets; instead learn some tricks of the trade that can help you get more business and an increased clientele. The key is NETWORKING.

Here are a few tips on how you can best network and use your skills to captivate your audience:

VALUE YOURSELF

Before you go wild at the sight of an invitation to a networking event, learn to

value yourself. Don't be too harsh on yourself, everyone has some shortcomings, but don't become your greatest critic. Value yourself for what you are and also keep learning new skills that can make you a better person. Ask questions such as who are you and how you would like others to see you. Then work on your weak areas while portraying yourself the way you want others to see you.

PLAN AHEAD

Plan ahead as to how you are going to utilize your presence at the business networking event. Careful planning is essential to ensure you do not waste time in chit chatting about mundane stuff. Upon receiving the invitation decide who you are going to meet and what you are going to talk about. If you are attending a conference, check the attendee list prior to



attending the event and make a list of everyone you need to connect with.

ENTER THE ROOM WITH A POWERFUL PRESENCE

Your posture indicates what kind of a person you are. Don't slouch your shoulders. Stand up straight and maintain an elegant posture and presence.

BUSINESS CARDS

Utilize the back of your business cards. You may want to make an

offer or put your social media addresses on the back of the card. Collect business cards as this gives you more control on how to proceed with the new contact. Follow-up within 24 hours.

DON'T WORRY ABOUT QUANTITY, FOCUS ON QUALITY

You are not in a competition to collect or give out the most number of business cards. Instead of directing your energy towards collecting cards, focus

on your interactions and making connections that count.

PROVIDE TRUE VALUE

Ask people, "What can I do to support you?" Then use your skills and network to help them. Many people listen to the station, "WII.FM" (What's In It For Me). Learn to be giving while networking. Networking isn't just about you. It can be a beautiful symbiosis.

Use these tips to make the most of your next Networking event.



Watch DeLores' video series



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

To book her as a speaker or coach, contact her office at 330.649.9809 or via email at dp@delorespressley.com

Connect with DeLores at DeLores Pressley Worldwide and on



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GROW YOUR TALENT POOL THE FUN WAY WITH EMPLOYEE REFERRAL PROGRAMS

BY KATHERINE BURIK



Imagine you just won the lottery but you can't pick up the prize for six months. How would that make you feel? Frustrated? A little cheated?

Most employee referral programs build that frustration right in. It doesn't have to be that way.

Employee referral programs are a great way to find great employees. Your current employees likely know talented people they would like to work with. Some companies find the majority of their new talent through employee referral programs, reducing the time to fill and increasing the quality.

Let's leverage those contacts to add to your team!

Typical programs are set up like this: Employees make a referral. The referred individuals might get interviewed, might even get hired. Then the programs usually require that the referred new hire work successfully for some months, sometimes as long as six months. Then only the person who referred the employee who was hired

gets a reward. Rewards can be pretty high, ranging from \$1,000 to \$5,000 or more per hired referral.

That is the delayed gratification built into most employee referral programs. It is frustrating to wait months to get a reward. Today's workers expect rewards and feedback quickly. Delayed reaction reduce the effectiveness of employee referral programs. After a while, many programs structured this way will fade away.

It doesn't have to be that way.

Job search is a numbers game. So let's change around our employee referral programs to support that job search numbers game!

Let's reward leads instead of hires! An employee gets a reward for every name or resume submitted, whether the candidate works out or not.

Here are five advantages to rewarding leads:

1. Rewarding leads encourages a larger talent pool.

Employees are not going to refer people who will embarrass them so the more people they refer the better.

2. It gives employees immediate gratification for their participation.
3. It gets employees more involved in recruiting. More eyes will focus on talent acquisition. Recruiting becomes a company-wide endeavor not just confined to the HR department.
4. It gives an additional depth to the relationships employees have on LinkedIn if they are also looking for potential leads.
5. It keeps employees interests in an age of immediate feedback.

Rewards for leads can be smaller and more immediate like smaller amounts of money, tickets for a regular raffle, gift cards or company branded stuff.

Make the program more fun with a branded communication program that will keep your

employee referral program vibrant. Use games, contests and some fun prizes to increase the number of leads. Contests and raffles can be held quarterly with a raffle ticket earned for each referral. More referrals, more chances to win a nice prize like a TV or tickets to a fun local event.

You can still offer a larger prize

when someone is hired. You can vary the size of the larger prize for positions that are more difficult to find or more critical to find in a short time frame.

To increase the size and quality of your talent pool and reduce your time to fill, get your employees involved in a fun employee referral program.

Reward leads as well as hires to offer immediate gratification that keeps the employees motivated and focused on the big talent picture.

The Interview Doctor can help! Contact me at Katherine at Interview Doc.com to create a program that supports your business goals.

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

Connect with Katherine at The Interview Doctor and on



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HOW CAN YOU DESIGN YOUR FUTURE?

BY LEANNE CANNON



IT CAN SEEM LIKE A DAUNTING TASK, BUT WITH JUST 6 ESSENTIAL STEPS - YOU CAN DO IT!

Many Entrepreneurs and would-be Entrepreneurs would LIKE to design their future, but they just don't know where to begin. How do you start the process of really "designing your future?" Fear not! By implementing 6 steps, you will be well on your way to doing just that! Here's a preview of the last three.

STEP 4: FIND SUPPORT THROUGH ASSOCIATIONS

No one is an island. Even the so-called "self-made millionaires" did NOT get where they are without assistance from others around them. Surrounding yourself with people who will support you and be-

lieve in you is paramount! But who can you associate with that will spur you onto greater things?

You may be thinking, "Truly successful people won't want to hang around with me!" But there is another kind of 'association' with them that can be just as effective as having dinner together; and that is reading their books, watching their instructional or motivational videos, joining their programs, attending their seminars, etc. Rubbing shoulders with people like this can have a *profound* and *positive* effect on you; which will greatly impact what you begin to do and accomplish.

STEP 5: TAKE ACTION! PULL THE TRIGGER!

The last 6 letters in the word satisfaction is *ACTION!* This is where the rubber meets the road! It's one thing to learn stuff, it's quite another to *implement!* It's easy to get caught up in thinking that you're *doing* things you have learned about, just because you are *thinking* about doing them! But **thinking** and **doing** are two different things! That might sound pretty elementary, but notice how many valuable things you have learned over the years; perhaps effective strategies you have read or heard about. How many of them

have you actually put into practice, and how many are still on the back burner?

Step 6:
YOUR MINDSET IS KEY

Of all the steps we've discussed to this point, #6 is the most important of all the steps! Why? Because

you have to BELIEVE that you can have what you want; that you should have what you want; that you deserve to have what you want! If deep down, you don't believe you should have what you want, or if it seems too far-fetched and outlandish, then, it really doesn't matter how hard you

work ... you will not realize your dream!

There is obviously ***much more*** to say about this topic! What are ***the FIRST 3 critical steps*** to get ***started?*** Be sure to go to www.stepstodesigningyourfuture.blogspot.com to get "the ***rest*** of the story!"

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

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



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LEANNE CANNON

Author, Motivational Speaker, Business Trainer and Coach

AS A BUSINESS COACH ...

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



AS A MOTIVATIONAL SPEAKER / BUSINESS TRAINER ...

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

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HERE'S HOW TO GET UNSTUCK NOW!

BY JOAN WASHBURN

Just about everybody I've talked to recently is completely overwhelmed! How do I know?

Well, I have experienced it myself so I know the symptoms first hand. Plus - they usually tell me!

One common symptom of Overwhelm I hear most often from my clients is that they feel "stuck".

Here is a truth about being "stuck" - It's a metaphor for not just doing something! I'm not talking about "doing" for the sake of "doing". I'm talking about taking Authentic Action.

What do I mean by "Authentic Action"? It might be better to tell you what it isn't first -

Authentic Action is NOT running around like a chicken with your head cut off. Being "crazy busy" is not the same as taking Authentic Action.

After a day of AUTHENTIC Action you have a feeling of accomplishment, satisfaction and fulfillment. The actions you take are purposeful and they move you toward accomplishing something that really matters to you.

There are two very distinct types of Authentic Action.

TYPE 1

is all about clearing unfinished business. I call it "Cleaning up Sludge"!

Examples include:

- » Paying off credit card debt
- » Organizing your office or cleaning out a storage shed
- » Getting a physical or dental exam

None of these are fun, but doing them provides a sense of relief and gives you some breathing room.

TYPE 2

is something you do that produces noticeable progress toward a goal or that brilliant idea you have. It's accompanied by a sense of joy at the accomplishment, a feeling of being in tune with your values.

Examples include:

- » Writing 3 pages a day on a book you've always wanted to write



- » Hiring a personal trainer to help you get in shape for an athletic event on your bucket list
- » Opening a vacation savings account with \$200.00 for that trip to Hawaii
- » Conducting 2 informational interviews for a job search in the next two weeks

So, if you hear yourself saying "I feel stuck!" - ask yourself this simple but very empowering question: "If I wasn't stuck what would I be doing right now?" Then - go do it!

Authentic action is usually simple and obvious once we take the time to see it.

If you would like to do a deeper dive into taking Authentic Action so you can live your life with less guilt and more joy, contact me to set up a 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!

Connect with Joan at Washburn Endeavours and on



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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!**

washburnendeavours.com • jw@washburnendeavours.com • 419-798-9107

Uncovering Patterns

BY ROCHELLE FORREST

“

When painful things happen to us when we are little, we may make up stories that aren't the truth or are exclusively negative versions of the truth. ”

Story-making is a universal human trait. We all relate to stories, and we all make up our own stories to relate to the world around us. As children, when situations are painful or confusing, we often make up stories about ourselves and the world that aren't entirely true as we struggle to make sense of what we've experienced. These stories, especially when stored in the subconscious, can stick with us for a lifetime!

Some of these old stories, however, no longer serve us. They're no longer necessary, and they cause us to see the world in distorted ways. Yet they're stuck in our minds until we uncover them and re-frame them into new stories that serve us better. It's important to realize that all the present pain we feel about past events is tied to a story that hasn't been adequately re-framed yet.

What beliefs or assumptions do you hold that are rooted in your formative years, when you were most impressionable? The first

step in creating new, positive patterns is to go back in your memory to determine what the subconscious patterns are.

Today we go beyond the pain to find the story sponsoring it. You will be looking to discover what conclusions you drew about the world when you simply didn't know any better. Usually it shows up as a pattern in your life, which makes it easier to spot. And you can often follow that pattern backward through your life to arrive at the event when you first drew an erroneous conclusion about the world and framed it in your mind as a story about "the truth". Discovering these limiting beliefs and stories, and then re-framing them with all the truth you've learned since that time, brings about enormous freedom and healing!

Here's a short version of what you can do: get

yourself in a quiet, peaceful space and start following the feeling backwards through your memories until you have arrived at the earliest time you can remember feeling this way. You might need to sit quietly for a few minutes before the earlier memories will come up. Stay with it. Very often you will arrive at a childhood memory.

Be the child. What are you saying inside your head? What conclusions are you drawing as a child? In your childlike innocence, what are



you believing about what's happening around you? How are you internalizing the experience? What is true *for you* at that time? Write it down.

Now zoom out again, looking at your child-self from outside once more, perhaps from a bird's eye view or

from a different corner of the room. What else is happening that you couldn't see before? What do you see now that you couldn't see then? What is going on in the people around you? Do you see things differently now?

As you understand that your childhood version of this

story was incomplete, begin re-writing the story in a more benign and truthful way. Include all the things that are apparent to you now that you just didn't know then. Write this new perspective down. This is the beginning of breaking the pattern. If I can be of assistance to you, please contact me.

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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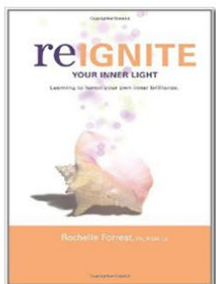


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NATURAL SUNSCREEN PROTECTION

QUICK TIPS FOR BUSY PEOPLE

BY DEB REIS, NP, MSN

There has been a lot of press about many if not most sunscreen products on the market and their cancer causing ingredients. In fact, in the years since sunscreen use began, skin cancer rates have actually risen. So what is safe? Probably the best product is the one you make and know the ingredients.

There are actually natural, everyday food items that we can use for sun protection!! These are some food items that we can put on our skin and have a natural sun protection factor of SPF.

Almond oil, Coconut oil, and Shea Butter each have an SPF of about 5. Carrot seed oil has an SPF of about 35. You can combine these ingredients and add Zinc Oxide to the mixture. Zinc Oxide has an SPF of 2-20 depending on how much is used.

Consider adding genuine essential oils such as Lavender or Myrrh which help protect the skin against the sun. Please make sure your ingredients are organic. Several experts agree – do not put anything on your skin that you would not eat! That includes your sunscreen.

Remember to practice sun safety such as short exposure time, protection with a hat, sunglasses and to drink plenty of water.



HERE IS A QUICK SUN SCREEN RECIPE:

2 oz of Sesame Seed oil or Coconut oil

Mix together 4 drops each of myrrh, peppermint and lavender and place with sesame seed or coconut oil.

Safely enjoy the summer.

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 Procedure is Over, But the Pain Lingers On

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

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



Take the Next STEP for Your Patients

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



Supportive Therapies
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DebraReis.com

LIFE IS LIKE AN APPLE - GETTING TO YOUR CORE

PART 4

BY LILLIAN ZARZAR



Because Life is like an Apple, every bite you take brings you closer to the CORE of who you are. The Orchard of Life journey continues. The four elements are Courage, Omniscience, Resilience, Enthusiasm. In the last part of this series, **Enthusiasm**, is a component of the essence of your CORE.

Passion is an essential ingredient of success. What are you willing to sacrifice to have what you would love? What are you willing to do? What inspires you to action? What keeps you motivated to achieve what you would love? How hungry are you to take a bite of life?

From the origin of the Greek "enthous" comes this word

that denotes inspiration. Your passions and your inspirations are the source of your ability to create the life you desire. Opportunity comes in many forms. Just as there are hundreds of apple varieties, there are hundreds of ways for you to grow and to achieve your success, whatever that may be. Whatever you choose, do it with belief!

When your mind is balanced and your heart is open you know what you believe. Be sure to listen to that inner voice that knows the truth. Your belief is like the tiny sprout that when watered and nurtured develops and grows continuously. The longer it grows, the more you believe,

the longer it lasts. That's how the foundation of your enthusiasm deepens and matures.

Contemplate your beliefs. Examine what you continue to love to do with your life! Yes, it takes sacrifice and pruning and cutting back some of the branches of your development. All the while the roots go deeper and strengthen your convictions the more enthusiastic you become.

The messages of your soul provide impetus for your beliefs and enthusiasm. Think what you can accomplish in your passionate moments with the spirit of Love and Gratitude! Your soul's purpose is inspiring.

STEP BY STEP:

plant the seed of desire
water it
check it
pull out weeds
stay focused

never give up
be persistent
make the effort
do what it takes
keep on going

Eventually, the fruit begins to grow. When you believe you can, you do. When you imbue action with enthusiasm, you are unstoppable! The fruit of the future ripens, and the sacrifice is worth it. Be willing to exhibit that zest, that vigor, that enthusiasm which explodes in fruitful success!

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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WHO NEEDS LIFE INSURANCE?

BY ELLEN "SAM" SCHEER

How many of you plan to die? Oh.....really.....ALL of you! Imagine that!

Yes we are ALL going to die. Life insurance is to help the living after you die.

However....most people are confused about the different types of life insurance and which is the best to have.

The first kind that most people know about is **group life**

insurance that you get when you work for a company. It is very inexpensive and is great to have. The part that is not good is that you have to die while you work for them for it to pay out. You do not own this policy. And, when you retire, you have no life insurance.

Term insurance is the cheapest way to get life insurance on your own. You buy it for a specific term like ten years, twenty years, or thirty years.

If you buy term you are telling yourself that you are going to die within that term. After the term you have no life insurance even though you paid for all those years. Think of term life insurance like renting an apartment. After you move out, you don't get money back.

Whole life and Universal Life are permanent life policies and are also cash building. Think of these policies as buying a house. You build equity in



*Life
Insurance
Policy*

them. They also stay with you during your whole life if funded properly. For example if you buy a ten year pay whole life policy, you pay for it for ten years but it stays with you your entire life. It will be there to fund final expenses.

Universal life you pay on for your entire life, to have for your entire life. American Family does have

a Universal Life product that you can turn into a burial policy after paying on it for a specified amount of time.

Now that you know the differences don't let term life insurance scare you. Most term policies have conversion privileges - that means that you can change them into permanent policies at a later time. You could

convert a term policy to a whole life policy and not have to prove insurability again.

The point is to get a life policy that you OWN. Your family will thank you and no one will be passing the hat at your funeral!

Contact me for more information and to get your specific questions answered.

Ellen Sam Scheer is an American Family Insurance Agent in Middleburg Heights. Her office includes herself and one full time licensed assistant. She has received the American Star Award for Customer Service for the past 11 years. Scheer has made insurance options not only flexible but expansive as her business grows to incorporate a one-stop shop for customers. Known as "Sam", she is recognized and respected throughout the industry and is well known within networking circles in the area.



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HAVING HARD CONVERSATIONS

BY ERIC J. WATTS

PART 1

I'm right. They're wrong. And there's nothing they can do about it. Clearly, this is not the best way to have a difficult conversation. Having hard conversations is a part of life. It's where we grow. Stay with me for the next two to three minutes. Find out, in part one of my two-part series, some easy to use tips to accelerate your growth.

Having hard conversations is no one's favorite thing to do. Still, it must be done. So how can

you have them without feeling like you're losing and they're winning?

1. Listen. I know. You feel like you've already lost. You don't want to forget that snappy comeback you've come up with. That wicked retort of yours is in your quiver and you're ready to fire the arrow. Stop! Because while you're processing and preparing your witty line, you're not

listening to them. If you're not listening to them, you're not learning. Remember, you've got two ears and one mouth. That just might mean that you should listen more than you talk.

2. Explore Their Story. We all take in lots of information and process it in different ways. We notice different things and have different interpretations. What if you were to consider those



things and explored their story? Remember, we all see the world differently. Therefore, it's important that you not get stuck in your story. You must consider and explore the other person's story as well.

3. It's Both And. That is, sometimes there may not be a clear cut case of who's right and who's wrong. That's

why you must listen, explore their story, and realize that "both and" may be your best option. If there's no right or wrong, for example, if I like the color red and you like the color blue, both are nice colors. Neither is better than the other. So don't force yourself into a stalemate. Embrace both answers and find the commonality. The common ground of "both

and" is where you'll (get find) most of your wins.

Having hard conversations will always be, well, hard, but it doesn't have to be impossible.

Let's get connected. I want to help you work through the rest of the hard conversations process. Contact me today at 614.468.3063 or ericj@wordtalkproductions.com.

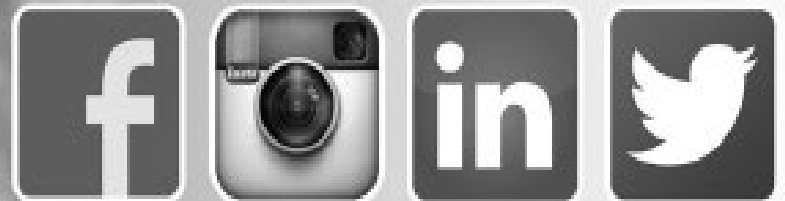
Mr. Eric J Watts is an Inspirational Speaker and Transformational Coach! For nearly two decades prior to founding WordTalk Productions, LLC, he worked for two Top 25 Fortune 500 companies.

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

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GOAL PLANNING THAT MAKES A DIFFERENCE

BY DIANE HELBIG



Are you great at goal setting but not so swell at achieving those goals? You're in good company! Like any good business owner you spend time determining the goals you have for your business. You have real clarity around where you want to go in one, three, and five years. And then your days take over. You find yourself in your business plugging away day in and day out. A year goes by and when you stop to take a look, you realize you aren't where you hoped to be.

I submit that's because there was no structured plan attached to those goals.

So, what does it take to create a plan that makes a difference?

Deadline

First, give your goal a deadline. When would you like to reach it? This really matters. It's like putting a stake in the ground and gives you some place in the future to point to. If you don't know when, you won't be able to work backward to figuring out how.

Speaking of how, take that goal and break it up into smaller goals, smaller steps. What are the steps you need to take to make that goal a reality? What steps do others need to take to help you do it?

Calendarize

Put those steps on the calendar. Treat them like they are sales meetings. You wouldn't reschedule a sales meeting, would you? Right! When your steps are that important to you, they'll get done.

You may not be able to spell out every step but starting with the first few will help you get moving down the right road.

Accountability Partner

Now go find yourself an accountability partner. This is someone who believes in you and wants to help you make sure you realize your goals. It

can be a friend, a colleague, or you can hire someone. Whatever you decide to do, this is really important. You want that person who you know is paying attention.

And make sure you share the plan – not just the goal.

This is how the goal becomes a thing – it has steps to reaching it, those steps are broken down and on the calendar and you have shared the plan with someone who supports you and your vision.

And you know what? You can do this at any time. So if you're

feeling bad that you haven't done this already – don't! Sit down in a quiet space and get to your planning. Now IS a good time.

Want some help with this? Visit 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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SAVE TIME AND MONEY AT WORK

WITH EASY TO IMPLEMENT SYSTEMS

BY ANN N. GATTY, PH.D.

Do you find yourself always running out of time? Never getting to finish the many tasks in front of you and your business? I can help you put time back on your side with some easy to implement work systems. We can't create more hours in the day, but we can save time. The solution is creating business systems that allow us to work more efficiently and get routine tasks done more quickly, which saves time.

Creating effective business systems requires you to think through what you and your staff are trying to accomplish during the workday. When I use the word "systems," I mean the way you do things. They are the procedures you do that become easy to replicated. They begin to run like clockwork.

For example, I recently created a telephone answering system for an office receptionist. We created a script that listed step by step, how she is to answer the phone and what information she needs to collect. She has

responses for the types of questions the caller may have and to whom she should direct the call. I was very specific about the circumstances for transferring telephone calls and circumstances for taking messages. Then we added procedures for inputting the information in her business database.

By formalizing a business system, you critically examine each step of the process to find if certain steps need to be improved, added to or eliminated entirely. This is key, because business systems need to be reviewed and improved as your ways of doing business change. And be sure to keep all

documented systems in a company procedures manual.

Here are three key benefits of developing systems that run like clockwork.

- 1. Systems provide consistency** because the work is done the same way, no matter who performs the task. Customers can count on



consistent quality of service and you know how to estimate staff work time.

- 2. It's easier to train new employees** because the work process is written down and easy to follow.
- 3. Systems allow you to focus on priorities.** With systems in place that makes repetitive work routine,

you are free to focus your attention on aspects of the business that are not routine, such as innovating new product ideas or new service strategies. It's critical that a business owner have time to work *on* the business not *for* the business.

Creating written procedures manuals that spell out the

systems used to run your business adds value to your company. If you are interested in finding out more about receiving a procedures manual template, contact me at StrategicPeopleSolutions.com, and download my article, Documenting Business Operating Procedures. We're always building businesses to work brilliantly.

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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THE UNTAPPED POWER OF WOMEN NEGOTIATORS

BY BETH CALDWELL

Do you avoid negotiation? I did for many years. Until recently, I viewed negotiation as a conflict conversation. When one of my mentors encouraged me to view the negotiation process as a way to creatively solve a problem, I gained a brand new level of confidence.

Here are five things that you can do to tap into your negotiation power:

1 **View negotiation as a problem-solving conversation** instead of a

meeting with an opponent. When you are preparing for your meeting, instead of imagining that you are going to have to give up something, envision the conversation as a process to find the best solution for everyone involved.

2 **Be prepared.** Before negotiations begin, prepare yourself by knowing exactly what you need to come away with and how much you are willing to concede. You'll feel confident and will be less likely to get caught off-guard.

3 **Understand the view of all parties.** Women have the inside edge on empathy, which is a great negotiation skill. Understanding what they want and why will help you to come to a solution, even if you cannot grant everyone's wishes. When you show interest and compassion for everyone at the table, you'll be viewed as a problem-solver instead of the enemy.

4 **Recognize fear.** Most resistance and conflict is rooted in fear. People genuinely do not like to make changes.

Be aware that some of the objections you're hearing may be alleviated with reassurance. If you are crystal clear on what you want to achieve, you'll be able to reassure all parties instead of reacting to complaints or outbursts.

5 Leave emotions out of negotiations.

Remember, this is about problem solving and it's not personal. Center yourself before the conversation. Keep your voice steady. If the emotions of any party run high, take a break.

Standing up for yourself and your company does not have to be viewed as an act of aggression, and you may be

missing out on opportunities, benefits and salary. Don't be afraid; practice negotiation so you can develop your skills. Look around you for opportunities to improve situations and ask for what is needed, on behalf of your company, your community or your favorite cause. The more you practice negotiating, the easier it will become.

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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When I talk to employers about their performance management system, many of them will tell me that they have yearly appraisals for their employees. Often, when I dig into what this involves, I hear about the annual review. That's it.

A performance management system is about so much more than just the yearly appraisal. It is a system of actively managing each employee's performance throughout their career with your company. It involves really getting to know each individual's strengths and figuring out how to maximize their potential. It is about creating a system of career development that will continually challenge the employee, motivate them towards success, and create a

dynamic work environment.

A performance management system needs to support, and is in turn supported by, the overall business plan for the company. Perhaps you have created departmental plans. If so, that is great! Have you cascaded the plans down to each person in the company? Plugging each person into a specific spot in your plan will give them a chance to contribute to that goal intentionally. Your plan should also identify processes that could be simplified or done with more efficiency. It should have measurable goals for each person, and done correctly, a good business plan will create a significant increase in communication between departments.

Next, take a look at your current performance appraisal process. How is it managed? Keep the 3 D's in mind:

The first is Good Direction. Do your employees know where you need them to go? Have you communicated their specific part of the business plan to them, and created those measurable objectives? Do they know what their strengths are, and how they can be maximized? Are you providing support in terms of the right training, work experiences or equipment? Do they have a mentor?

The second D is Good Data. Tracking results is critical to assessing performance. You need to have measurable objectives for each individual, AND ensure there is a tracking mechanism

in place to capture data that is relevant. This allows for course corrections on the fly, in real time.

The third D is Good Discussions. Please, I implore you... Do not wait for the annual review to have a conversation with your employees. Discussions should be happening on a regular basis. Again, think it terms of course corrections. It is

much easier to change on the fly than to wait for the next annual performance meeting. Don't "save up" all of the information for the annual review when you can share that in real time.

At the end of the performance cycle, the annual appraisal should be very matter of fact. It should contain no surprises,

as you have been having on-going conversations throughout the year. Three things should happen in the annual review: **Celebrate successes, share weaknesses** (with suggestions for improvement) and finally, **work TOGETHER on charting a course for the next business cycle!** Try this system in your company and see what happens!

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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REFLECT TO REALIZE BUSINESS GROWTH

BY THE MERIT GROUP

Our natural human tendencies guide us to focus our reflections on when business is struggling. Maybe sales are down, costs are skyrocketing, unexpected costs arise, or employee retention is declining. This type of reflection is more commonly known as damage control. These reflections generally require immediate action and do little to promote growth; rather it inspires stabilization of the business while rarely, if ever stimulating business progression.

Also when business is booming the natural tendency is to continue status quo. The assumption is that; if it ain't broke...don't fix it. However, when business is performing productively is exactly when reflection impacts future business performance most effectively. The Dictionary.com definition that is most applicable is, "a thought occurring in consideration or meditation." The definition should also include the thought that is considered is purposeful and based on experience.

The fact is that when a colleague, friend, spouse, or acquaintance asks, "How was your day?" our answer is a form of reflection. Deliberate thought over the activities of the day is taking place, the day's experiences are being considered, and depending on the circumstances, future action may or may not take place based on those reflections. However these reflections die a natural death if we don't take action.

A case study performed by the Harvard Business School determined the effectiveness of reflection. The study concluded that reflection in business when performed consistently increases employee performance at all levels. The conclusion was derived from comparing two work groups that performed comparatively similar job functions. One group was instructed to end their workday 15 minutes early each day to take time to reflect on the day's performance while the second group continued to work the last 15 minutes thereby completing more of the assigned work. The outcome was that over a brief time the group engaging in the deliberate reflection performed more effectively and efficiently as a result of the debriefing and insights gained from the daily reflection.

The process of reflection must encompass the following steps in order to be productive:

“

**WITHOUT REFLECTION, WE GO BLINDLY
ON OUR WAY, CREATING MORE UNINTENDED
CONSEQUENCES, AND FAILING TO ACHIEVE
ANYTHING USEFUL**

~ MARGARET WHEATLEY

”

1. Reflection must be deliberate and itinerant

- deliberate meaning that it is as important as a meeting with a top client, so schedule it in your daily calendar; itinerant meaning that it MUST be performed consistently and daily

2. Written down for further reflection.

- Ideally the reflection should be written on

paper in the form of journaling as it utilizes even more sensory tools that we have distanced ourselves from through the use of technology.

3. Creation of an action plan.

Always conclude the reflection with an action plan for furthering business growth and achievement.

If you would like support in

establishing a process for reflection to achieve the positive outcomes derived from reflecting in your business 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!

Look for more small steps that produce BIG results!

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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ARE YOU MISSING A KEY COMPONENT OF YOUR ORGANIZATIONAL CHART?

BY MICHAEL KAPLAN

Do you have an organization chart and strategy for your business? If you do, I want to make sure you haven't missed an important step that will further increase the benefits you'll receive by having one.

What you may be missing is a **Result Statement Listing** – which means clearly defining the desired result of each position in your chart.

Result statements allow the titles to become more than just a label. The result statement of a position answers the questions:

- » Why does this position exist?
- » In this position, what do I want

to have happen, and why?

- » How does the company benefit by having this position?
- » What role does the position play in moving the company toward its Vision?

Well-designed result statements let your employees know exactly how their work helps move the company toward the Vision. Just think about this, how can you be paying employees to do particular jobs if you don't know what overall results you want??? The result statement gives the position its direction, its goal. The impact could be a huge difference in employee enthusiasm and

job satisfaction, which in turn, boosts productivity!

So here's what you do, keeping in mind that the results statement gives the position its direction, its goal...It is not about duties.

Using your organization chart, list every position — managerial and non-managerial — starting with the president. Work down level by level through each department. Next to each title, write its result statement. Result statements are generally one to two sentences long. Ask yourself: What do I want to have happen, and why? Then write this as the result statement, starting with why you want it to happen.

Position Title	1st Attempt: "try again"	2nd Attempt: "much better"
Vice President, Marketing	To oversee the development and implementation of all company marketing and sales programs.	To acquire long-term, quality clients for the company through development and implementation of all company sales and marketing programs.
Salesperson	To make sales presentations, follow up with interested prospects, close sales, and complete sales documentation.	To acquire long-term, quality clients for the company by converting leads into sales, through the execution of our orchestrated sales process.
Receptionist	To answer the telephone, greet clients, and transmit messages in a professional manner.	To assist in acquiring and retaining clients for the company by facilitating communication with all people who contact us, in accordance with our sensory package.

Can you see the difference between the first attempt, which focuses almost exclusively on the actual work of the position, and the second, which starts with the end result of the position, thereby adding meaning and purpose.

With your organization chart and result statements completed, you've outlined a wide-ranging plan for the future. But hang on, don't just put this on a shelf, you can use it now to get from where

you are... to your future vision.

Here's how:

Make a list of each of your current employees and their position titles. Then, considering each employee in light of your new organization chart and their individual strengths, weaknesses and career aspirations, evaluate what position they should hold in the new organizational strategy. Determine if people are being utilized appropriately and make

the necessary adjustments.

You can also use your organization chart, to determine your future hiring needs, both short-term and longer-term.

Visit my blog to find 9 steps to building your organization chart and while you are there, schedule your complimentary consultation where I can help you with this and other areas of your business.

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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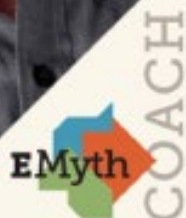
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