

SOAR to SUCCESS

February 2017

MAGAZINE



**LISA
RYAN**

**AN EMPLOYEE ENGAGEMENT
SPEAKER ON A MISSION!**

**TIMING
PLAYS A ROLE IN
SUCCESSFUL
SELLING**

PLUS:

- + Are you Stuck in a Rut?
- + Why Your Company's Vision Statement Matters
- + What's Unknown in the Realm of Cybersecurity This Year?
- + How to End Toxic Relationships and Negativity in Your Life
- + Want To Write Off Your Commercial Building or Rental Property Faster?

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PAT ALTVATER



Soar to Success
AFP Marketing
BizTV Shows

Get Back To The Fun.

Think back to when you were a kid - to the things that got you really jazzed and excited. For me, it was learning and playing new games, water fun like sailing, skiing and swimming, reading, and hiking in nature. What about you?

During the year of 2016, how many times did you say, "I'd love to ___ BUT I can't because I'm too busy." I said that way too often. The truth is we're really saying that we haven't made that activity enough of a priority in our life. Or that we feel guilty about having fun. Could that be it?

If you are like me and most other entrepreneurs, work is our default setting unless we have something else scheduled. I've realized that I have been settling for enjoying life only when I can squeeze it in between all my business busy-ness. All work and no fun hasn't energized me. So I've decided that for 2017 I am going to put fun activities and adventures to look forward to on my calendar and protect them like I would any other appointment.

As Jim Loehr and Tony Schwartz say in their book *The Power of Full Engagement*, "The richer and deeper the source of emotional recovery, the more we refill our reserves and the more resilient we become."

One important way emotional recovery comes is from having fun! So when you're feeling burned out or when you're trying to break free of the all work and no play syndrome, schedule some fun in your life. Let me know how it's going for you.

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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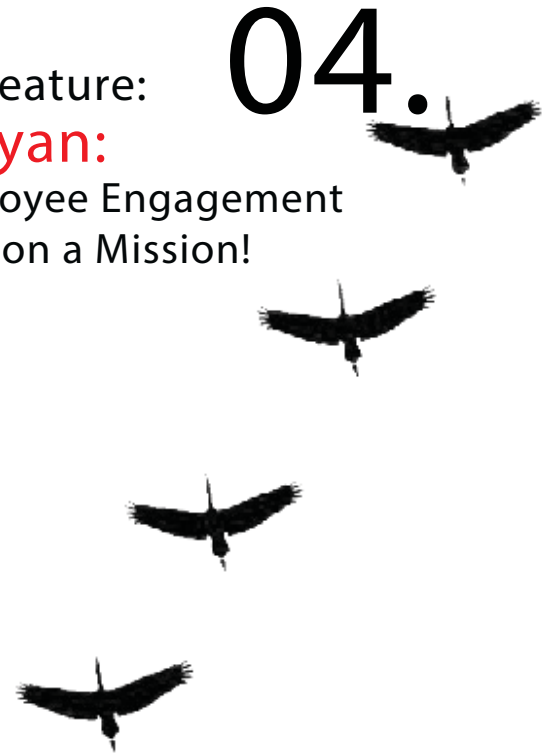
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LISA RYAN

AN EMPLOYEE ENGAGEMENT SPEAKER ON A MISSION

Lisa Ryan first wrote a goal to become a public speaker back in the late 80's; of course, she said with a laugh – “I was six when I wrote that.” She didn't know then what her message was, she just knew she was meant to speak.

When Lisa discovered the power of gratitude, she said

“I knew to the core of my being, like the gates opened and the Angels sang, my message is about the power of gratitude.”

It started in 2009, when Lisa learned the importance of keeping a daily gratitude journal. After attending a four-day intensive seminar, she and a couple of friends decided to keep the energy going by posting their daily thankfulness to a Facebook page, holding each other accountable to finding three things every day, for which to be thankful.





Today it seems like a very simple idea, but from small acorns the mighty Oak is born. The simple process of logging items of gratitude rapidly made a dramatic impact on her life. Realizing the infinite power of gratitude and how it was positively affecting her, she found her message and mission, to change the world one thank you at a time.

Also, understanding that the corporate world may not yet be ready to accept that such an abstract concept of simply being thankful could positively affect profitability, she modified her message to include employee engagement, retention and recognition.

Imagine the novel idea of corporate America being thankful for their clients and employees.

Mother Teresa said,



“We are more starved for appreciation than for bread.”

Once her audiences began hearing her positive message, corporations became more profitable and their employees more satisfied and productive. In addition, when the

employees took the basics from her message and applied them at home, their home life rapidly improved also. Relationships with their spouse and children improved and their families grew closer.

One of the most gratifying highlights

for Lisa is the feedback she receives from people that have applied her principles of gratitude at home and taken the time to write her to relate the success of improved family situations. Her gratitude thought of the week is her short inspirational message that goes directly to people's email boxes. Sign up to receive yours. Lisa says,

"It seems like they come out exactly at the right time for someone. I get beautiful emails from people sharing their stories. It's very gratifying work."

Lisa has been recognized for her speaking and was recently named the 2015 Connector's Choice Awards Corporate Speaker of the Year. She had been nominated on three previous occasions and had made it to the finals in 2014, but did not win the award.

She was so elated when she made it to the finals in 2014, she invited several friends to join her table for the event, wrote a beautiful acceptance speech and planned a grand celebration. When someone else's name was read, she was completely devastated and wanted to run and hide.

However, when she looked around the table at her friends, she realized immediately, they did not think any less of her because she didn't win. In fact, the woman that won, had her 102-year-old grandmother at the event. It was truly a heart-warming moment, when Lisa noticed how much it meant to the winner to have her grandmother, who had encouraged her speaking career, there to witness the bestowing of the award.

Lisa learned from that experience to accept defeat, move on and be glad to be nominated for the award and recognized by her peers as a worthy contestant.

Lisa told us, ***"As a speaker, when you get the lesson, all adversity becomes material for your next presentation."***

The following year, when she was once again nominated and made it to the finals, she did not put nearly as much energy or anticipation into the event. She didn't even prepare an acceptance speech, until a few minutes before the event began.

She learned from this experience to be optimistic, but allow things



to unfold naturally and not become overly invested in the outcome. But they called the name, she was the winner!

The best part of the evening for Lisa was the few tears of joy, she saw in her husband's eyes, when she returned to the table after accepting the award. Seeing him happy for her, validated his support and acknowledged her accomplishment.

In addition to being an award-winning speaker, Lisa is the best-selling author of eight books. Her clients appreciate her real-world insight, high content message and the immediately actionable ideas contained in her fun, interactive and engaging workshops, programs and books.

Lisa's vision for her business is to continue the same message of gratitude and employee engagement. She is also making a conscious effort to work with more local businesses, specifically manufacturing enterprises. Living in the "Rust Belt" of America, the





Midwest, she wants to work with industrial companies offering more training to develop stronger employee relationships.

Lisa also feels it is important to be an active part of the National Speakers Association. She has served on the Board of Directors for several years and is currently in her second year as President of the Ohio Chapter of the National Speaker's Association.

Another way Lisa gives back to her community is with, "The Tour of

Good Cheer." The Tour was founded by a former alcoholic, who was so depressed from the problems in his life, that he decided to do something good for someone else. He took some toys to St. Vincent's Hospital in Cleveland at Christmas. The experience made him feel something deep inside. He has now been sober for 20 years and 32 years later, "The Tour of Good Cheer" involves hundreds of volunteers and thousands of dollars of Christmas toys passed out to nearly 1,000 needy families in Cleveland.

Over the years, Lisa Ryan has seen the power of gratitude improve personal lives, as well as, corporate bottom lines. She is thankful for the ability to serve in a career of her choosing doing the exact things she loves.

Lisa is poised to meet the future and **"Soar to Success."**

To learn more about her, visit Lisa's website: <http://grategy.com/> and register to receive her daily "Gratitude Thought of the Week." She can also be reached via email: lisa@grategy.com

Be sure to go to our website and listen to our podcast interview with Lisa to hear more about her and watch her video series to get a feel for Lisa's fabulous sense of humor and wealth of knowledge on her chosen topic.

TOP 3 TRAITS TO SOAR TO SUCCESS

We asked Lisa what three traits she identified in successful people that she had met through her years in business.

Lisa replied,

"The first is an overall sense of gratitude. Being able to look at life positively every day and in every situation."

Since she began writing a gratitude journal, she now encourages everyone to keep a log of three to five things every day to be thankful for.

The second trait would be **"persistence."** Very few things happen overnight. Many times, when

we read of someone being an overnight success, it probably took them 20 years to be a shooting star. There is also something to be said to be the "last man standing."

"Many of the friends that began speaking professionally at the same time I did, are now out of the business altogether. I have been able to persevere."

Finally, maintaining a sense of **humor** and love of all that is good. Bad things will happen, but everyone has a choice to wallow in futility or to laugh at our misfortune and move on. When adversity arises, successful people find something to laugh about and tackle the next adventure.



WHAT'S UNKNOWN IN THE REALM OF CYBERSECURITY THIS YEAR?

BY JEANNE DEWITT

As the years go on, threats tend to get deeper, more sophisticated, and easier to hide within infrastructures so businesses don't even notice them until the damage is done. Whether it's a major corporation or a small business, no one is immune to threats in the realm of cybersecurity.

From criminal networks to independent hackers, there's far too many people out there with bad intentions when it comes to infecting your network. In 2016, we saw a number of terrifying headlines, damage to corporate reputations, and of course, fines

for lack of protection against data breaches.

So what's in store for 2017? The truth is, it's only going to get worse. Businesses of all types and sizes must be proactively assessing their networks to understand what's vulnerable, what needs to be patched, and above all, what needs to be done to ensure they're ready for battle against a multitude of unknowns.

Here's what you need to know to start preparing your company and your employees to protect your livelihood:

- **Maintain a proactive, instead of reactive, approach:** Many businesses focus on waiting for alerts to happen, instead of preventing them in the first place. It's vital to get ahead of threats. That means understanding global economic developments, as well as geopolitical events, to gain an intelligence so you can anticipate threats.
- **Focus on training, in addition to spending, when it comes to security:** We've seen so many regulatory fines occur throughout the last year, yet businesses still

often believe spending more money is the solution. Sure, security can cost money, but training your staff to spot malware is invaluable.

- **Take a look at legacy systems as a potential entry point for hackers:** Many of us still run legacy systems that aren't as secure as they need to be. Businesses must have visibility

into their entire network, and often, legacy systems must be replaced with more secure next-gen solutions to make this happen.

There's been an exponential rise in connectivity over the past few years, which means hackers have more ways than ever before to get inside of a network and

take control. In fact, we've seen the amount of ransomware instances explode due to this rise in connectivity. Businesses can no longer afford to take a relaxed approach to securing against cybercrime.

Contact me to find out more about protecting your business from the inside - out.

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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NEED TO HIRE A WEB DESIGNER: THINGS YOU SHOULD KNOW FIRST

BY LEE DROZAK

Maybe you're not a tech geek and it's time for you to hire a designer for your website. Talking to potential designers can make you feel like you're listening to a foreign language because you have no idea what they are saying.

Hiring a web designer is a big decision for your business because you're not just handing them a web project, you're putting your business in their hands. Unless you're an experienced designer yourself, it's hard to evaluate and hire a web designer successfully. Here are a few tips to make the process a little easier.

Know the scope of your project. All websites are not created equal, so you must be aware of your needs before hiring the web designer. For example, someone who wants an e-commerce site is going to have different needs than someone who needs a membership site. Therefore, it's important for you to flush out your must-haves before doing the hiring. Be clear on your expectations of the final product so that you get the functionality you need. You also want to be sure that you know the amount of revisions or changes that can be made during the development process. Revisions can quickly add costs to a project if they're not clearly defined with your designer.

Next, let's look at the designer style. Does it match the vibe that you want for your website? Say you want your site to be modern and sophisticated but this designer you're talking to has a portfolio whose sites are busy and a throwback to the 90's. That may be a problem for your style needs. You'll want to find someone who understands the style nuances you are shooting for. And it's not enough to rely on portfolios, so make sure you check out the live sites referenced in the portfolio to see if the client is still using that design today.

Finally, you want to ensure that your site is both

responsive and optimized. If the designer looks at you all dazed and confused when mentioning optimization, it's time to immediately move on to someone else. While you're paying for a new website, SEO is not the primary focus of the designer, but it is important, and the basic optimization

should be included in the package. Responsive however is not an option but a necessity and is a non-negotiable piece of any development. Be sure that this is included.

These are just a few things that you need to be aware of when hiring a designer. Building a

website is the start of your online presence and not the finish. Working with someone who embraces your vision and needs are essential.

Do you need help with your new or redesigned website? Visit me at leedrozak.com so that we can explore your next steps.

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



Watch Lee's video series



Let's Find Your Website *Wow!*

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Contact Lee Today

<https://leedrozak.com>

lee@leedrozak.com



HAVE YOU DONE YOUR INSURANCE REVIEW YET?

BY ELLEN "SAM" SCHEER



It is a New Year which means it is a great time for a quick personal insurance review. Together let's explore new ways to save or make a plan to support your future. After all, that IS what insurance does. It protects your future.

Have you remodeled your home in the past year or even just put on a new roof or put in new windows? Believe it or not, all of that can affect your home insurance premium.

Maybe you are now an empty nester and not driving as much. If you are, now is a great time to add an umbrella. You don't want someone to be able to take away your retirement dollars, do you?

Do you have a new baby or a new grandbaby? When those little people come into our lives you want only the best for them. When my grandchildren were born, I bought life insurance policies on them so they will have something from me long

after I am gone. It is very inexpensive to purchase permanent life insurance on a baby. And you have guaranteed them a lifetime of life insurance no matter what their health is later in life.

Have you made major changes in your lifestyle? Are you renting a room in your house to someone? Do you leave for part of the year and go to warmer climate? Again these are things that could affect your insurance.

Have you added jewelry? Have you purchased a

snowmobile for winter time fun?

Have you changed your employment? Working from home now - doing something for yourself? That can affect your insurance too.

Too many families that I see have outdated insurance. Nothing is worse than that when you need your insurance. Contact an agent today to do a review and if you live in Ohio be sure to give me a call, I'm happy to make sure that you are protecting all parts of your life.

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

Connect with Sam at her American Family Insurance website and on



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WANT TO WRITE OFF YOUR COMMERCIAL BUILDING OR RENTAL PROPERTY FASTER? WHAT YOU NEED TO KNOW ABOUT THE COST SEGREGATION ANALYSIS!

By Tina Moe, CPA

Typically, when an investor purchases a commercial building, the IRS allows the cost of the building to be written off over a period of 39 years. That's a very long time to recover your cost and that's just for the portion of the cost allocated to the building itself, not the land it sits on.

Since land doesn't depreciate and lose its useful life, the IRS doesn't allow for this portion of the purchase price to be depreciated for tax purposes. For example, if you purchase a building for \$750,000 and the land is valued at \$112,000, that leaves \$638,000 left to depreciate over the next

39 years. That equates to an annual tax deduction of just over \$16,000 per year.

Cost segregation studies are used to determine the allocation or reallocation of the total cost of the property into different property classes and recovery periods. This



is important in order to properly compute depreciation deductions.

In other words, it takes different components of your building and identifies them so they may be deducted under a different asset class with shorter recovery periods. This equates to a larger depreciation deduction and opens the door for other, more aggressive depreciation methods such as bonus, MACRS or possibly section

179. If you're new to the concept of depreciation, be sure to check out my video on depreciation methods to learn more.

Cost segregation studies are performed for both newly constructed property as well as the purchase of existing property and for several reasons beyond just income tax purposes. They are also beneficial for more accurate financial accounting,

as well as for insurance and property tax purposes.

The results of a cost segregation study is typically summarized in a report and, although there really isn't a standard report format that exists, it should be prepared by a qualified professional.

If you have a tax or accounting question, visit my website to find more educational resources.

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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REFRESHING YOUR IMAGE

FOUR REASONS TO REDESIGN YOUR SITE

BY KAREN LEONARD

Does your website need a refresh? The Internet moves fast: if your website hasn't been redesigned in the past two or three years, it may need to be entirely remodeled. There are a few major reasons why you may want to redesign your site from the ground up now.

1. UPDATING TO CURRENT WEB STANDARDS

Just a few years ago, mobile devices weren't as popular as they are today. Today, all websites need to be accessible via mobile device — and this is just one example of an area in which web

standards have changed. If your website hasn't been updated in a few years, it will likely both look out dated and function poorly on modern devices. Modern security standards have also changed: there are many new requirements for those who process credit cards that you may not be properly following if you haven't updated your e-commerce portal.

2. REACTING TO YOUR CUSTOMER'S NEEDS

Your clientele from three years ago is not identical to the clientele you have now. Not

only can your customer base have shifted, but their needs may have changed. Remodeling your website to emphasize the services and products that you are selling more of now is an excellent way to maximize your own revenue. Take a look at your data analysis to identify the areas of your website that your customers spend the most time on. You can increase the ease of use of your website by making these pages easier to find. You can also redirect customers to other areas of your website by updating these specific sections to connect to the areas of your website you want your customers to visit.

3. GETTING YOUR CUSTOMERS TO "SEE" YOU AGAIN

Aspects of your website can easily blend into the background simply due to familiarity. By refreshing your site, you'll not only excite your customers, but you'll also get them to explore your entire site again looking for new changes and products. If you've found that your customers haven't been as active on your website as they have been in the past, it could simply be that it's time for a change. Once you've started making changes you can further refine them to improve the customer experience even further.



4. REACTING TO YOUR COMPETITION

While your website has been stagnating, your competition may have been improving. Updating your website is an ideal way to react to the advances that your competition has made. While you don't want

to copy the changes of your competitors, you can look to them for ways in which you can improve your own customer service. Do they have more methods of contact? Better social media integration? A faster checkout process? All of these things could be funneling your customers straight to them.

Regular updates to your website keep your website looking fresh, trendy, and trustworthy. Older websites indicate poor technology to many customers, making them wary of making purchases and reducing their company loyalty. A new website is often an excellent way to recapture the attention of your existing clientele while drawing in new customers.

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.

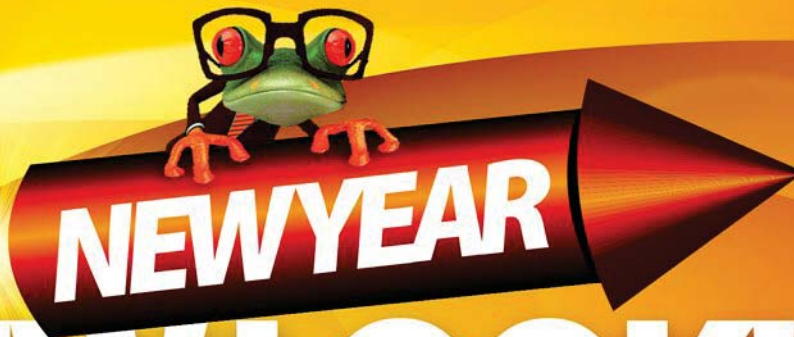
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MIX IT UP!

By Joan Washburn

Recently while doing research for an article I was writing I Googled "comfort zone". As you can imagine, pages and pages of quotes, articles, even t-shirts come up.

Simply put, your comfort zone is a behavioral space where your activities and behaviors fit a routine and pattern that minimizes stress and risk. It provides a state of mental security. You benefit in obvious ways: regular happiness, low anxiety, and reduced stress.

While routines make you feel at ease and in control, what a

constant routine really does is dull your sensitivities. Think about the times in your life when you've driven the same route repeatedly: after a certain number of trips, you start tuning out most of it. Have you ever had a trip to the office where you barely remember what happened after you got in the car?

If you don't get out of your comfort zone, you might find yourself tuning out much of your life in the same way on a daily basis.

I think it's a pretty easy connection to make between living life full-out and getting

out of your comfort zone. But what really intrigued me was a study that showed the value of mixing our everyday routine with the novel and how it relates to creativity, enhanced memory, even happiness!

When you go out of your way to experience new things, or when you let new things happen to you, your brain creates brand new neural pathways that fuel your creative spark and enhance your memory.

In a recent study researchers tested the memory of participants by showing them images which



were rated as novel, familiar, and very familiar. The best results came when people were shown a novel image, followed by a familiar one. So, while repetition helps with memory, mixing in new information is important too. That's why being uncomfortable is something you should embrace.

The study also showed where putting yourself in new and unfamiliar situations triggers a unique part of the brain that releases dopamine, nature's make-you-happy chemical. Here's the mind-blower; *that unique region of the brain is only activated when you see or*

experience completely new things.

It's a new year. Promise yourself that in 2017 you'll slip in new and different activities into your everyday routine. Mix it up! Because there is value in both – the routine and the novel.

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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COOL DOWN INFLAMMATION IN A NATURAL WAY

By Debra Reis, RN, MSN, NP

Alright, the holidays are over but the effects of the stress can be lingering with inflammation leading to discomfort, fatigue or general malaise. Let's take a look at how stress can cause inflammation and 3 ways to cool it down naturally.

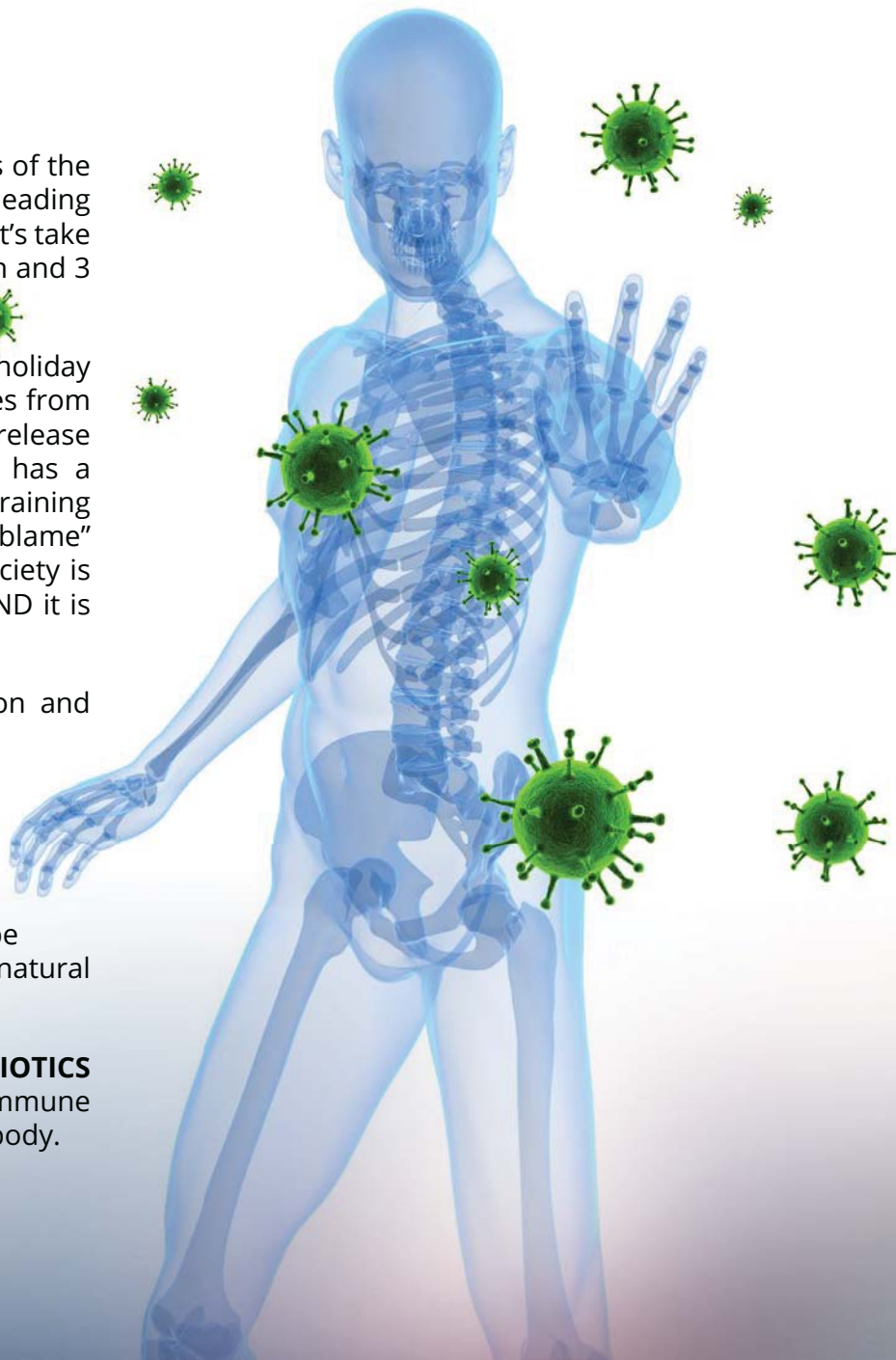
Most of us have experienced stress over the holiday season and into the New Year. Stress comes from the fight or flight response which causes a release of the hormone Cortisol. This hormone has a big role with causing inflammation and draining the immune system. Although we may "blame" the holiday season, the truth is that our society is more stressed and depressed than ever, AND it is occurring at younger ages.

We can do things to cool the inflammation and bring our immune system back to balance.

First, review your **DIET**. Avoid inflammatory foods like wheat, dairy and sugar.

Second, **EXERCISE**. 30 min per day can be anti-inflammatory and releases those natural feel good emotions and hormones.

Third, **SUPPLEMENTS** such as **PROBIOTICS and ANTIOXIDANTS** may support the immune system and reduce inflammation in the body.



Finally, **some Essential Oils** also can have anti-inflammatory qualities, such as **GINGER**. Add a drop to rice milk to reduce gastric inflammation. **FRANKINCENSE** essential oil can be applied over areas of inflamed muscles or nerves to cool it down. And of course my favorite, **PEPPERMINT**

oil with its menthol can cool sore muscles.

Stress is going to happen and inflammation can be a side effect. However, you now know natural ways to prevent or to cool the inflammation effects. For more information or to schedule a consultation, please contact me at my website.

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

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

Connect with Deb at DebraReis.com and on



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

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HOW TO END TOXIC RELATIONSHIPS AND NEGATIVITY IN YOUR LIFE

BY DELORES PRESSLEY

Toxic relationships are tricky and challenging. They can sneak up on you or you could have known it was coming for a long time. Whichever the case, toxic relationships can be detrimental to you and the ones closest to you. They can bring hatred, grudges, and negativity to your life which can determine your fate of whether you will live a happy life or not. Most people will experience some type of toxic relationship at least once in their lives.

Did your friend from work ask you to babysit her children while she was on vacation and never returned the favor? Did you allow a family member to drive your car and they were involved in an accident but never offered to pay? Do you and your partner fight all the time? Toxic relationships can be found everywhere you look and if you want to live a happy life without negativity present, you must know how to end a toxic relationship before it negatively affects you.

Accept the fact that you are in a toxic relationship

In order to work through your problems in the relationship, you must first accept the fact that the relationship you are in is toxic and brings negative energies. It can be hard to accept, as with anything negative, but needs to be done if you ever want a positive resolution. If you feel that you are constantly being put down, are not good enough for the



other person, or are putting a happy face on when they are nearby because you do not want to start an argument, you are in a toxic relationship and something needs to be done.

Contemplate why you are staying in the relationship

If you are in a toxic relationship, you are obviously staying in that negativity for a reason. In

order to better yourself, you must know why you are staying. Does the other person make you feel special, sexy, attractive, or needed once in a while? There is a reason why you are allowing them to control your life and if you can figure out what it is, you will then know how you can better yourself.

Figure out other ways to feel good

You do not need to be in a toxic relationship or a negative environment to make you feel good; there are plenty of other, healthier ways to feel good about yourself. If the other person makes you feel needed, find a daycare to volunteer at and the children will need you. If the other person makes you feel beautiful in a way, remember that you are beautiful without that person, too. You can end any negativity in your life.

DeLores Pressley, Motivational Speaker and Leading Confidence Expert, is one of the most respected and sought-after experts on confidence and personal power. She is an international keynote speaker, author, business coach and the CEO of DeLores Pressley Worldwide. She is the author of *Oh Yes You Can*, *Clean Out the Closets of Your Life* and *Believe in the Power of You*. To book her as a speaker or coach, contact her office at 330.649.9809 or via email at dp@delorespressley.com or visit her site at www.delorespressley.com



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GIVE TO REMEMBER

BY ROCHELLE FORREST

"When you give, you re-member. When you add to the flow of God's abundance, you re-member. You re-member that you are part of God. You re-member that you were born divine and are still divine."

~ Rochelle Forrest

When we are running on the treadmill of life, we end up feeling burnout which brings life to a HALT (Hungry, Angry, Lonely, Tired). When we feel like our light is burnt out and we've come to a HALT, it seems impossible that we have anything left to give. But actually, that's a very important time to be generous and giving as a way of re-membering you are a part of God and forever connected

with God's infinite abundance and goodness! In other words, giving is a guaranteed way to reignite your inner light!

Now, let's be clear. Authentic giving isn't about how much you give and it's not about getting recognition or praise for what you've given, nor is it even about understanding precisely how your generosity impacts others.

The real magic is simply in the act of giving itself, by your intention to support life through your own abundant generosity. And chances are you have much more to give than you realize. After all, sometimes a smile or a hug is by far the greatest act of generosity and compassion in any situation.

Is it time to re-frame and rewrite your story around giving. Re-framing giving will free you up to try some generosity experiments of your own.

In giving freely, with no strings attached, you will further remember that you are part of God and forever connected to God's everlasting supply.

Moreover, you'll develop faith that your acts of generosity are serving the world in ways you may never fully comprehend.

So give to re-member... and remember to give!

"As you seek to be an example of God's Love, you will never really know the effect you have. Your kindness may have a lasting

impact you will never realize."

Please join our Facebook Group called Circle of Light. Each month we focus on a way that we can be generous, a Philanthropist, without having a big fat wallet! In January we gave our talents; go read all the wonderful ways people shared their talent.

You can also go to my website

to download the checklist with ideas for giving.

In February our focus is to SMILE! Who can you smile at that will make a huge difference in their life? Share what you are doing in our group; we'd love to have your light join ours because it is my light, to your light to a world of light. We can make a difference!

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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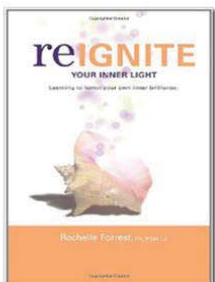


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HELP!!

THREE SIMPLE QUESTIONS TO DIAL DOWN THE STRESS

BY KRIS THALLER

Today I'm going to give you some simple tips to dial down the stress and it's not going to be about getting more rest, exercise or deep breathing. Not that any of that isn't good for you but we're going to take a look at stress in a different way today.

Along time ago ---think millions of years ago---- our bodies adapted in a very special way to keep us alive. When a saber toothed tiger attacked, our ancestors bodies flooded with energy. Their stomach shut down, the adrenaline kicked in, and enough energy surged to help Grandma and Grandpa Cave dweller to fight the tiger or run away.

This "fight or flight" mechanism triggered what we now call "stress." But unlike our cave-dwelling ancestors, we typically don't have saber toothed tigers chasing us through the forest. In this day and age our stressors are quite different like losing a job, caring for an elderly parent, getting divorced, debt and bankruptcy as well as other stressors that are more mundane that we experience every day.

These daily stressors include commuting, traffic jams, looming deadlines at work, over committing and over scheduling, missing appointments, arriving late. These are the stressors that

cause us to create metaphors to describe the stress that we are experiencing, words like Overloaded, Overwhelmed, and Burned out. It's the feeling you experience between perceived reality and reality. **Stress is really in the eye of the beholder.** Some people can sail through their day with their peace of mind intact: letting the stressors of the day roll right off their back. Other people walk by the coffee machine saying, "Good morning, let the stress begin."

Most of these mundane stressors are self-imposed. When you arrive late or don't meet your deadlines, or over commit or

show up late, you feel bad. That's because your actions aren't in keeping with your values or intentions. It's very frustrating for you because it means something to you to do what you said you would do.

Here are 3 questions you can ask yourself to mitigate the stress:

- 1) **Am I taking the actions that are producing the results I want.** Tell the truth; it's either a Yes Or No.
- 2) **How might I do things differently?** And really look and see how you might do it differently.
- 3) **What action can I take right now that will make this better**

for me? And then go do it.

Go to my website and on my resource page you'll find a Simple Stress Assessment that you can use to evaluate what stresses you the most. Then email me at kris@mycoachingdimensions.com and let's set up a time to talk. Until next time Go Make it Happen.

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



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- ✓ *experience a stronger sense of who you are,*
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- ✓ *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



ARE YOU STUCK IN A RUT?

BREAK OUT AND MOVE FORWARD WITH THESE 4 STEPS!

BY LEANNE CANNON

One day, I pulled out of my driveway and headed down the street. I was noticing that the car was sluggish and wondered what was going on. When I discovered that I still had the emergency brake on, I was relieved. That was a QUICK FIX! All I had to do was *release the brakes* and instantly my car rolled forward with ease! WHEW! Glad that's all it was!

Sometimes when people are trying to move forward, it is as if the brakes are on! They're STUCK and can't seem to get ahead. Every inch is difficult, labored. They are operating as if something is working against them, holding them back. DOES THIS DESCRIBE YOU?

If you discovered your emergency brakes were on, would you just compensate for that by pushing harder on the gas? No! Of course not! You would do exactly what I did and simply RELEASE THE BRAKES! Then you would instantly roll forward smoothly and effortlessly. Right?

In your life and work, you may be working really hard, but despite all your efforts, you are not moving forward fast enough. **You feel stuck!** It could be that you are actually pushing on the gas instead of releasing the brakes! But ... what ARE the brakes?

Good question! If you don't identify them, you can't release

them! So often people grow up with limiting beliefs about their worthiness to achieve or to receive big things; or they grow up with beliefs about how terrible money is: "Money doesn't grow on trees!" "We can't afford that!" "Money doesn't buy happiness!" Sound familiar?

These phrases stay with you growing up and shape the foundation of your belief system. They live in your subconscious mind and govern how you act and what you do.

So for example, if *consciously* you know you want more money, but *subconsciously* you are saying; "Money is the root of

all evil," such limiting beliefs will hold you back. You can almost see the brake/accelerator battle right there can't you?

HOW CAN YOU 'RELEASE THE BRAKES?'

1. First, think back to some of the things you heard when you were young.

2. Write them down on paper.

3. Then, write a contrary remark next to it. For example:

"Money is the root of all evil."
-Vs- "Having money gives me peace of mind!"

4. Next, draw a line through the first statement, symbolizing that

you are NOT going to continue to let those negative thoughts control your actions anymore!

Identifying and rejecting these limiting beliefs and then replacing them with positive thoughts and beliefs can be like releasing the emergency brakes. You will suddenly find yourself moving forward with ease and speed!

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

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



Watch Leanne's video series



LEANNE CANNON

Author, Motivational Speaker, Business Trainer and Coach

AS A BUSINESS COACH ...

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



AS A MOTIVATIONAL SPEAKER / BUSINESS TRAINER ...

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

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- influencing opinion makers

TIMING PLAYS A ROLE IN SUCCESSFUL SELLING

BY DIANE HELBIG



It has been said that you can't sell anyone anything. You can only match your solution to their problem. As a matter of fact, I've been known to say that! When we talk about sales, we aren't really talking about selling. We're talking about building relationships and gaining trust.

Both of these things take time. We live in a very competitive world. There are few industries that have little to no competition. So, our prospects have the ability to decide who they want to work with. They get to pick the person or company they trust most. That trust takes time to earn. The prospect has to get to know you and how you do business. Otherwise, they won't buy what you have to sell.

At the same time, they have to need what you offer. This is the other place where timing matters. You have to be top of mind when they need your solution. Makes sense, doesn't it? You can't sell something, you can only match your solution to their problem. They have to be experiencing the problem in order to value the solution.



**WE'RE TALKING ABOUT BUILDING
RELATIONSHIPS AND GAINING TRUST**

Simple.

The good news is that by taking the time to build the relationship you are staying connected to the prospect. This way you are there when the time arises that they need you. It's the relationship building that keeps you top of mind.

So, approach the sales process as one of relationship building and

timing. Set a plan that allows the prospect to get to know you and your business. Make sure you are doing things that instill trust and keep you interacting with the prospect. That way, when they have a need they will turn to you first.

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



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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.

Connect with Diane at Seize This Day and on



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How Strong is Your Career Foundation?

BY KATHERINE BURIK

My dad, an elementary school principal, used to say, "Make a positive impression on teachers in the first week of school and you will have more leeway when you mess up later in the year. Otherwise you will spend the school year pushing a rock uphill trying to recover from a bad first impression."

His advice made me more aware of the initial impression I make so I can have more flexibility to choose opportunities. This pre-work gave me a stable foundation in my career.

Everyone leaves a footprint, an impression based on actions or behavior. The strong foundation for any career is the impact you make on others. Not just the work you do. Not just the accomplishments. But the impact you have on others.

No one is an island.

Networking, building relationships, getting things done through influence are all built on the foundation of the impact you make on others especially at the beginning of a work relationship.

Let's see this in action.

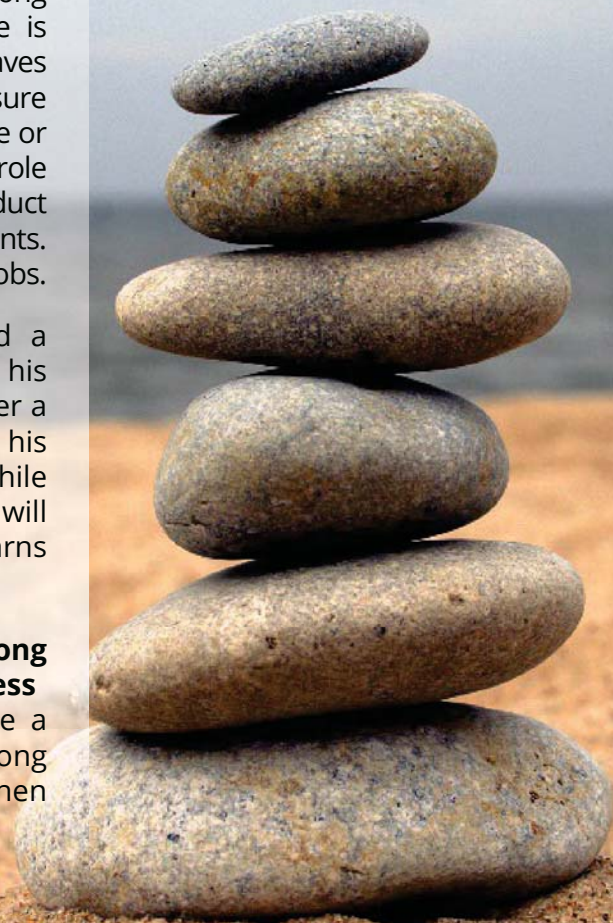
A recent client, Don, is disappointed in his career. Since he graduated eight years ago with a marketing degree he has wandered from one inconsequential job to another, uncertain how to get that product marketing job he wants.

Don does not have a strong foundation for his career. He is uncertain of the footprint he leaves in his current role but he is not sure what to do to be more effective or even content in his current role much less how to get the product marketing career he really wants. He thinks he needs to change jobs.

I think Don needs to build a stronger foundation for his career so he has more to offer a new employer as he pursues his ideal job. Growing in place while he builds that foundation will give him confidence as he learns new relationship skills.

Tips to make a strong foundation for career success

Here are some tips to make a positive impression, the strong foundation for success when winds of change shift:



- **Smile.** Friendliness breaks down barriers and leaves a good impression.
- **Be open to new ideas** and suggestions from others
- **Work hard.** Do what you say you are going to do and deliver results on time and

under budget to build your reputation.

- **Volunteer** for stretch assignments.
- **Thrive where you are planted.** Build some accomplishments that demonstrate your strengths when your founda-

tion supports career growth.

Sometimes it is hardest to see your own imprint. We can help you evaluate your situation to strengthen your career foundation. In the meantime, download our eBook, 5 Steps to the Right Career Path to build your own solid career foundation.

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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Connect with Katherine at The Interview Doctor and on



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REDUCING FRUSTRATION WITH WORK LIFE INTEGRATION

BY LISA RYAN

Remember back in the day, when there used to be a separation between home and work life? The invention of the smart phone has pretty much eliminated that, hasn't it? It's more important than ever to have some kind of work/life integration in order for you to reduce your stress level and create a happier, healthier workplace.

Face it, you probably spend more time at work than you do with your loved ones at home. Toxic people, unrealistic expectations, and tight deadlines are just a few of the stresses you face every day. But wait, wouldn't you think that with all the technology you have at your fingertips that

you'd have tons of extra time on your hands? Um, no. Not the case, is it?

We live in this instant gratification world where not responding to a text or email in 1.5 minutes may lead the sender to believe that you're rude, inconsiderate or uninterested in connecting with them. Man, it would be nice to have some down time! The good news is, you can.

Here are three tips to better integrate your personal and professional lives.

1. Take care of yourself. Stress is killing you! Get yourself out of the stress response by doing something you have

to do 24/7 - and if you're not doing it, you're in deep doo-doo. This is, of course, breathing. Since you have to breathe anyway, why not make it productive? My friend Dana shared a terrific technique called 4-7-8. It works like this: Breathe in for 4, hold for 7, release for 8. By doing this 5 times, you'll start to increase your endorphin level - your dopamine, serotonin and oxytocin - and you'll physically feel better.

2. Share the love. Look for ways to get your employees' families involved. Whether it's a company picnic at an amusement park, like my



husband's company does, sending handwritten notes to the home, thanking the family for the extra time their loved one had to put in for a large project, like one of my client companies does, or simply celebrating birthdays and other special occasions in the workplace, you'll show your employees that you

understand that there is life outside the office.

3. **Have fun.** Set up opportunities for friendships to develop. The Gallup organization uses the statement, "I have a best friend at work" in their engagement questionnaire. Notice they did not say, "I like the people I work with," or "I have friends

at work," the quote is "I have a BEST friend." By encouraging "play time" in addition to worktime, you'll develop a more cohesive workforce and increase retention rates.

Use these three steps and you'll not only create a more harmonious workplace, you'll feel better too!

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.

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YES YOU CAN LEAVE YOUR OFFICE... AND YOU SHOULD!

BY BETH CALDWELL

Do you join professional organizations, intending to attend social or educational events, and at the end of the year find that you missed every single meeting? Lots of professionals have the intention to get out of the office more, do more learning and networking, and they never seem to get around to it.

I've been hosting professional events for more than 12 years and I know for a fact that I'll never find a date, time or location that works for everyone. Every time I send out an invitation to an

event, I receive numerous replies that say, "I wish I could, but...."

So if you find yourself in a situation where you can't leave your office EVER to attend a workshop, know that there are a lot of women who struggle with this.

But there is a problem with your situation. If you are not continually learning, how are you going to improve? How are you going to get promoted, or implement new technology or access new trends?

Remember that as a leader, you're a role model to others. It's very important that they see how much you value professional education and personal improvement. I encourage you to get the schedules from the organizations that you belong to and choose the events you want to attend right now.

Block that time off on your calendar IMMEDIATELY—because you know that if you don't block it the time will fill. Register for these events early and show up early. Don't schedule yourself

with something important right after a business workshop. You need time to process what you've learned, or you might meet your next big client or employer while you're there, and you don't want to have to rush away.

When you leave your office

for a few hours a month, you give yourself the opportunity to grow, and you let your team know that they can be trusted to handle things while you're gone. If something does come up LET THEM HANDLE IT WITHOUT YOU. You should not be getting calls or text

messages about minor things when you are away from the office.

Now this might be a big step for you, but try it for a year and see what happens. Remember, regardless of your title, you are influencing others.

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*.

Connect with Beth at her website and on



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WHY YOUR COMPANY'S VISION STATEMENT MATTERS

BY ANN N. GATTY, PH.D.

There is a reason why some organizations are more successful than others. A lot of success depends on the industry, competitors and employee talent. Yet another ingredient that contributes to success is having leadership craft a good end-game. In other words, set a clear direction for the company's future. Such clear direction is called the vision statement. It's aligned with the company's core values. It's a key motivating tool. And it's a rallying pint moving the company forward.

A vision statement defines what the company wants to become and achieve. It can be quite simple. Consider Ikea which states, "Our vision is to create a better everyday life for many people." Nike's vision statement is "To be the number one athletic company in the world." And Ford motor company's vision statement reads, "To become the world's leading consumer company for automotive products and services

An organization's vision statement offers direction for all business development. Goals should be set based on the vision for the future trajectory of the company. A well-crafted vision statement provides essential guidance about how the

culture, embracing its core values, can ensure positive productive future progress. True success comes from employee buy-in with the company's vision. Want to change the world? Use the vision to inspire your workers to innovate and strive for a purpose bigger than themselves.

If you want to revise a vision statement, start by reviewing your company's current mission statement. Does it still reflect who the company is and why the company exists? Does it still embody the core values and

guiding principles? If not, time to edit the statement and make it more accurate. Then craft the vision statement to describe what the company wants to become long term, in the future. It should be a goal that employees and customers believe.

A company's vision statement becomes the guiding star to which every function of the business needs to be aligned. Annual goals are crafted to keep the company moving forward to the vision. The vision statement is a useful tool for sustaining the



business' healthy existence in a competitive world.

When dealing with vision statements, reality sets in. Businesses are complex and the future is vague. Setting direction allows the leader to consider what resources need to be accumulated to attain that vision. Use it to inform the company's strategic direction

and set operating priorities. And lastly, a vision statement should be broad enough to accommodate opportunities that arise, because visioning is a process, not an output. Vision statements are useful in inspiring innovation within the workforce so that new products and services can be offered to maintain a competitive advantage.

The best vision statements are concise, focused, clear and memorable. If you would like help crafting or revising a vision statement for your business, drop us a line at StrategicPeopleSolutions.com. We'll set up a discovery conversation to help you build a 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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