

SOAR to SUCCESS

April 2017

MAGAZINE

A portrait of Dan Toussant, a middle-aged man with glasses, wearing a suit and tie, smiling. The background is a light gray gradient.

**DAN
TOUSSANT**

**YOUR TRUSTED PARTNER
IN MANUFACTURING
RECRUITING**

**PURCHASING
A DOMAIN
NAME:
WHAT YOU
NEED TO KNOW!**

**STOP PITCHING
YOUR FRIENDS
AND FAMILY**

PLUS:

- + Planning for Change and More Change
- + Get Results Through Clear Communication
- + Do you have the Time-Optimism Disorder?
- + Boost Your Confidence by Living Intentionally
- + Feel Like A Number: How To Get To Know Your Team

soartosuccessmagazine.com



PAT ALTVATER



Soar to Success
AFP Marketing
BizTV Shows

It's the Time of Rebirth

We're having April showers already here in NW Ohio. I'm feeling optimistic about warm days ahead. It's fun to watch the trees bud and the flowers popping up. It's truly a time of rebirth - a time to shake off the dreariness of winter and spring into action.

This is a great time to think about rebirth in your business and life too. Here are three things you can do:

1. **Reconnect** – take a look at your business and life. Are you experiencing joy? Are you passionate about what you do? Are you making time daily to reconnect to your reasons for being in business and your intentions?
2. **Review** – take a look at what's working and what isn't. Times are changing and what used to work in the past, sometimes no longer works. Also take a look at where you are compared to your goals and intentions.
3. **Refocus** – your attention on what's important. Are you growing your customer base? Are your customers asking for more? Are your skills up-to-date?

Remember that you can change any part of yourself or your business any day/time you choose. But what better time to do it than spring; the season of rebirth.

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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Dan Toussant:
Your Trusted Partner in
Manufacturing Recruiting



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DAN TOUSSANT

YOUR TRUSTED PARTNER IN MANUFACTURING RECRUITING

Executive Recruiter, Dan Toussant, values family, giving back to the community he calls home, and especially, serving as a trusted HR partner and search consultant to manufacturers looking to hire key operations, sales, and finance leaders. His company, Dan Toussant & Associates is a leading Midwest-based manufacturing-executive search organization, a premier placement source for sales and operations and finance leaders in manager, executive and c-level roles.

Dan came up on the inside of the talent acquisition business, working in a variety of HR leadership roles in different industries, including manufacturing. Ultimately, he served a regional CPA firm as both HR Director and HR-consulting-group lead. He approaches executive search as if he were his client's internal strategic HR partner. He realizes the value of a strategic search partner.

In his role as an external executive HR recruiter, Dan capitalizes on his natural ability to identify talent and find the right match for an organization quickly. His skills as a critical thinker and good listener also come into play.

Dan Toussant & Associates is a member of the Sanford Rose Associates® network of offices, a Top Ten executive search firm collaborative. Combined,





the firm offers services nationally and globally, and Dan and his firm utilize this relationship for strategic administrative support, training, and leadership development.

One of the benefits to executive placement work for Dan is the opportunity to meet a variety of impact-professionals and to work closely with leaders of manufacturing companies.

Dan told us,

“We learn a lot about our clients, the urgency and time-line of the hire, the strategic importance it will play, the kind of employees that fit the client-company’s culture, and the unique skill-sets to the opportunities they offer.

Likewise, we seek to learn as much as we can about the candidates, their aspirations, goals and expertise, their accomplishments and plans, and seek to match them and their talents with organizations that will be able to grow from their contributions.

Our knowledge of the interviewing process gives us an advantage to ask the right questions, to learn the most about our prospective candidates

as well as our clients. The critical thinking and listening skills that guide good interviews help us to do our job.”

One of the strengths of Dan Toussant’s business is the speed and thoroughness with which he can deliver the right person for a particular position.

“We pride ourselves on providing a client with two qualified candidates within 14 days, but the vetting process must be completed to our standards before we present them to fill a client opening.”

Here’s a quick look at the process that Dan uses when working with a client.

Profile the Position: We meet with the hiring-manager and leadership team to fully grasp the key must-have experiences and accomplishments, and identify other skill sets sought in the ideal candidate.

Access Databases: We then source relevant candidates. We utilize the best in recruitment software tools and executive and professional databases to identify and reach out to qualified passive candidates. We use social media

platforms to promote positions and to access additional candidates.

Screen Candidates: We review on-line profiles and resumes; evaluate the candidate's full social media footprint. Then we contact by phone or Skype qualified candidates to build interest, verify qualifications, and determine suitability for the position.

Progress Report to the Client: Each week we provide a progress report to the client to let them know the status of the process and to give them information from the market regarding the position and what we are hearing from qualified candidates.

Face-to-face Interviews: We coordinate interviews with the designated interviewer parties, most often conducted first by phone or Skype, and for final candidates, via the web or in person.

Offer Negotiation: When requested we can develop the offer letter details; work with the hiring manager to extend the job offer, negotiate acceptance, coordinate relocation, and establish a start date.

Follow-up to Hire: Our final step is to stay in contact with the new hire for the first year to support a productive and engaged new hire.

Dan adds value to his hiring-manager clients by helping them prepare for interviews. He co-authored with Katherine Burik three books on the hiring process, *The Job Seeker Manifesto*, and now uses that knowledge to help both hiring-manager clients and candidates make their decisions wisely.

Those three books are available on Amazon and on Katherine's website, Interviewdoc.com. These books get to the heart of interviewing effectively, as well as preparing yourself for your next opportunity. They include information about how to develop a plan, how to utilize the resume to market the candidate, its application to the LinkedIn profile, and the specific manner in which to handle interview questions.

Dan refers candidates to Katherine Burik's Interview Doctor who are seeking to make a change, and need assistance preparing themselves for a job search.



Dan actively participates as speaker and mentor in Toastmasters International. He speaks to associations, groups and organizations about how best to work with a recruiter as well as interviewing-skills topics from the books that he co-authored.

Dan lives in Canton, Ohio, the same town where he grew up. He enjoys being involved in working to make the community a better place. For many years, he and his wife, have hosted parties for children with incarcerated parents, as well as a local detention center with a high population of young males. He is involved with an organization

that works with children's mental health issues, and with a grassroots non-profit organization that serves the homeless and recently-released prisoners as they re-enter society.

Dan credits his wife Colleen, his faith and his family, three daughters, a growing group of grandchildren, a large extended family, and a network of church and golf friends with keeping everything balanced and in reasonable order. While manufacturing-executive search is a full-time business, what he receives from his extra-curricular endeavors keeps life in a good perspective.

Dan Toussant has spent over 30 years matching the right job with the perfect candidate to make both that business and the new employee successful. Over the years, he has had to adapt and guide his business with a sense of humor that has helped him **"Soar to Success."**



Watch Dan's Video Series

It certainly was our pleasure to interview Dan Toussant. Visit our website to listen to our entire podcast with him.

To find out more about Dan Toussant visit his website: Dan Toussant and Associates, also connect with him via LinkedIn, or email him at dan@dantoussant.com.

TOP 3 TRAITS TO SOAR TO SUCCESS

Soar to Success asked Dan what three traits he finds in every successful person he meets.

According to Dan, ***the first would be adaptability. Every successful person is able to quickly assess any situation and adapt a strategy to deal with it.***

He recently watched an interview with the CEO of General Motors. The one thing that she had learned through her years at GM was to adapt to the current situation and quickly discover new solutions.

Personal accountability is the second trait of a successful person that Dan mentioned.

The person must own whatever they do. They

are not looking to place blame somewhere else. He felt personal accountability is a definite key to success.

For the third factor, Dan felt ***every successful person he knew had a good sense of humor.***

Everyone wants to meet people that make them smile and feel engaged. A strong sense of humor is very important in working with a team or building a successful organization, where many different personalities are needed to work together.

"Adaptability, personal accountability and humor will serve any person well, but are all necessary if a person is to become successful in business."



HOW DIFFERENT WOULD YOUR WORKDAY BE IF YOU COULD CARRY YOUR OFFICE IN YOUR POCKET?

BY JEANNE DEWITT

If the idea of a 9 to 5 workday spent sitting behind a desk sounds completely foreign to you, you're not alone. Today's business professionals spend as much time working outside of the office as they do in it, with mobile technology helping to create a mobile workforce.

For many mobile businesses, communication technology is their Achilles' heel. While employees can call in to check voice messages left on their office line, traditional telephony systems can make this a real pain. Instead, employees are using their personal mobile numbers to conduct business, creating a host of issues around privacy and continuity of customer care, not to mention confusion for

clients and associates trying to track down a specific person.

Luckily, there is a business telephony solution that not only gets rid of these common frustrations, but offers a more reliable and cost-effective means of handling all of your business' communication needs. Cloud-based VoIP (Voice over Internet Protocol) phone systems give your team access to a wide selection of helpful features, and lets them turn their mobile device into a portable version of your internal communications infrastructure.

Cloud-based VoIP gives your team the freedom to:

- Enjoy features like extension dialing and direct voicemail

access from their mobile device.

- Use the same contact number for phone, fax, and text - making them easily reachable by clients, colleagues, and associates.
- Access SMS, voicemail, online faxing, audio conferencing, and web meetings using a mobile app.
- Store contact information for clients, vendors, and associates in a cloud directory where authorized users can access needed information through the app without storing potentially sensitive information directly on their personal devices.

The benefits of cloud-based VoIP aren't limited to just your

employees. Your business as a whole will benefit from:

- Essential features like call forwarding, voicemail, and conferencing, as well as additional enterprise-level features for a low, predictable monthly fee.
- The option to transform personal devices into a secure corporate tool,

eliminating the cost of supplying company phones.

- The ability to control access to corporate and client information if an employee quits suddenly.
- Access to a failover system that will keep your team connected using cellular data in the event of a power failure or service outage.

By combining two of today's biggest business trends - BYOD (Bring Your Own Device) and cloud computing - you can give your team access to top notch communication tools that will change the way your business works.

If you would like to find out more about what cloud-based VoIP can do for you, please contact me.

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



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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SOLD

DO I HAVE TO PAY TAXES ON THE SALE OF MY HOME? TAX PLANNING FOR THE SALE OF YOUR HOME

By Tina Moe, CPA

If you're about to list your home for sale or maybe you just sold your home, you may be wondering if and how much tax you might owe.

You may not always agree with Uncle Sam's rules but, in this case I think you just might. If you are selling your primary residence, the IRS allows you to exclude the profit you made or will make. In most cases, you won't even have to report the sale on your taxes. So, the hardest part about selling your house just might be the actual move itself.

While most will enjoy this exclusion of the gain on the sale, there are some cases where you could have a reportable and

taxable transaction. So, how do you know? You'll first want to look at the amount of time you lived in the home. If you lived in it as your primary residence for 2 out of the last 5 years and your gain is \$250,000 or less, you won't have to report and pay taxes on the sale. Also, that amount increases to a \$500,000 exclusion on the gain if you're married filing joint.

In order to calculate your profit, you'll take your selling price minus your selling expenses. For instance, if you paid \$200,000 for your home and maybe you remodeled your kitchen and spent another \$25,000, your basis is \$225,000. If you sell your home for \$300,000 and

incurred \$4000 in selling costs, there's capital gain of \$71,000. As side note – if you sold a home before 1997 and rolled the profit from that sale into the home you just sold, you'll need to reduce your basis by the amount of the untaxed gain. So, using my example, if you had \$25,000 in profit from the sale of a prior home sold before 1997 your gain on the sale of the new would increase by the \$25,000.

On the flip side of that coin, if you sell a primary residence at a loss, you won't be allowed to claim that loss on your income taxes. Also, if you're one of the lucky ones and you do sell your home and have a capital gain above the exclusions, then you'll

need to report the excess gain on schedule D of your 1040.

Here's a quick look at the 3 tests you must meet in order to exclude the gain from the sale of your primary residence:

You must have owned the house at least 2 years during the 5 years prior to the sale

You must have used the home as your principal residence for at least 2 out of the last 5 years prior to the sale.

You must not have excluded the gain on the sale of another primary residence within 2 years prior to this sale.

Also, if you're married, you must file a joint return and only one of you must have owned the home for 2 years but both of you must have lived in the house for the required amount of time of 2 years.

Visit my website at actservices-inc.com for more tax insights.

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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Let's Celebrate

By Joan Washburn

There are 3 things we can do to accomplish our personal and professional goals with ease as opposed to a lot of struggle. In this article I want to focus on the third because it is the most forgotten and the most fun!

My clients often tell me they feel "Stuck" or "Overwhelmed". They have really big goals along with a crystal clear vision of the life they would love to live, but sometimes it just feels too hard, too much to ask - even of themselves.

Here are 3 things you can do to accomplish a goal with ease instead of a lot of stress and struggle -

#1- break it down into small sweet steps.

#2 - I have talked about this often in many different ways - Get Support!

Today I want to talk with you about #3- the one we forget and yet is the most fun

and energizing - celebrate your results along the way.

Most of us wait until the job is complete before we celebrate. We never think to celebrate small victories. We think we don't deserve it because we haven't achieved that milestone yet.

Or - worse yet often we never celebrate at all! We finish one thing and just move right on to the next without even taking a few minutes to say "Wow! Good job!" This is one of the major causes of Burnout. However, when we take some time to celebrate small victories along the way, it gives us the energy to keep going.

If you are in a leadership position it is especially important for you to set the example of celebrating the small victories of your employees or members of your management team. It has been proven that this is one of the best ways to achieve

employee satisfaction and increase productivity.

It's easy to celebrate the big wins and milestones, but celebrating the small victories along the way gives us the energy and motivation to keep going, especially when the going gets tough; to not give up when we come up

against an obstacle we did not expect.

So here is my quick tip: at the end of each day, before you leave the office, write down 3 things you accomplished that day. Notice any small victory or positive result that otherwise you would have missed. This will ensure you end your day with a sense of satisfaction and fulfillment.

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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PURCHASING A DOMAIN NAME: WHAT YOU NEED TO KNOW!

WWW.  .COM

BY KAREN LEONARD

So you have decided you are going to build a website and you have questions as you try to figure out a domain name; for example, should I get the .net, .co or .com? Does the length of my name matter? What else do I need to know?

Your domain name is everything that follows www.

When you're beginning to create a website, choosing your domain name can feel really stressful. It's your organization's online identity. You want something that accurately represents you, your business, your industry/niche or all of the above. After all, you're going to be stuck with it for a really long time.

So here are five tips to help you out with the domain name struggle.

MAKE IT BRANDABLE AND UNIQUE

When you say it out loud, does it sound like a real brand or generic? Your goal is to make the domain memorable and generic keyword strings are hard for people to recall. For example, if your business is desserts, does

WorldsGreatestPies.com or DarnGoodPies.com sound better? I'm more partial to DarnGoodPies.com.

KEEP IT SHORT AND SWEET

Remember the last time you had to type in a really long web address into the search bar? Me neither. Long domain names are hard to remember and annoying to type out. The shorter your domain name, the easier it is to say, share, type, and the better it will perform on search engines. How short should it be? 15 characters is a pretty good length to aim for.

JUST SAY NO TO HYPHENS

Never use domains with hyphens. They can be read as spam domains. Hyphenated domains are prone to typos, which means you'll be missing out on valuable traffic. Also, imagine saying, "Make sure to visit my website! Its darn hyphen good hyphen pies dot com." Awkward right?

STICK WITH DOT-COM

This is because both users and search engines trust dot-com more than any other domain

extension. It's also the most memorable. In most cases, users will automatically assume the domain they're typing in ends in dot-com.

Avoid using unique or lesser-known domain extensions. Examples include extensions like dot-net or dot-info, or something unique like dot-photography. These extensions are viewed as untrustworthy and prone to spelling errors causing you to lose out valuable traffic to your website.

SEARCH SOCIAL MEDIA

Do a quick search on social media sites to make sure nobody else has your name, too! Using the same name on your website and social media pages reinforces your brand and makes it more memorable.

Choosing the right domain can be stressful. But the process can be easier if you follow the tips outlined in this article. Contact me if you need any assistance.

Karen Leonard is the co-founder and Chief Marketing Officer of Innovative Global Vision, Inc. (IGV), a website design and digital marketing company in Ohio. With over 17 years' of experience in the IT field, Karen has a passion for helping small businesses grow. She works closely with her extraordinarily talented team of developers, designers and marketing specialists to help businesses increase profits through their website and build deeper, more profitable relationships through the use of online marketing tools.

Connect with Karen Leonard at her website and on



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FEEL LIKE A NUMBER

HOW TO GET TO KNOW YOUR TEAM

BY LISA RYAN

Remember the Bob Seeger song, "Feel Like a Number?" The lyrics include, "I feel like a number, a stranger in this land. I'm not a number, dammit I'm a man."

You don't like for others to treat you like a number, do you? Well, your employees don't either. Most people have the need to develop connections with others. They want to contribute to something this is greater than themselves. Here's a fun way to make that happen.

In some of my half-day workshops, we play the game, "Two Truths and a Lie." If you're not familiar with it, you have your employees write down three statements, two of which are true and one which is false. Each person then shares their three statements, and it's up to the other people at the table to figure

out which is the lie. For example, if I were to tell you that 1. I was the social chair of my college sorority, 2. My mother was born in Trinidad and 3. I broke my arm while cheerleading; which statement would you think was the lie? Did you pick #1? That's correct; I was on the 14-year plan to complete college, so I never joined a sorority.

"Two Truths and a Lie" allows you to learn some fun facts about your coworkers. For example, while I was conducting a team building workshop for a large restaurant chain, we discovered

that two of their kitchen managers had cooked for two US Presidents each. Not even the company owners knew that. Use "Two Truths and a Lie" as an icebreaker or a team activity and build connections as you learn fun facts about the people you work with.

Here are three tips to get to KNOW your people

1. Spend the time. Get to know your employees. When you build a relationship with respect and care, your people are more likely to respect and care for each other.



2. **Share openly.** Hold staff meetings frequently to find out what's going on. Greet and talk with each employee daily, or as often as possible. Let staff members know what is happening in the business and make them feel that they are a part of its successes.

3. **Seek to understand.** In his book "The Motivation to Work," Frederick Herzberg found that companies motivate their teams by employing several factors including: achievement, recognition, responsibility, and growth. Employees are happiest when their managers take an

active interest in their development and job satisfaction.

As you know, people do business with people they know, like and trust. As you get to KNOW your employees, they will give you their heart, their soul and their very best efforts at work.

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.

Connect with Lisa at her website and on



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Lisa Ryan

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

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

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.



MOVE TO AN ASSISTED LIVING FACILITY or STAY AT HOME? Where does your aging parent belong and how do you know?



BY STELLA NSONG, RN, CMC, CDP

Caregiving today is like smoking twenty years ago. A cool thing to do but it could cost you your health. **THE PROBLEM WITH CAREGIVING** is that most family caregivers are overwhelmed with the demands it places on them and do not know where to turn to for help that they can afford and support that keeps them going without placing their loved ones into a nursing home or assisted living facility. Take for example this caregiver named Debbie. She is 74, suffers from arthritis. Her husband suffered a stroke that left him with vascular dementia. He needs 24 hours supervision and he does not qualify for Medicaid. Debbie spends the day taking care of the house and caring for him but at night he is up wandering so

Debbie has to get up too. Debbie is sleepless in Cleveland, getting tired and sick. How long can this go on? Does he get placed into a facility and is that a really good solution for this family?

The decision to move someone into an assisted living or a nursing home is emotionally and financially complex for both the caregiver and the care recipient. Most people arrive at this question when 1 or all of the following 3 situations occur.

- #1. A recent fall, accident or hospitalization.
- #2. Progressive difficulty in managing activities of daily living.
- #3. Worsening of chronic and

or life limiting condition such as dementia, congestive heart failure, chronic obstructive pulmonary disease and arthritis.

Surveys have shown that most older adults want to remain in their homes for the rest of their lives. Some are so determined that they have gone as far as changing their will because their children placed them in a facility. This topic is gaining more attention with the greying of the population and the fact their Americans are living longer now. On the other hand, there was not enough information about this choice until now that the Caregiver Relief Network has developed programs to help families with options and resources for caregiving. Most

families hear what social workers and medical professionals recommend but how do you know if that is the right decision?

If you find yourself in this situation then consider a free membership at the Caregiver Relief Network. Through the programs at the caregiver relief

network, caregivers discover the sources of their stress, find support and guidance in decision making and explore strategies to help peel away stress. The goal is for caregivers to reclaim their health, time and relationship so that the selfless work they do as caregivers will become enjoyable and gratifying.

Caregiver Relief Network offers self-paced virtual caregiving courses, 1 on 1 and group coaching, support groups & care management so that caregivers can enjoy their lives, become thriving caregivers while their loved one is safe, happy and thriving where ever he/she calls home.

Stella Nsong is the state director of the Ohio Elder Care Planning Council and the creator and care designer of the unique program called Assisted Living At Home, an exclusive service of Nightingale Home Support. With over two decades of experience as a registered nurse, she practices as a certified professional geriatric care manager, elder care consultant and a certified Delay The Disease instructor.

Stella is a bestselling author, speaker, trainer and health care columnist. In 1990, she won the Gold Medal for practical nursing in Georgia.

Connect with Stella at her website and also on



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Walk Your Talk: GROW AND GLOW IN YOUR COMMUNITY

BY ROCHELLE FORREST

It is time for all of us to expand our Light. There is no darkness in Light. We as a community are coming together to make our world lighter! My grandfather always said... work is made light with many hands together. I don't think as a child I understood that... now I know now this is a guiding principle for all of my work. It is time for us to gather and help the fearful, lonely, hungry - anyone and everyone that needs a hand.

Together, let's do good by expanding from one Light, to two Lights, to a community of Light, to a world of light. God is everywhere. Know that everything and everyone are connected. Aspire to live your whole life as though you are always in church, because we really are. How can you nurture a feeling of connectedness?

Here are some ideas:

Find a place where you belong and join in for fellowship and a sense of connection.

Have reverence for your environment.

Nurture a spirit of peace - remember that everyone has light inside them and so look upon others with love.

Treat each day like the miracle it is. Be grateful and show appreciation for those you come in contact with.

Please join our circle light on Facebook. We are a community committed to raising our awareness of how each person is needed to expand their light through acts of kindness and believing we are all connected. Bringing Light minded people together to spark new ideas on how to share our love and lives through daily actions.



Tummiesmindsspirits.com is a place to share your time, talent and treasure. TMS is holistically transforming lives by providing learners with the necessary psycho-social skills to achieve their absolute best.

Make new friends. Create new connections. My mission is to get to know each other of our world. It will make our communities stronger and we will learn to love each other even with

our differences. Learn to appreciate others' with diverse backgrounds. Get to know your neighbors... let start there!

Make your own list of what you can do to feel connected and walk your talk.

Visit my website RochelleForrest.com and download the checklist about 12 ways to Improve the World One Light at a Time and join us at Circle of Light on Facebook.

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



Watch Rochelle's video series

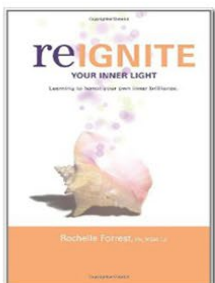


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To take a **Deep Dive** to uncover and connect with your own inner brilliance, contact **Rochelle Forrest**, Holistic Transformation Coach
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AROMATHERAPY GIVES SUPPORT FOR CANCER SURVIVORS

By Debra Reis, RN, MSN, NP

Aromatherapy is becoming a popular support for many cancer survivors to aid side effects of treatment and provide overall balance. Several cancer centers and survivors are using aromatherapy as a supportive modality; however, many do not realize that there are important safety factors to consider when using essential oils.

Safety and oil quality are critical to proper use and best benefits. One of the safest ways to begin is **with inhalation**. It is effective and cost efficient.

In addition, Dr. Schnaubelt states that patients should acquire oils through a company that shares the vision of healing versus a company whose primary focus is economic gain. Many factors can affect oil quality including **organic farming, distillation processes, testing,** and standards.

According to Price & Price, most if not all essential oils in the general market have synthetic additives or fractions removed. This definitely will affect the

benefit for a patient and may cause harm from the additives. It is important to know your essential oil company and their farming source. The statement, Farm to Table is about the food we eat. I believe we should apply the same concept to our oils and supplements - From Farm to Body.

Also, be aware that some essential oils may reduce or enhance certain medication effects. So, be cautious with using oils at the same time as medications.



Some essential oils that may be helpful to support cancer care include:

Lavender oil has been shown to calm and promote sleep.

Peppermint oil has been helpful to aid digestion and reduce nausea.

Orange oil can ease anxiety and depression.

Essential oils can be a great support for any health or wellness plan. However, use them with respect, know your source and be aware of quality factors and safety.

For more information, use this link to obtain our abstract and corresponding article. In addition, more information is at my website. If you are interested in bringing supportive therapies into your facility, reach out to me and I'll explain to you my S.T.E.P. program.

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
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HAPPY MOMENTS VERSUS LUMINOUS MOMENTS

BY KRIS THALLER

Is there something better than Happy Moments? Let's take a look at take a look at Luminous moments and how very different these moments are compared to Happy Moments.

When we are taking action on those things that really matter to us we have the opportunity to experience luminous moments.

The difference between a happy moment and a luminous moment is this: In luminous moments you have taken action on something important to you.

Happy moments occur to or for you versus luminous moments are intentionally created by you. A happy moment might be licking the hot fudge off the rim of your ice cream bowl or taking a walk in the crisp autumn weather. Wonderful to experience but rather a fleeting moment in time.

But a luminous moment looks like this. Several years ago our family decided to go to Disney World. My husband and I had been there before but not our daughter and her family. Our first luminous moment occurred

when we walked down Main Street at Magic Kingdom. I was taking the lead and happened to look back and saw tears running down my daughter's face, I said "What's Up" and she said "Mom look it's Cinderella's Castle." At that moment she and I both experienced luminosity. A brilliant moment of light because we had taken action on something that was very important to us: "to be loving family members." Later that evening we watched the fireworks and on the way back to our hotel my 10 year old

grandson was sitting next to me on the bus and he said how magical the day was. Even a 10 year old can recognize luminosity! A moment NEVER to be forgotten.

Luminosity is creating extraordinary moments instead of the customary or the ordinary

moments. Luminosity is about taking a deep breath and knowing that all is well. It's about locating your natural heart of compassion and truly seeing what you really want to be doing for your life.

This week notice when you appreciate and delight in the

moment- the smile from a friend or family member, the aroma of your favorite candle, recognizing you are doing what you meant to be doing, right here, right now. Each luminous moment you experience casts a golden glow on your Life's Journey. For more information contact me at kris@mycoachingdimensions.com.

We all recognize we live in a world where the number of hours in a day has not changed, yet the sheer volume of demands we face has grown exponentially.

Kris Thaller is a Certified Life Coach. She coaches smart motivated professionals who have too much to do in a day and too little time to do it in. She helps them to re-design their days so they can succeed in life and work, and do it with ease instead of struggle in this busy world.

Connect with Kris on her website and also on



Watch Kris's video series



Go Farther Than You Ever Thought Possible

As your Life Coach, you will get the tools and the skills you need to achieve the results you're longing for. These tools will allow you to:

- ✓ *experience a stronger sense of who you are,*
- ✓ *take action on what truly matters to you, and*
- ✓ *produce extraordinary results in less time with less effort.*

I'm Kris Thaller, contact me and let's get started!



Exploring New Possibilities



mycoachingdimensions.com

kris@mycoachingdimensions.com

Boost Your Confidence BY LIVING INTENTIONALLY

BY LYNNETTE BEGUE-LAVERY

Are you living your life on purpose – in word and action? Do you make thoughtful choices... in all areas, including your wardrobe? When you begin to be intentional you build confidence.

Let's start by looking at what it means to be intentional. Intentional living involves taking responsibility for our mental, emotional, spiritual and physical well-being and freeing ourselves from self-limiting beliefs. It requires gaining clarity about what we want and especially who we are! Most basically, living intentionally means defining our values and making choices that reflect those.

Are you wondering what this has to do with your image? From my perspective, there are so many important things that I value, like my family, spending time with my grandkids, making a contribution to the world through my work and so on. So I want my clothing to show who I am and to boost my confidence. I also don't want my wardrobe to take up too much of my time. How do I do that? By having a closet that reflects my

LIFE™ style, my personal profile, and my values. You can do that too!

Here are three steps to get you started:

1. **Know Yourself.** Clarify your values and determine your personal profile style. Determine what's important to *you*? What motivates you? What excites you? You can immediately boost your confidence by discovering your personal profile style within my LIFE™ program. Knowing your natural style is an important component to knowing yourself. Go take my quiz now to find out your style.
2. **Stop Worrying About Everyone Else and Embrace Imperfection.** Always strive for growth and improvement. Live your life according to your values, but don't expect yourself to be perfect. Don't compare yourself or your body to anyone else, just embrace being perfectly imperfect and enjoy every minute of it!



3. **Declutter Your Life.** Take an honest assessment of your life and let go of those things that hold you back. If something doesn't have meaning or value in your life, why are you hanging on to it? This is true for your wardrobe too! You want a wardrobe that truly reflects who you are. That means clothes that fit, make you **feel** good when you put them on, and reflect your personal style.

If you are like most women, it's probably time for a little decluttering in your closet.

These three steps will put you on the path of intentional living. Keep practicing. Keep exploring. Keep choosing. Keep living your values. Live your life with confidence. Sometimes the most seemingly insignificant choice can make a drastic difference.

Lynnette Begue-Lavery has a passion for teaching others how to maximize their innate energy and create their own personal style. Combining over 25 years of experience in corporate America with 22 years as an independent image consultant, she loves helping clients build their self-confidence as well as assisting them to perfect their total image while creating their own unique style with tools that empower.



Visit Lynnette's website to take her Life Style Beauty Profile™ and also connect on



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Lynnette Begue-Lavery
Your Personal Image Consultant

Uniquely Your Image



Discover Your Inner Beauty

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STOP PITCHING YOUR FRIENDS AND FAMILY

— BY DIANE HELBIG —

There are so many companies that tell their new representatives to prospect where they live. You know – reach out to your friends and family; they love you and will want to support you. Um, no. Yes, they love you, and they want to support you. But that doesn't mean they want to buy what you are selling.

When you do this, you create discomfort with the people you are closest to. They don't want to disappoint you. And they don't want to buy anything from you. Now what do they do? Probably avoid you! Your previous great relationship that was based on a true connection is now strained. Now they think the only reason you call them, or contact them, is to sell them something.

And let's be honest – you don't really feel comfortable asking them, do you? Yeah, I didn't think so.

Stop!

We know this is a bad strategy because of the unease and discomfort it causes on both sides. Sales should not be unpleasant.

If we go with the belief that you can't really sell anyone anything – you can only match your solution to their problem – then we realize we need to take a different tack.

Think about what an ideal client looks like – who benefits from your product or service?

Describe them to yourself. Create a persona for them. Now, ask yourself what the best path is for getting in front of them; for starting the relationship building process.

It's hard to 'cold call' directly to consumers. I believe you are better off finding a different way to get connected and start building trust. Consider holding a lunch and learn, or seminar. See if someone you know would like to bring you in to do a short information session for their customers. They are giving back to their clients, you are helping them do it, and you are getting the opportunity to meet new people and connect where it makes sense.

Keep sales out of it. Just inform, educate, connect. Build the relationships and go through a discovery process. When there is a connection between your product or service, and their need, AND you've built trust, they will buy from you.

They won't be buying out of a feeling of obligation. They'll be

buying because they want to. And those are the best customer relationships! So, nurture your personal relationships by NOT prospecting to them. And build your business relationships through discovery and education.

If it doesn't feel that simple think about taking my free online sales course.



3 Step Prospecting Strategy

Free

Take This Course

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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HOW DO YOU IDENTIFY THE LEAN GENE

LEAN Thinking

BY DAN TOUSSANT

There are three skill sets that great employers seek in their new hires. Those three are:

- 1) Business Strategist Mindset – which I discussed in my article last month
- 2) Efficiency Maven Skill Set
- 3) Techno Teacher Skill Set

The topic of this article is the second skill set, that of the efficiency maven skill set, otherwise known as the Lean Gene. Let's examine how to identify the Lean gene and how to hire 'efficiency mavens,' employees who naturally cultivate an environment where smarter processes improve value.

I'll address why C-level thinkers **lean on Lean** while pure operations efficiency experts may find Six Sigma more appealing. I'll ask you to consider the differences as it appears the

customer-centered leadership team prefers one over the other.

I recently had the benefit of listening to a C-level leader of a large and growing global company speak about his company and their industry role for nearly 90 minutes. His company has grown consistently since he became the key strategist and decision maker. In the Q&A, an audience member asked him whether he was more of a Six Sigma advocate or a Lean leader. His quick and sincere response underscored for me the differences when hiring for that second of three key skill-sets, what we call an efficiency maven. He explained that six sigma processes do eliminate defects, do reduce waste, do improve quality and efficiency. However, Lean is where we live, and remains a cornerstone of how to do business.



What he meant was that adding value to the customer's experience, every day, is what Lean is about; Lean gives you the right focus. Will the customer perceive it as adding value? Cutting out wasteful or unnecessary steps is the smart step when the customer perceives that change as adding value.

Of course both efficiency philosophies, Lean and Six Sigma, know the critical importance

of metrics, always monitoring where and how we can get better. People with this gene breathe it, and their resume and their references quickly quantify adding value to the customer through their efficiency expertise. Our thought, as that second key skill set, when you

are hiring an efficiency expert, pick their brain about their key focus in improving efficiency

If their point of reference is simply to improve quality and efficiency, they're missing the Lean gene. If they think 'how can we create value for the customer?' as

their first reference point of an efficiency conversation, you just found the Lean gene, someone whose passion for efficiency will grow your business.

For more information on this topic and others, visit my website and watch my video series.

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
Recruiter/HR Consultant



PLANNING FOR CHANGE AND MORE CHANGE

BY ANN N. GATTY, PH.D.

Once, in the not-so-distant past, leaders of companies ran their businesses in a similar fashion. The business model they relied on had three parts. Evaluate your market extensively, create a detailed business plan, and implement like crazy. Today, however, companies are turning this model on its head. At least many companies. Now there are new models in town challenging the way we do business.

Simply put, it's clear that today's business environment is constantly evolving, and executives face new pressures every day. Let me tell you about one of our clients, who owns an integrated marketing firm. We'll call her Sally. When Sally started her business, video was just being added to websites and no

one had heard of Twitter. She provided quality video marketing products, integrated with print. Today, her firm is heavily into social media with Facebook live communications, as well as the more traditional forms of marketing. Sally has had to adapt to remain competitive. She is not interested in detailed plans, but instead she focuses on short bursts of innovation, reviews the results and adapts again with new improvements.

It's crucial for leaders to stay on top of industry trends and remain open and adaptable to change. The business models leaders employ have transformed into adaptation-driven models and visionary models. It just depends on how far out in front the company can distance

itself from its competition. The Boston Consulting Group has written extensively on these new models, and I am not here to have a lesson on new business models. Suffice it to say, it's important for business leaders to take a hard look at what is the best approach for their companies.

An important element about handling change, is that our client, Sally, is aware of her company's strengths, and she remains vigilant about making certain she has the right talent on board to handle the types of new work products she is delivering. This is no easy task. But before making changes in the trajectory of the business, Sally and I have reviewed where her business currently stands. We identified

gaps in performance, such as time management, that need to be corrected, and we identified areas of strength, such as new product design, that need to be exploited. It's all about staying ahead of the curve.

Change in the business world is a constant. To successfully

plan for the future, a leader must know where the company currently stands. I have created a **6-step Strategic Growth Audit** that is a self-assessment tool. You can [download the FREE TOOL](#) and complete the audit. From this assessment, you can gain a clear picture about the strengths and weaknesses of

your business. From there you can make informed decisions about planning future business strategies. Just click on the link left and you can receive access to this free business development tool. And join us over at Strategic People Solutions.com for more helpful advice about building your business 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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GET RESULTS THROUGH CLEAR COMMUNICATION

BY KATHERINE BURIK

Ever wonder what your boss is thinking? Are you ever frustrated when your team doesn't seem to understand what needs to be done? In this article I will share some tips on how to set clear expectations to get results.

There is a special place between success and failure. It is called "meeting expectations". Do not mistake this place for adequate or average. Not at all.

Honing in on the actual expectations is not as easy as it sounds.

The concept of expectations is two sided. The person setting the expectations has one point of view. The person performing the work often has a different point of view.

You can tell when there is a difference in understanding expectations. The manager uses phrases like, "he should know", "it seems so clear", or "I don't understand how it can be so hard". The employee might say things like, "I just can't seem to please her" or "he keeps changing his minds".

You have probably heard these phrases before. A January 2016 Forbes article, [The Best Managers Always Share Expectations](#), shares some interesting statistics. A Towers

Watson survey shows that **half** of managers don't set effective employee goals. Wow! That is a very high percentage of people just floating around without clear expectations.

Without clear goals, how is anyone supposed to meet expectations?

Without clear goals, how can everyone be on the same page? Here are some tips for setting clear goals to get the results you want.

- **Tie goals to overall business needs.** Otherwise why bother.
- **Set three goals for any**

given period. More than that and the message is muddled. The person on the receiving end has too much input and can't effectively focus on the most important things.

- **Clear expectations are defined by the listener** – so be sure the message you are sending about expectations is also received. Nodding heads are not the same as clear understanding. Go a step further and ask, "Does this make sense?" or "What is your view of this expectation?".
- **Put expectations in writing.** You could use a performance form of some

A woman with dark hair, wearing a white collared shirt, is shown in profile from the chest up, looking towards the left. She is holding a large, light-colored rectangular sign. On the sign, the text "WHAT ARE YOUR EXPECTATIONS?" is written in large, bold, red, sans-serif capital letters. The background behind the sign is a plain, light color.

WHAT
ARE
YOUR
EXPECTATIONS?

kind or just send an email. If your boss does not put the expectations in writing, nothing prevents you from sending him or her an email describing what you think you need to do.

- **Provide feedback – Check in regularly.** Tell your team how they are doing as compared to the written expectations.

If your boss does not check in with you then either make an appointment or send an email periodically, maybe quarterly or monthly, indicating what you have accomplished towards your goal or expectation.

If you have trouble with the expectations at your job please don't wait. Contact me directly at

Katherine@ InterviewDoc.com to get a better handle on how to set clear expectations to get the results you want.

Check out The Interview Doctor's ebook, "[Live your principles: Secrets to a Solid Career Foundation](#)" for more information on how to build a solid career based on expectations.

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

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Do you have the *Time-Optimism Disorder?*

BY BETH CALDWELL

One of the biggest challenges that I've had to master in my career is an out-of-control calendar. I learned recently that I suffer from a known condition. A disorder that is very common to people-pleasers and over-achievers alike. I suffer with *Time Optimism*, and this is a diagnosis that I share with many of my friends and colleagues.

Time optimism is a common condition created by bad habits. The habits of people pleasing and forgetting your boundaries.

Good news! Like any serious condition that is caused by bad habits, there is hope! Admitting that you are a time optimist is the first step. There are two important habits that I've embraced to help me master the time optimism issues.

Allow time between commitments to finish my tasks

A few years ago, one of my friends suggested that I pad my appointment times, allowing time to complete work from each client or meeting before beginning something new. This idea was so simple that I was embarrassed that I hadn't thought of it before. It made a lot of sense. Even though I was nervous, I gave it a try, blocking 20-30 minutes after each meeting to complete tasks. Within a week, I noticed a huge difference. I was getting more done without feeling overwhelmed.

Blocking a half day per week just for work

I must admit, I felt very nervous about trying this one. After years of being flexible and



accommodating, this seemed arrogant to me. Still, I had to make some changes. I was literally killing myself with exhaustion and frustration. One day I did it. I blocked off Friday mornings in my schedule to do administrative work and catch up.

Within a few months of implementing these two strategies, I was working less hours, completing more projects, and earning more money than I had since my business began. Even more important, I

wasn't exhausted. I wish I had learned these simple strategies much sooner in my life.

Can calendar padding and blocking change your life? I think it can. In fact, I give you permission to add these two strategies to your to-do list right now. Remember you're influential no matter what your title. Let others see you being time-realistic and sensible when filling your calendar. Do it wisely.

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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