

SOAR to SUCCESS

November 2016

MAGAZINE

DR. ANN GATTY, PHD

UNLEASHES LEADERSHIP STRATEGIES
TO HELP CLIENTS SOAR TO SUCCESS!

HOW TO CREATE LOYAL CLIENTS

BUILDING CREDIBILITY ON YOUR WEBSITE

PLUS:

- + Who are You Willing to Be?
- + Why Is Delegation So Difficult?
- + Why it's Important to De-Stress Your Staff
- + Internal Cleansing & Detoxing, Oh MY – does it apply to Me?!
- + Watch Your Language – The Power of Positive Communication in Employee Engagement

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PAT ALTVATER



Soar to Success
AFP Marketing
BizTV Shows

The Biggest Mistake Entrepreneurs Make When Just Starting Out

Have you identified a niche market for your services? How well have you clarified the specifics about your ideal client? I mean really identified them so that when you write marketing copy or create content marketing pieces, such as video, podcasts or articles, you are speaking directly to the problems of this target that you solve.

Finding your niche is crucial to building and growing a successful business. When you try to sell to everyone, what happens? You run the risk of selling to no one.

You have probably heard this before, but it's true. The more you niche, the easier it is to provide value to that target audience. New entrepreneurs have trouble with this for three reasons; 1) they think they may miss out on sales, 2) it's a little bit more work to discover exactly *what space you're trying to fill* (what value you're providing) with your product or service and *who your target audience is* and 3) it takes patience because it may take a bit longer to position yourself in the marketplace vs. just being a generalist.

To make this easier for you, I've created an Ideal Client Profile Cheat Sheet that you can download for free at my website. Using this cheat sheet will help you get really clear about your ideal client. When you have this fully flushed out, all of your marketing copy can position you as an authority that speaks directly to this defined market segment.

Once you do the work to really identify your target market and match your product/service precisely to them, you will make more sales not less.

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

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Dr. Ann Gatty,
PhD, Unleashes Leadership Strategies to Help Clients Soar to Success!



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DR. ANN GATTY

**UNLEASHES LEADERSHIP STRATEGIES TO
HELP CLIENTS SOAR TO SUCCESS!**

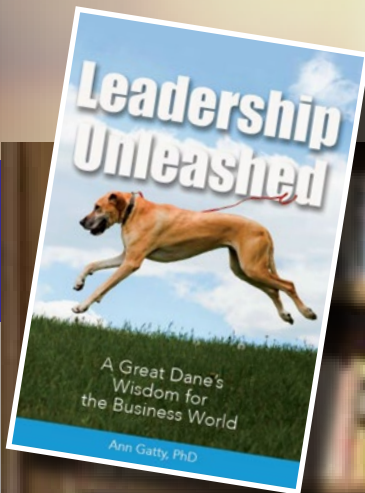
Dr. Ann Gatty spent the early part of her career working in museums. Initially, she was certificated as a social studies teacher, and subsequently decided to take a position at Colonial Williamsburg Foundation as an educator. She ultimately became an administrator in the museum field, and eventually established her own business called, "Museum Works." As a museum consultant to non-profits, she began to specialize in strategic planning.

Ann returned to the classroom, and upon completion of her PhD in Instruction and Learning from the University of Pittsburgh, she taught college level courses in organizational leadership. While there, she met her future business partner and husband, Gene.

Over time, Ann left the classroom because she wanted more practical experience in the corporate world. She wanted to get her hands dirty and use her expertise to help develop individuals to be leaders of their own businesses.

She and her husband began Drs. Gatty 15 years ago. The business is now called Strategic People Solutions and they work as strategic business specialists assisting their clients to:





- improve business performance
- align workforce talents & company goals
- plan for future business growth
- implement business plans with quantifiable results

Strategic People Solutions solves problems for business owners by working with them to develop systems that make the business work more efficiently and smoothly on a daily basis. They also keep an eye to the long-term, by creating strategies to help an owner reach their ultimate goals for transition of the business, with definite action steps for how to get there.

Together, the Drs. Gatty created an operational model, the Business Sphere of Excellence®, to formulate business plans that are very simple to follow. It's also easy to share with the workforce.

In addition, the plan helps to find the hidden gems in their client's business. Strategic People Solutions is constantly evaluating personnel to find leaders and innovators who can help move the business forward. During their process they help glean these nuggets from their client's biggest asset, their employees, to garner productive and profitable results for the business.



Strategic People Solutions has also found that a plan works best when the owner has a clear picture of what he wants the business to look like in the future. They can then build a plan that includes hiring, procedures and operational systems that help the business owner reach his stated goals.

The old axiom that says "the cobbler's children have no shoes" certainly doesn't apply to Strategic People Solutions. The Drs. Gatty implement every strategy that they recommend to their clients first in their own business. Ann said **"Anything I'm putting in other businesses I'm also doing here."**



Ann has recently published a book called, *"Leadership Unleashed, a Great Dane's Wisdom for the Business World."*

The book actually evolved from wanting to help wounded or hospitalized military veterans. Ann has two sons who currently serve in the U.S. military, and she also wants to be of service.

She and her husband acquired a Great Dane, Beretta, and when he was one year of age, they went through the certification program sponsored by the Therapy Dog International Organization. Beretta can go into hospitals to provide comfort and therapy to the patients. He is very gentle, as well as tall, and can easily reach into the hospital beds and/or wheelchairs. It was an eye-opening exercise for Ann.

Through the process of training her dog, Beretta, for his therapeutic duties, Ann realized that she began using examples from Beretta's training in her work with business owners. Seeing the world through a dog's vision helped devise a very simple, straight-forward approach where collaborative ideas, mutual respect, trust, and team-work are integral parts of the equation in the workplace to maximize effectiveness and efficiency in the organization.

Ann shared that when dogs mingle socially in the dog



Bringing JOY to
a Heart...
you never knew
was Empty!



park for example, they work things out. You never see them running to the Human Resource department filing a grievance. They look at each other, understand the differences immediately and deal with them. A Great Dane acts like a Great Dane, a Chihuahua acts like a Chihuahua. Ann stated:

“They seem to understand the differences. How they’re acting and what they like and don’t like, without harboring any grievances. They live in the present and don’t worry about the past.”

This understanding makes workplace differences easy to relate and resolve. This concept led to the creation of the book.

If you would like a copy of her book “Leadership Unleashed” visit either Amazon or Ann’s website.

If you would like to talk more with Ann Gatty about her systems and programs, visit the contact page of her website, www.strategicpeoplesolutions.com. Ann loves to read comments, suggestions, ideas and reactions from the website’s visitors.

We encourage you to go to our website and listen to the Podcast of our complete interview with Dr. Ann Gatty. You’ll hear much more about her passion for finding the hidden talents in people.



TOP 3 TRAITS TO SOAR TO SUCCESS

We asked what three traits Ann felt were important for an individual to Soar to Success.

First, Ann believes that constantly reading new material is important for everyone in business. **Reading helps open the flow of ideas.** She encourages all of her clients to continually read and be open to new ideas and information. Her suggestion: read books of various content, don’t just stay in one lane. Inspiration for the best idea you ever have may come from the most unlikely source. Ann said, ***“If you think in terms of possibilities, if you allow your mind to be open and imagine, it allows for ideas to flow and creativity to evolve. You also gain an understanding of how other people think and communicate. We live in a multicultural world and are touched by different cultures every***

day. Being able to read and understand that varied information is very, very helpful.”

Secondly, the person who is **Optimistic and Self-Confident** has an advantage on the rest of the field in business because they are less likely to give up or throw in the towel. They also will be willing to try new things and have the ability to bounce back after a setback or failure.

The third trait Ann mentioned is **Tenacity**. In his book about the Wright Brothers by David McCullough, he chronicles the trials and tribulations of the Wrights’ struggles over several years fighting fierce public opinion in order to accomplish that first manned flight. They were tenacious and succeeded against all odds.

WHY IT'S IMPORTANT TO DE-STRESS YOUR STAFF

BY DEITRA HICKEY, PHD

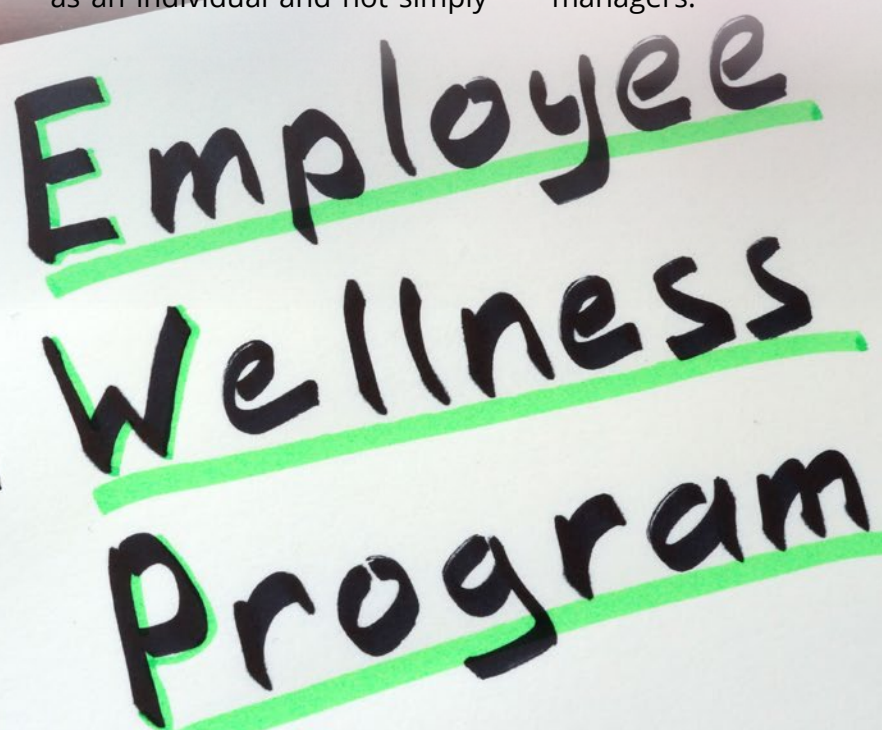
If you own or manage a business that tends to be stressful at times or you oversee a staff that works with the public, that are under any career pressure needing to meet deadlines, a quota or be resilient during financial lulls--then you may want to consider implementing a plan for staff stress maintenance. Most businesses also have a melting pot of personality types and learning styles which can be a challenge in itself. In recent years, everything has become faster, the competition higher, and once you grasp a concept or an advance in technology, it is likely time for it to change. There is a plethora of facets that make the workplace and our careers more and more stressful and I do not see the dynamic going away any time soon.

We hear about work life balance pretty consistently. But is it really possible? Possible yes--easy? No way. Our careers have become more demanding, time consuming and complex. It is imperative that we take the issue of stress and work life balance seriously. Encouraging stress maintenance will not only be appreciated by your staff but it will likely improve productivity for the business.

We know as business owners and managers that it is critical to find our balance but why is it such a power move to ensure the same for the employees? Encouraging balance with all staff members is essential because they need to know that the leadership of an organization cares about them as an individual and not simply

how fast they can get through their "in box". Make sure they are taking adequate breaks, not skipping lunch, and actually being able to clock-out when they leave work. Of course, there are exceptions to this but making a conscious effort to try incorporating these unspoken rules of stress reduction for your staff will pay out in the end.

The research shows that a happy employee that feels appreciated and is not consistently burnt out will produce more, work quicker, and call in sick less often. The mind body connection is powerful and when we feel better psychologically, mentally, physically, and even emotionally, we are better workers, thought-provoked thinkers, leaders, and managers.



Employee
Wellness
Program

Another implementation to consider is corporate wellness programs. You would be surprised on what a 5-10-minute chair massage can do for the stress and morale of a staff member. Or an on-site yoga class offered after the work day. Consider bringing in a motivational speaker for a short

presentation or a multi-hour professional development. As a professional speaker, I am able to help point out ways a staff member can ensure stress maintenance; keep things in perspective, encourage teamwork, and become empowered with resilience.

If you haven't considered any of these options, check out what the research says about the positive impact of corporate wellness programs. Then, give me a call for a complimentary consultation or visit my website at DeitraHickey.com. Your staff deserves a little de-stressing and so do you!

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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Recovery

HOW GOOD IS YOUR IT PROVIDER AT DISASTER RECOVERY? 10 THINGS YOU NEED TO KNOW

BY JEANNE DEWITT

Backup and Disaster Recovery or BDR is a key component of a holistic security and continuity strategy for your business. Today's businesses are so heavily dependent upon IT that if they experience a disaster that temporarily or permanently limits their access to their data, they could lose tens of thousands of dollars – or their entire business.

Data has to be backed up and must be made readily available in a format that can be retrieved quickly. Any recovery time amounting to more than an hour or two can be disastrous for your company.

As we consider Backup and Disaster Recovery – and how good (or not) your current BDR provider is at his/her job, there

are several things we must consider regarding the data that is being backed up. Here are a few questions.

What kind of data are you backing up? – customer records, proprietary applications, internal process data, production computations

What is your current BDR strategy? – none, local on computer or server, cloud

What compliance requirements are placed on your business? – HITECH, PCI DSS, HIPAA, SOX

The answers to these questions give you – and your BDR provider – a baseline for your strategy. The answers tell you what you are backing up, what is currently

in place, and what your required security/backup level is for the proposed BDR solution.

So, here's the "meat" of the topic. Is your current BDR provider good at what he/she does? Here's the simple answer. If they haven't talked to you about these ten things, they may not be right for your business.

Have they asked you:

1. Have you had file corruption or data loss in the past?
2. How much of your company is dependent upon data, and how much pain would you be in if you lost access to your data?
3. How long could your business survive without access to your data, applications, and files?

4. What is your current security strategy? Are you trying to backup data that is not adequately protected from the beginning?
5. What are the essential, highly data-dependent areas of your company?
6. How old is your current BDR solution and what recent investments have you made in it?
7. Do you use company mobile devices or BYO devices?
8. What do you have in place to synchronize and backup data between in-house and mobile devices?
9. What is your overall BDR protocol? Do you have a written document that you regularly review with your employees?
10. What is the essential data? -The files, databases, and applications

that you absolutely cannot lose and continue to operate.

A good BDR expert will go over all of these questions and more with you in designing a BDR plan for your business.

Want to know more about BDR? Please contact me and I can put you in touch with my BDR Specialist Team here at CPU.

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.



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



Watch Jeanne's video series



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Testimonials

Building Credibility On Your Website

BY LEE DROZAK

Do you have testimonials on your website? You know those little sections of text that tell people how great you and your business are. Love them or hate them, you should be using testimonials to help establish credibility.

A study from Dimensional Research showed that 90% of all customers say they are significantly influenced by online reviews when buying products or services. These testimonials are meant to work on the basis of social proof. Social proof is the process of people copying behaviors of others in an

attempt to reflect that correct behavior. So when someone you can identify with has great things to say about a product or service it must be the right thing for you too. Thanks to their testimonial, that's what you now think. But not all testimonies are created equal. Getting useful testimonies is only half the battle, how to publish them is the other.

Let's start with how to collect useful feedback. Always save emails from customers thanking you for your product or service. Remember, you'll need to ask permission to use them, but these are generally

the most heartfelt praises. You can also save feedback given through social media. Some social networks allow you to create embeds of the posts but you can always capture a screenshot. You'll also want to go for the ask. When asking your customers, you want to be detailed and specific. The little details are the ones that are most believable. So ask simple questions such as what results they've achieved or how long they've used your product. Gather all your feedback in one area so you can have ready access to use on your website, sales pages, and promotions.

Now that you have your testimonies it's time to use them. Let's start with how you display them to have the most positive effect? First, you want to use the customer's real name when possible. And make them eye-catching by adding an image. Research has shown that by adding a picture, it increases your trust factor tenfold. We like to put names to faces because it shows the testimony is coming

from a real person. Of course, you want to have a testimonies page so that all your praise is in one area, but you also need to add them on your other pages since everyone won't visit your customer appreciation page. If you have product-specific testimonies, you'll want to add them to those product pages. Sprinkle the others on pages like your home, about and checkout pages. Don't forget

to pull a call out from the testimonies. A short sentence that sums up the sentiment as a whole, because everyone has visitors who skim instead of read you'll want to be sure something from the testimony catches their eyes too.

Boost your credibility by following these simple guidelines for using testimonies on your website and you can't go wrong.

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.

Connect with Lee at her website and on



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FINDING THE PASSION, YOU NEVER LOST

BY ANN N. GATTY, PH.D.

Looking back on your career 20-30 years from now, what do you want to say you've accomplished? That's a question Jeff Weiner, CEO of LinkedIn, often asks prospective employees. How would you answer that question? Take a minute and think about it. In other words, what matters to you. In answering that question, you would probably be relying on a combination of your best personality traits and skills to reach those accomplishments. You see, everyone has talent. Often we just overlook it, because this natural set of skills come so easy to us, that we assume it's the same for everyone else. But it's not.

Our passion is wrapped up in what brings us joy and utilizes our talent. After leaving our childhood, we seem to have forgotten this simple fact. Think back to your childhood days for a minute. As a kid if you liked something, you just did it. On the playground, if you liked swinging on the swings, you would spend time on the swings. If you liked looking at bugs, you might spend time on your hands and knees looking at bugs. If you didn't like these activities, you would spend time in other activities you enjoyed. Maybe you were good at playing chess or drawing cartoons. That's where you would spend your time.

As adults, we left this idea behind. Because the expectations are that success is measured in dollars. Yes, we have to make a living, but can you find your passion as a means of earning a living? Maybe or maybe not. It may be that you earn your money in a job and then use some of those proceeds to fund your passion.

Need help connecting your life and passion? Consider how you spend the other 8 hours of the day. You know, the hours between the 8 hours of work and the 8 hours of sleep? How do you like spending that time? That's where your passion may lie or may be re-ignited.

FIND YOUR PASSION



How would you answer that first question about what you want to say you've accomplished? Use those 8 hours as a starting point and revisit the passions you may be ignoring. If they fit with the career you are pursuing that is a bonus—but it doesn't have to be.

Clare Booth Luce, a noted journalist and US Congresswoman, once said

that a great man (or woman) is a sentence. For example, Abe Lincoln preserved the union and freed the slaves. What's your sentence? I've always liked uncovering hidden talents that reside in individuals. That's why I like working with business startups and helping people make their great ideas a reality. It inspires me now like it did when I was a child and loved creating

new story tales and games with my friends.

I still like helping people create the businesses of their dreams, or create solutions to societal issues through non-profit donations. I would like to help you as well. Visit us at www.StrategicPeopleSolutions.com. It's all about finding ways 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.



Watch Ann's video series

Connect with Dr. Ann at Strategic People Solutions and on



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KEEP YOUR MONEY

TAX SAVINGS STRATEGIES FOR 2016

BY TINA MOE, CPA

I can honestly say that I've never met a client who wanted to pay more taxes than legally required of them. Actually, not many enjoy the idea of paying taxes at all but, it does cost money to live in a society with paved roads, public schools, social programs and the other gazillion ways Congress spends our tax dollars. So, what strategies can you employ to make sure that price tag is the least amount?

First, make sure you're maximizing all of the pre-

tax opportunities offered by your employer. These include contributions to tax deferred retirement plans such as 401ks or 403bs, SEP or SIMPLE IRA plans and a host of other types of retirement plans. Setting aside money tax free is great but saving money for retirement is the icing on the cake. As a side note, seek the advice of a qualified investment advisor because setting aside money tax deferred is not always the best option for your specific objectives.

I also recommend maximizing your contributions to your HSA plans or flex plans, which allow you to pay for out of pocket qualifying medical expenses with pre-tax earnings. This is a great tax saver because it also allows you to save both income and social security tax on the money which is like saving 20 - 30% or more compared with spending after-tax money on your medical expenses. This strategy is not only a great way to save taxes but also helps reduce the cost of your medical care. Double bonus!

For those of you with children, be sure to take advantage if your employer offers dependent care benefits which allows you to set aside up to \$5,000 to be used for dependent care expenses. The care must be for children age 12 and younger or disabled children of any age.

If you have access to a state-sponsored 529 college savings plan, you can earn money on

your investment tax free and, in the state of Indiana, you can receive up to a 20% refundable tax credit of up to \$1,000 per year. Encourage your working child to contribute to the same 529 plan as well and they too can qualify for up to a \$1,000 tax credit per year. Free money is hard to pass up when you have or expect to incur post-secondary education expenses.

There are many tax saving strategies available to help you reduce your tax burden and this article just barely scratches the surface of ideas. Maybe you're a student, or a young family or you're retired - wherever you are in life, I recommend that you speak with a tax professional to learn more about the options available to you.

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

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

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



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INTERNAL CLEANSING & DETOXING, OH MY – DOES IT APPLY TO ME?!

BY DEB REIS, NP, MSN



HEALTH IS A RELATIONSHIP
BETWEEN YOU AND YOUR BODY
TERRY GUILLEMETS

There is a lot of hype about the benefits of internal cleansing and detoxing the body. What does it mean? How does it apply to you or me?!

There are many theories suggesting that inflammation is the root of all or most diseases and illnesses. If you are dealing with an acute or chronic condition, inflammation is probably a culprit. Chronic inflammation is thought to arise from the digestive system and liver. Even conditions like high cholesterol, weight gain, allergies and skin conditions can be related to this theory. Therefore, cleansing is necessary to clear or detox

the body in order to move to a healthy balance.

I did not know that I was dealing with chronic inflammation. I started using my essential oils and began to have some skin irritations. I knew that I had good quality oils so I had a feeling something was going on inside my body.

Through research and consultation, I discovered that I was dealing with a toxin commonly found in industrial cleaning products. Toxins can lay dormant in the fat tissues of our body which includes the skin. This may be why I showed a skin irritation to certain oils.

So, my next question was – **how do I get this cleared?!** Well, here are some short tips suggested to me:

Diet – avoiding inflammatory foods such as sugar and wheat.

Exercise – releases feel good emotions that may reduce inflammation.

Environment – awareness of toxins in cleaning products and actively switching to green clean options.

Relaxation therapies – may minimize inflammation and bring balance.

Essential oils – that clear or protect the liver such as

Rosemary, Fennel and Celery Seed. Inhale or diffuse on a regular basis.

Also, consider organic juices, wolfberries and digestive enzymes which can support the digestive system.

My plan began 10 years ago

and I continue to do a cleansing protocol on a daily basis. I now am able to use essential oils on my skin with minimal to no irritation. We are continuously being exposed to toxins in our environment. Some believe that daily support of cleansing our body is necessary for health.

I am grateful for my skin "reaction". It told me how "sick" my system was without having any real physical symptoms. I have shared my story and others have had great benefits. Please contact me if you would like to learn more or wish to schedule a consultation.

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

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

Connect with Deb at DebraReis.com and on



Watch Deb's video series



The Procedure is Over, But the Pain Lingers On

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

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



Take the Next STEP for Your Patients

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



Supportive Therapies
for Better Outcomes
DebraReis.com



ARE YOU A JUDGMENT JUNKIE?

BY KRISTIE KNIGHTS, LPC

Do you often feel judged? Do you find yourself judging others? Judgment is more powerful in your life than you may realize.

No matter how you chose to live your life, or what you may do, there will be others that judge you. It is that simple. However, plagued with self-doubt as a result is no way to live! Often others that are insecure in their own lives judge more often than those who are confident in themselves. Let's look at three ways to deal with your own judgment and the judgment of others:

We are our own worst enemy. If you tend to judge yourself a lot, you will undoubtedly judge others. The thought process of comparing ourselves to others leads to additional guilt, shame, or even arrogance. Regardless, it whittles away at the self-esteem of others and yourself. When you

catch yourself judging, stop it, and think of a positive attribute of the person. Most often judgment is rooted in assumption, not fact.

Learning to love yourself frees you from the chains of self-doubt and the cuffs of judgment. I know, easier said than done! As those negative thoughts about yourself rattle in your head, care enough to stop them. Would you say those thoughts to a friend? No, no you wouldn't. Do not permit yourself to simmer in the negatively. Instead, stop the thought and state something positive about your life.

So what do you do if someone blatantly judges you? Cliché as it may sound, ignore it. With a firm love for yourself, others do not define you. Do not permit them to speak ill of you. If it is a relationship with an employer, listen respectfully, then remind

yourself they do not determine your worth, only you do!

The key to success is to remember you have the ability to control what occurs with the thoughts. You can choose to simmer on the thoughts, permitting them to permeate and be absorbed. Or you can deflect with the battle shield of life!

The choice is yours! You have the control and power!

Practice, practice, practice. Yes, this does not come easy. I am not naïve. I am aware this takes time and practice! Do not spend more time edifying a friend, than you do yourself. You are worthy of being loved and cherished, now live it!

Kristie Knights is the Founder and CEO of iRise Leadership Institute, a Licensed Psychotherapist in private practice, Collaborative Practitioner in Civil and Divorce Law, Professional Speaker, Author, and Vice President of Global Sisterhood, a Non-Profit 501(c)(3). In her private practice, she guides hundreds of clients to lead a life of joy and purpose from here, locally in the US, and as far away as, Israel, England, Australia, Germany, India, and Switzerland. Kristie currently sees clients in Mars and Pittsburgh offices. Kristie is the co-author of *Inspired Entrepreneurs: A Compilation of Women's Triumphs in Business and Life*.



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

WHO
AM I?!

TAKE THE RISK AND FIND YOURSELF

BY LILLIAN ZARZAR

You are magnificent. How fortunate you have you! In other words, no one can be a better you than you can. You are the you chosen to live life in the way only you can live. Others are who they are and couldn't be you any more than you could be who they are. Yet, how often have you thought to yourself that you wish you could be someone else, or more like someone else?

Why not ask instead how you could be a better version of you? You are the star of your production. Shakespeare reminds us that the entire world

is a stage and we are players in it. You have your unique place and each role you play is a dimension of you. Memorize your lines and learn your roles as you star in the play of your life. If you don't know your lines, write them!

Finding yourself opens the doors to the direction your life can take. In the process of discovery, here are three ways to discover yourself:

First, stop comparing yourself to others. Being yourself means honoring who you are

and respecting that person. As a child you may have heard "why can't you be more like...?" There is nothing wrong with the you who you are. Your uniqueness cannot be compared to anyone else's uniqueness. Focus on the talent you were born with and the skills you acquired in your life's journey.

Second, ask questions only you can answer. By asking yourself specific questions you ponder the answers that lead you in your direction. What is your personality? Do you enjoy being with people,

machines, or animals? Do you like numbers or words? Do you prefer being in charge or focusing on your area of your job? Do you like the limelight or do you prefer working in the background supporting others? Many questions, many answers, one you.

Third, love what you discover. Every day you evolve. The deeper

your questions, the more you discover your uniqueness. You'll find out about the magnificent person who resides inside waiting to be found! Once you recognize and embrace that person, love what you find. Love yourself for who you are rather than for who you think you should be. All characteristics are within you, and loving yourself

means accepting all that makes you, you!

As you continue the journey to self-discovery you'll find a greater sense of confidence to be who you are and to speak your mind with clarity and composure. You'll uncover what brings you joy and sustenance. While the journey may pose a risk, you are worth discovering!

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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CREATE POWER FROM YOUR PAIN

BY ROCHELLE FORREST

Your experiences, no matter how seemingly painful or disturbing, have been perfect and given to you to create the life plan that you need. All of our experiences have been perfect for our life plan.

Sometimes things happen in life that are painful. Very painful. And often it is only in hindsight (usually years later) that we can see any perfection in those situations. Yet, if we are each part of the whole~~despite being cut off in our minds~ then that whole cares about you and is working to bring you exactly what you need to do your part.

If you can see your experiences (especially challenging ones) as a gift from the greater whole, then you aren't cut off at all. You can begin to catch a glimpse of the perfection that exists in every moment, and to understand that your life lessons bring you exactly what you need to fulfill your purpose.

For your consideration: I always say. "Your experiences form and inform you, so what you learning? How are you being shaped? Could you really have been formed and informed without all

your experiences? Both good and bad? Think about that for a moment.

As we open the possibility that perfection is always present~ even in pain~ we free ourselves from the need to suffer through life. What is present is presented for our growth and evolution, for our highest good. Opening to this sense of perfection is like opening a door toward re-mem-bering our loving God/source.

Here's what you can do: Make a list of 3 major life challenges you have faced. Now take a deep breath and see how you learned and have grown from each of these life events. Do you see any gifts you received? What things happened as a result?

Next time something happens that you view as painful, shift your thoughts to your list and remember that whatever the situation, something good is coming! If I can be of service to you, email 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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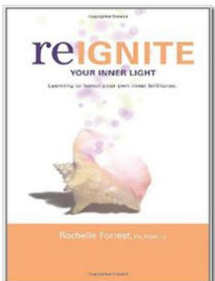


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Re-Ignite Your Inner Light!





IT ALL DEPENDS ON **WHAT HOLE YOU** LOOK THROUGH

BY JACK KLEMEYER

Surely you have seen the old Norman Rockwell-esque cartoon of a couple of young boys trying to steal a peak through the knothole in the wooden fence that surrounds the ballpark of their favorite team or player to watch the baseball game.

Those boys know only what they see through the knothole. If the knothole happens to give a great view ... that is what they see. If, on the other hand, the knothole reveals only a partial glimpse of the field or players, then the boys see, and know, the game in that way.

I think you would agree the view from the fence behind home plate would be much different than the view from the third base line or worse yet, the view into the back of the bleachers or at the concession stand. Depending on the size of the hole, the distance of the hole from the ground and what obstacles are in front of the hole the view changes as does the perspective gained by the boys in our story.

This little story is a great metaphor for our business and, for that matter, for our life. This concept is not new, Alfred Korzybski

coined a phrase that sums up this story way back in 1933. Korzybski is recorded as the author of the dictum “the map is not the territory.”

It is important that we look, metaphorically, through different holes to see and make sense of our world. The view and understanding gleaned from different holes gives us new perspectives. A great way to grow and develop is to always be

trying to look through different holes to broaden our perspective.

From time to time it is good to see things through other's eyes and learn their perspective, it allows us to have better understanding and empathy which in turn gives us more flexibility. When we are flexible, we are more resourceful, when we are more resourceful we perform better and that is the goal.

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 or at 317-755-6963.

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POPULAR BUSINESS COACH & CONSULTANT

Jack Klemeyer

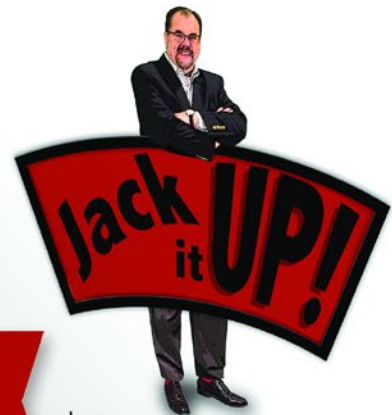
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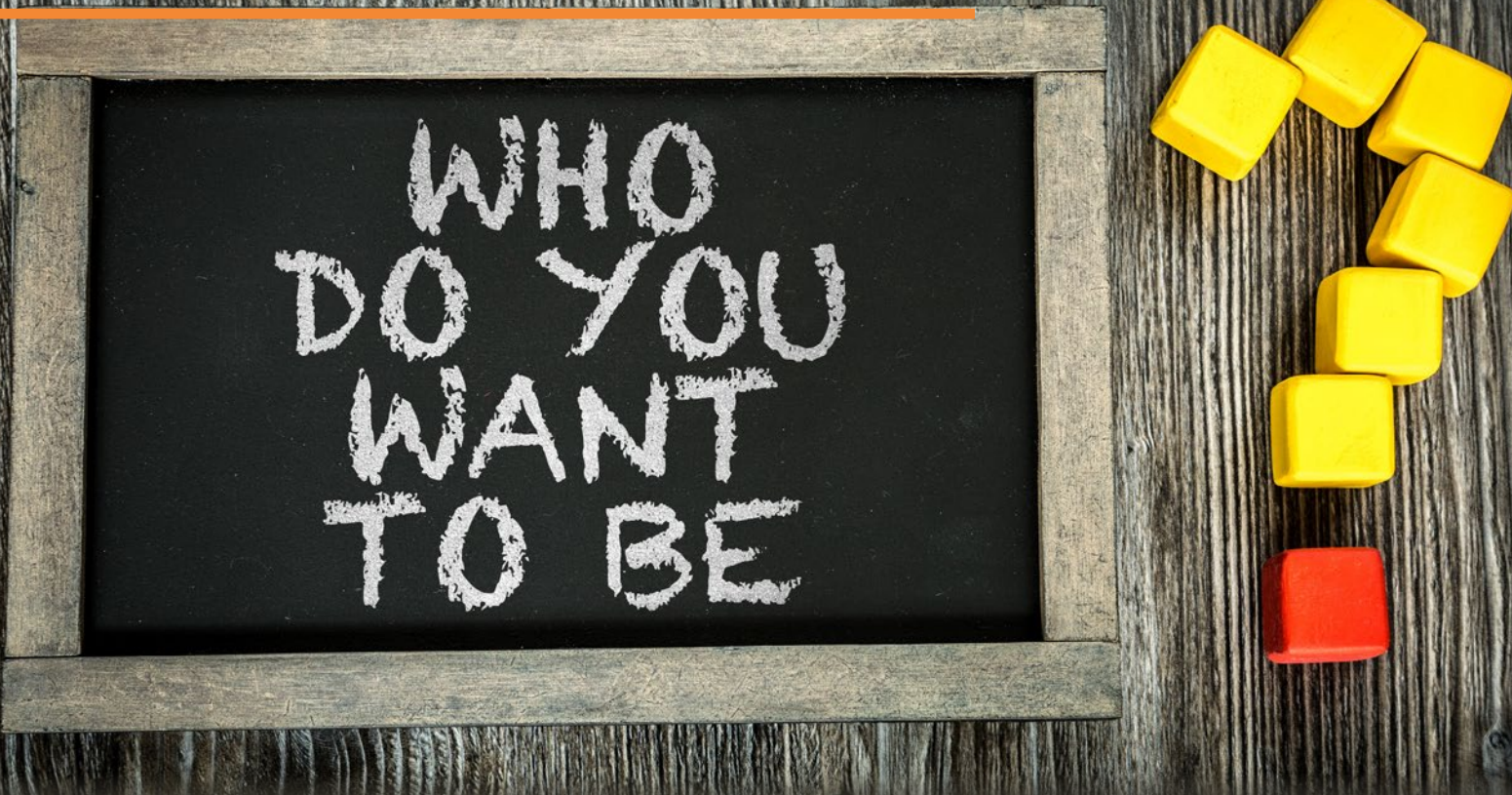


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WHO
DO YOU
WANT
TO BE

WHO ARE YOU WILLING TO BE?

BY DOC PENNY KOWAL

When unpredictable changes occur, who are you willing to be?

Do you ever show up being cranky, annoyed or frustrated – with little or no compassion or flexibility? Do you ever allow anxiety to be your reaction to life by dissolving in a puddle of tears? These are all too familiar reactions that leave us stranded and somewhat helpless to respond creatively in the face of the unpredictability of life. Neuroscientists tell us these reactions are typical of the “negativity bias” of the human brain that developed over time as a survival instinct, meant to keep us alive.

A more resilient and productive way of being comes when we “hit the pause button” and breathe slower and deeper than usual, asking ourselves, “Who

am I willing to be?” right here, right now. This pause gives our autonomic nervous system a chance to listen to the wisdom of our heart, instead of the “panic button” of the brain.

Physiologists point out that our autonomic nervous system is our own internal GPS. Our heart is hard-wired to be our personal “True North”, our own unique Voice of Wisdom. This intuitive guidance of wisdom nudges us toward being appreciative, compassionate, courageous, flexible, creative, generous and grateful. When we respond to challenging situations with wisdom, extraordinary results occur. When we react to unpredictability by pushing the “panic button”, we usually create even more chaos.

These reactions are nothing more than a habit that we have created over time. And habits can be changed. Plan ahead, start small, use everyday life to practice, practice, practice! Acknowledge yourself when you notice the wise responses are coming more easily, quickly and dependably. Remember, we deepen our capacity to be resilient when we remember to hit the pause button and listen to our heart.....only a breath away!

As you grow in your understanding and use of Resiliency practices, start with some of the familiar daily anxiety-producing situations: morning/evening news shows, a bumper-to-bumper highway, a delayed flight at the airport, a slow computer, a telephone that

won't stop ringing, an annoying colleague or client. (If you tend to blame or shame yourself or others, start there. If you're a worrier, who "overthinks" a decision by coming up with everything that could possibly go wrong, start there.)

Notice how your life is getting easier! Celebrate your successes along the way. Acknowledge the

contributions of others in your life. Become grateful that you have obstacles in your path—they are the challenges that provide you the opportunity to practice resilience-based living!

My wish for you was best stated by Mohatma Ghandi who said, "Be the change you wish to see in the world". The world can use more appreciation, compassion,

courage, flexibility, creativity, generosity and gratitude! May you live with greater resilience and wisdom! If you would like to talk with me about how we might work together to ensure greater resiliency in your life, email me to schedule your personal Discovery Session. And remember, a more resilient experience of life is only a breath away.

Penny Kowal coaches busy professionals to re-Invent their life, learn new ways to recharge their inner battery, become more resilient and able to easily handle life's unpredictability, uncertainty and constant change.

When we are stressed out, frustrated, unable to sleep, cranky, or cynical, life becomes overwhelming and unmanageable. With Penny's practical coaching, clients learn to use simple tools, on the go, to build resiliency in all areas of life, physically, mentally, spiritually and emotionally. With Penny's support, clients build a life they will love to live by learning how to intelligently manage their energy in order to experience better sleep, improved teamwork, better morale and less stress.

Connect with DocPenny on her website and also on



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WHAT'S YOUR EXCUSE?

BY JOAN WASHBURN

you can have
RESULTS
or
EXCUSES
◀◀NOT BOTH▶▶

Can you guess what one of the major stumbling blocks of success that I hear often in coaching sessions? In other words, what excuse do you think I hear the most. Read on to see if your guess was correct.

Recently I went to hear the motivational speaker, author, and business consultant, Mathew Kelly. His talk was titled *Living Every Day with Passion and Purpose*. Mathew Kelly has dedicated his life to helping people and organizations become the-best-version-of-themselves! Right up my alley!

At one point he pointed out

something we all need for watch out for when we realize that we need to develop some new habits or discard some old ones to be the best version of ourselves - EXCUSES!

We all have the desire to be happy, to live a life of meaning, but don't we just come up with the best excuses for not doing what it takes?!

There are practically as many excuses as there are people on the planet! However, today I am going to zero in on just one, because I hear it a lot!

Some people spend half their

lives using the excuse that they are too young and the other half - they are too old!

If that sounds like something you say, here are some fun facts to consider:

If you think you're too young:

- Anne Frank wrote *The Diary of Anne Frank* when she was 13
- Mozart wrote his first music composition at age 5
- Bill Gates started Microsoft when he was 19 and
- Joan of Arc led the French army to victory at the age of 16

If you think you are too old:

- Beethoven wrote the *Ninth Symphony* when he was 54 and nearly deaf
- Fauja Singh ran his first Marathon at the age of 84 and his most recent in 2016 at the age of 104!
- Hulda Crooks scaled Mt. Whitney at 101.

- Mother Teresa began her mission to care for the lepers in Calcutta when she was 40.

NOW is the time! Excuses hold us back and are just another example of that self-limiting chatter my clients fondly refer to as Monkey Mind.

So here is your Quick Tip – Take some quiet time, think about what gives your life meaning. If you're

doing it – good for you! If not – what's your excuse? Once you see your favorite go-to excuse, just put it aside and take a small step toward that something that really matters to you.

If you'd like some support contact me to set up a Breakthrough Session because 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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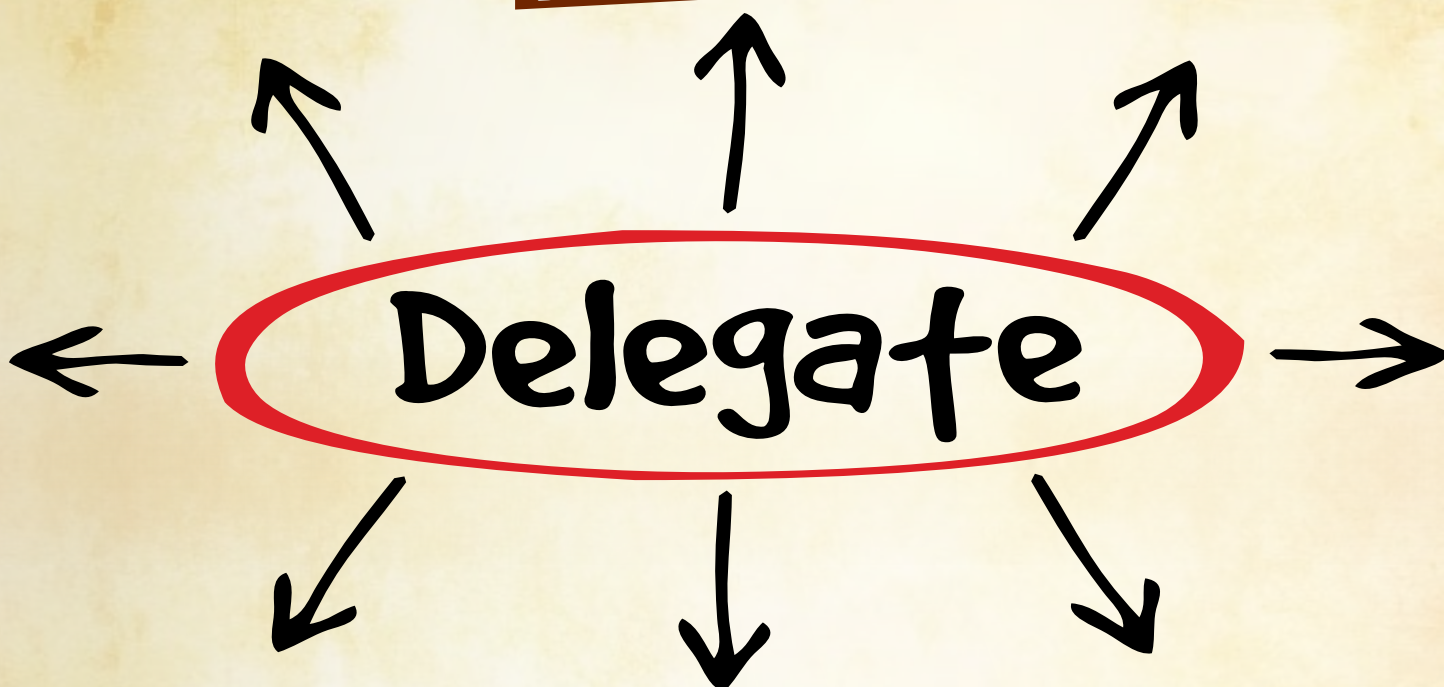
- Accomplish more with less stress
- Stop feeling guilty and worrying about work/life balance
- Get past that point you normally freak out, quit and go eat a pint of ice cream!
- FINALLY make your big ideas happen

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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Why Is Delegation So Difficult?

BY MICHAEL KAPLAN



Eli Broad is quoted as saying "The inability to delegate is one of the biggest problems I see with managers at all levels." I see that as well.

There are two major reasons why managers avoid delegation: **they don't want to lose control** and **they believe no one can do the task as well as they can**. Do you relate to either of these?

I recently had a phone conversation with a client who had both of these issues. He runs a printing and mailing operation that is in a lot of chaos. We were

discussing how he delegates to his employees and he shared this recent example.

"The two people in the production area decided to organize the inventory. We needed this to be done, he said, but they weren't doing it the way I thought they should. I was on them every day to do it better; to do it my way, not their way. They were slow; they didn't have a process to follow, and in fact, it seemed like they didn't know what they were doing."

I asked him how they reacted to his input and he said it built

resistance in them. I shared with him the steps to delegate properly,

- 1) have an agreed upon deadline,
- 2) have an agreed upon reporting system on progress, and
- 3) have agreed upon results.

When I asked if he had used this process – well, you know the answer, right? No, he didn't, which left his employees feeling micromanaged and belittled.

I suggested he put aside his belief that no one could do it

as well as he could and release his fear of lack of control and build in the 3 delegation procedures.

A few weeks later, when I asked him how things were going, he said, "Much, much better." Progress was being made, the shelves were getting organized and his inventory tracking system was working much better. Perhaps it was

only going to be 80% of the way he wanted it to be, but it worked and adjustments could be made as the process was refined over time. His stress was much reduced and he learned a valuable lesson about delegation.

I'm pleased it worked for him because effective delegation leads to more satisfying work relationships, where people

feel valued and respected and it enables the business owner or manager to focus on what they do best in order to maximize their impact.

Visit my blog for an indepth discussion of the guidelines for effective delegation. While there, sign up for a free consultation where we can discuss delegation or another topic that will move your business forward.

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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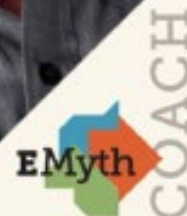
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HOW TO CREATE LOYAL CLIENTS

BY DIANE HELBIG



WOW!

In both Business to Business (B2B) and Business to Consumer (B2C) there are ways you can surprise and delight your customers so they value you as much as you value them. Two of the most effective methods are giving attention to your clients and providing them with something extra.

Attention

Pay attention to your clients and learn about them. Use a CRM system to keep track of the things you learn so that you can refer to them later. That CRM system can be as simple as a card file that you write notes on

or as sophisticated as a cloud based program like [Salesforce](#).

With that same system keep track of what they purchase. If you sell B2C take notice of the buying cycle of your customers. Now, reach out to them prior to their next expected purchase to ask about what they need. It's a reminder and shows that you are paying attention.

If you sell B2B determine if that buying cycle gives you an opportunity to set up a delivery system. Could you create an automatic delivery process that

eliminates the client's need to take time to buy? Maybe you even stock items just for them!

Something Extra

Everyone loves a bonus – especially unexpected bonuses. If you sell B2C send your customers an unexpected coupon. Renew their membership without charging them for the renewal. If there is usually a renewal charge this will delight your client.

If you sell B2B, give your customers an unexpected discount or something for free, like shipping. You don't

have to do it all the time. The unexpected surprise is what creates the impact. You are giving without asking for something in return.

Whether you sell B2B or B2C you can give in unexpected ways and times. Holidays are typical. Use the [Chase's Calendar of Events](#)

to find out of the ordinary holidays that you can use to be giving to your clients. Send them a gift card to someplace other than your company. Invite them to lunch once a quarter.

Focusing on growing your business can take your attention away from your clients.

However, it is those clients who create your success. You stand out from your competition when you create an experience that surprises and delights your customers. And you build loyalty when you show you care.

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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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WATCH YOUR LANGUAGE

THE POWER OF POSITIVE COMMUNICATION IN EMPLOYEE ENGAGEMENT

Thank YOU

You're Welcome
BY LISA RYAN

What if I told you that creating a highly engaged culture in the workplace comes down to just two words? Here's a hint: these are the words that you have been hearing since you were a child and they are still just as relevant today.

Did you guess "thank you?" Yes, these two words truly make a difference. When someone says "thank you," they are giving you a gift. When you say, "It was nothing," you are rejecting that gift. STOP IT! Start completing the cycle of appreciation by saying "you're welcome" or "my pleasure." When you change your language, you change your level of employee engagement.

During a workshop I presented for a utility department, we

did one of my very favorite employee engagement activities that I like to call "Lisa Ryan's soon to be famous "Thank you - You're welcome" exercise. Here's how it works - partners sitting next to each other go back and forth with "thank you," "you're welcome" three times and then switch.

By being made aware of the language they were using, these guys began to understand the power THEY had to make a difference. They committed to holding each other accountable. Do you think it lasted? Yes! Six months later, when this client invited me back to present another program, the manager told me he still saw the results. Language matters.

Remember, what gets recognized gets repeated. By focusing on bad behavior exclusively, guess what you'll get more of! If you want good behavior, recognize when your employees do things well. Now, I am not telling you to accept mediocrity - "Yea, you only came in 15 minutes late today - good job!" No, catch your employees doing things right.

Here are key tips to applaud and acknowledge the efforts of your staff:

1. **Follow the Platinum Rule.** Recognize your team members in the way THEY want to be recognized. Some people love public praise; others don't. If you're not sure - ASK.

2. Catch employees doing things right. One workshop attendee told me, "When I do something wrong, I get recognized 100% of the time. When I do something well, my manager rarely says anything at all." Research shows us that people on high-performing teams hear an average of 5 positives for every one negative. On

average performing teams, the number goes down to 2:1, and for low-performing teams, it's a miserable .3:1. If you're not getting the type of performance you want, look at your own positivity ratio.

3. Provide tangible evidence. When you tell someone you appreciate them; you create a beautiful memory. When

you write it down, you create a treasure. A post-it note with a smiley face on it given at the right time may be just what that employee needed.

There you go – when you change your language AND focus on applauding the efforts of your team members, and you will change your workplace, one "thank you" at a time.

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'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.

Lisa Ryan's programs receive rave reviews from all levels of an organization.

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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.



5 TIPS TO HIRE A GOOD RECRUITER

BY DAN TOUSSANT



You own or lead a manufacturing facility. You need more 'good people.' Whether it's skilled technicians, skilled sales professionals or skilled cost-accountants, you need to hire more good people. For most manufacturers, this talent acquisition process is tough. Do you believe you could do better?

Here are five tips to look for in a recruiter:

- 1. Industry Knowledge:** What knowledge and experience do they have of your industry? Do they know your competitors, your geographic and customer reach? Do they regularly search the specific job or jobs you'll want them to fill. This is a good first question.
- 2. Transparency:** Consider this a partnership for you and your company. Does their social media brand suggest they will do what they say? When they promise you something, do they do it?

What is the process they suggest? Are they willing and patient enough to explain it to you? Understand how they operate, and be sure you are comfortable with that process.
- 3. Know Your Culture:** Find someone who understands your company and its culture. If you have a real high-energy culture, you want to hire high-energy candidates. If you have a culture where people work a lot of hours, you want people who are comfortable working a lot of hours. If you have a casual culture, you want someone who is comfortable in a casual environment.

A long-term commitment from an employee results from feeling good about working for you and your company. Good recruiters will find out about your culture from you when you meet in person, or if not possible, through significant phone time.
- 4. Timeline:** How quickly does the recruiter expect to fill the job? Your time line is critical to you. Make sure the recruiter regularly performs at the level you need before engaging. Understand that they can fill the kind of job you need filled in the time frame you have in mind.

Timeline a definite way to verify their qualifications.

5. **Follow-Up Process:** Do they follow up well? Does their process include weekly updates with feedback on what they're hearing and

seeing on the search as part of the process. You can identify recruiters via Google and through their websites and LinkedIn company profiles. Do more than that. Develop questions to ask prospective recruiters. Commit to phone

calls to vet their qualifications.

If you follow these tips, you're far more likely to engage an interim internal recruiter partner with reasonable certainty that the hard-to-find good people will be walking through your doors soon!

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

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Dan Toussant
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The Power of Delegation

BY BETH CALDWELL



One of the most powerful things that you can do to move forward in your career is delegate. It's also one of the things that most leaders struggle with.

I work with a lot of women who tend to do EVERYTHING at their workplace. You may be familiar with this person, she is the go-to person that knows every process, every system, every secret, every answer and solves every problem. If a crisis occurs, everyone turns to Nancy Know-it-All. She's invaluable to the company and we don't even want to think of where we would be if anything would happen to Nancy.

Have you ever considered that being invaluable actually

holds the company hostage? When everyone depends on one person to make all the decisions and handle every issue, future leaders aren't able to learn and gain experience. Important talents go untapped and ambitious people will look for employment elsewhere.

Even worse, when you make yourself invaluable you'll never be promoted. Why would you be given a promotion or a pay raise if you're already being paid to do everything?

What's the solution? You can begin by delegating. I know that you don't want to delegate because you know how to do the job quickly and efficiently.

But guess what? There may be someone out there who can do tasks even better or faster than you can. You just have never given them a chance.

Your first delegation task is to make a list of all the tasks that you do daily, weekly and monthly. If you're like me, there will be a lot of items. Next, circle the tasks that ONLY you can do. The things that you are brilliant at, the things that make you the most money, the things that your clients praise you for the most.

Everything else can be delegated; such as, newsletter, working on my next book. On that list the one thing that only I can do is the

writing. The rest of those tasks can be delegated. This is going to take some patience and some practice, especially if you have trained everyone to depend on you for everything.

You need to let your team know that you are all moving forward and that you find their support valuable. Resist the urge to

micromanage anything that you've delegated and remember that it's taken you years to attain the knowledge and experience that you have. Be patient and positive. When you realize that someone can do a task even better than you can, you also discover that you have new time in your schedule to attain your new goals and be your best self.

Remember: If you want to be and influential leader, you'll need to carefully remove yourself from tasks that can be (and should be) done by others. Just because you know how to do everything doesn't mean you have to.

Remember, when you let go, you make space for something better. Here's to your continued influence.

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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