

SOAR to SUCCESS

April 2016

MAGAZINE

A portrait of Deb Reis, MSN, a woman with short brown hair and bangs, smiling. She is wearing a grey jacket over a light green top. The background is a blurred indoor setting.

**DEB REIS, MSN,
CREATING SUPPORTIVE
THERAPIES THAT
FILL THE GAP**

**HOW TO TAKE THE
EMOTION OUT
OF SALES**

**CAN YOUR
BUSINESS SURVIVE
A DISASTER?**

PLUS:

- + You've Got Talent, Now What?
- + Creating a Culture of Ownership
- + Pelted By Rocks from Glass Houses
- + Watch Out for Work At Home Scams
- + Repurposing Your Content for Social

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PAT ALTVATER



Do You Believe In Yourself?

The underlying reason most people fail to achieve the goals or intentions they've set for themselves is their lack of belief. If you don't believe in either yourself, your ability to achieve your goals, and your product/service, no amount of willpower will motivate you to take the consistent action necessary to reach your goals.

But belief will.

It's been proven that our beliefs become our reality. So as you contemplate the plans and intentions you've decided upon for 2016, check in to see your level of belief in your ability to achieve your goals. Ask yourself what it would take to throw you off course. Take an honest look at your answers. Then decide what needs to change.

To build up belief, start with small actions that will lead you to achieve your goals ultimately. Take some chances and don't be afraid to fail or be rejected (great tips in Diane Helbig's article). Remember the most successful people throughout history have become that way, not because they didn't fail, but because they persevered (be sure to read Leanne Cannon's article). They believed in themselves and their ability to achieve their goals. I want that for you.

We have a great variety of content this month; I hope you discover tips, tools and strategies you can use to achieve your goals and intentions.

Pat Altvater

Soar to Success
AFP Marketing
BizTV Shows

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DEBRA REIS, RN, MSN

CREATING SUPPORTIVE THERAPIES THAT FILL THE GAP

Have you heard of treating side effects of medical procedures with supportive therapies? We hadn't until becoming acquainted with Author, Speaker and Nurse Practitioner, Debra Reis, MSN. She shared with us that as a nurse, she had been working in clinical settings and had witnessed first-hand the many wonders that modern medicine creates every day. However, even with the advanced diagnostics and scientifically educated doctors and medical professionals, she felt that there was a piece missing.

Deb realized that the missing piece for her was that, even though the professional was doing really great with the physical aspect, modern medical practices did not treat the whole person. She realized that Doctors learn scientific methods of diagnosis and treatment, but do not address the emotional, mental, and spiritual facets of who we are.

In 1995, Deb began to ask the question, *"Why don't we treat these other aspects of the body, as well as, the physical aspect?"*

Once she began to consider the whole of each person, a new world opened up to her.

The holistic idea of treating mind, body and spirit as an integrated approach was still in its infancy back in 1995 when Deb had her realization and certainly was not a common practice. It has evolved and today a much greater awareness exists, plus many organizations and institutions, realizing the benefits, want to include them into their health plans.

Deb shared that, as a holistic health coach, she meets with each client individually to determine the correct program to pursue. Together with the patient, she reviews their goals and devises a wellness plan that fits their needs.



DEBRA REIS
RN, MSN, NP

Supportive Therapies for Better Outcomes

The patient's current lifestyle, eating habits, and exercise program all are considered. She also reviews the stress factors in their life and offers treatment options to integrate into a complete wellness plan.

Deb finds tremendous satisfaction from what she does, especially when she begins to work with someone for the first time. She enjoys learning their problems, creating a plan of treatment and then experiencing a successful outcome.

"Helping people improve their quality of life is what I enjoy most."

Deb tackles the difficult cases, as well as, the more common maladies. She works frequently in an organizational setting with cancer patients. Her supportive therapies have created tangible benefits for her patient's overall health and wellness.



One place that you can find Deb is The Victory Center in Toledo, OH. It is a community center that caters to people undergoing cancer treatment. They offer a variety of therapies directed towards treating the whole person.

One plan might provide massage, energy work, healing touch or reflexology. The center also offers aromatherapy and support groups and classes. They have a variety of services and there is no charge for any of them.

Readers can use this link to view a video that outlines Deb's work at the Victory Center.

Deb's vision is to expand into more health care organizations. She has found, that even today, health care providers don't understand how to integrate holistic programs into their everyday practice.



She finds it exciting to share with other health care organizations the tools that have worked and demonstrate how they can be incorporated into that organization's treatment plans. Deb created a program called STEP (Supportive Therapy Engagement Program) that she brings into institutions which provides a roadmap for integrating Supportive Therapies into the treatment plans for their patients. She develops seminars and courses for nurses and other medical professionals on staff to create a basic knowledge base and build assessment skills to determine patients' needs on an individual basis. Deb believes that integrating therapies which address side effects of medical procedures is the next STEP toward better total patient outcomes.

Deb also works as a holistic health coach with individuals. We asked her for some advice for our Soar to Success readers that are business owners, who frequently feel overwhelmed and put their own self-care last, resulting in stress and fatigue.

Deb suggested a holistic health consultation as the first step. It helps to identify diet and nutrition needs, sleep patterns, fitness or stretching regimens and most importantly stress management needs. A plan is then devised to touch all the bases of daily living for overall health and wellness.

For example, if one of the concerns is too much stress, a possible solution might be meditation. The method could be controlled breathing, guided imagery, or visualization; there are many options available. Even simple tasks such as, taking a walk or walking the dog can relieve stress. It just needs to be built into the plan and then be done consistently.

It's apparent that simply writing a prescription for a single pill or particular therapy does not consider the whole lifestyle and the problem may persist. That is why the holistic approach considers all aspects of a patient's life and offers a balanced treatment.

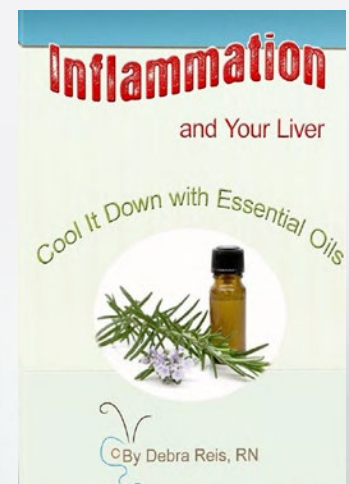
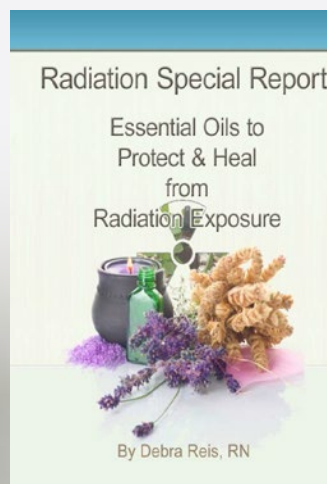
One of the supportive therapies that Deb teaches and practices is NIA. It is a fusion fitness program because it blends elements of martial arts, yoga

and dance combined in a gentle way that is easy to follow and not hard on joints. The idea of NIA is body awareness and body sensation. It's not about how much can I do or how fast can I do it, but what feels pleasurable to my body. NIA combined with music is enjoyable and fun and provides a low stress workout for the body.



Essential oils are also a part of supportive therapies that Deb recommends. After all, plants were the first medicine, they are safe to use and have been proven to be an effective solution through the years. Deb has been involved with essential oils for over 15 years. She is a certified clinical aroma therapist and teaches the proper use of essential oils.

She also uses essential oils in her work with cancer patients. Effects of cancer treatments or chronic pain can be dealt with by combining oils with other supplements to create a balanced treatment to restore energy.



Coming from a medical background, Deb Reis understands the need for a complete treatment plan that includes diet and fitness combined with supportive therapies such as Nia, essential oils and relaxation therapies to address a patient's emotional, mental, spiritual, as well as, physical condition. Her training and experience puts her in a unique position to be able to offer her clients the best holistic treatments available.

Learn more about Deb, her books and her S.T.E.P. program at www.debrareis.com. Both her email and phone number can be found on her website. Also visit Deb's speaker profile to learn more about the topics she presents and be sure to download her speaker one sheet.

Also be sure to listen to our full interview with Deb found on the Soar to Success magazine website.



THREE TRAITS NECESSARY TO SOAR TO SUCCESS

Soar to Success asked Deb to identify three traits that she found successful people exhibit.

One of the first traits is **Focus** on your goal. It is very easy to become distracted and lose sight of your vision. Deb's mentors have helped her stay on track and continually remind her to stay on target.

The second trait would be **Determination**. Successful people are able to weather the ups and downs and realize that the bad must be overcome to achieve the good. Determination allows the successful



person to get back up and go at it again. Determination keeps one moving forward.

The third trait would be **Balance**. Work can easily become too much a part of one's life. There has to be a balance of fun, enjoyment and fulfillment. A mentor once told Deb,

"If you're not being filled, how can you give?"

If we are in that place of constantly giving, in our business, as well as, at home, we must find the balance and be sure to frequently do something that rejuvenates and fulfills.

FIVE THINGS YOU SHOULD LEARN FROM YOUR WEB ANALYTICS

BY LEE DROZAK



Accounts, Users, Properties & Profiles



Unlike your typical brick and mortar shop you can't physically see who is entering your digital space, buying your stuff or walking on by. But Analytics will tell you where visitors are coming from, what pages they are visiting and how many decide to buy from you.

Good analytics takes the guess work out of knowing who's been to your website and why. There are plenty of options out there to track your numbers and you can get started with Google Analytics for free.

Here are some questions to ask and what to look for in your Analytics.

1. Do your visitors already know you?

Your analytics will tell you how many people have visited your site and can break it down into how many are of new or not. So if person A visits once and person B visits five times, you have two new visitors and six total visits.

If your number of repeat visitors is growing, this means that people are visiting your site once and then deciding to come back again. You can take this one step further by watching the pages they visit so you get to know their patterns.

2. Are you bringing in new potential clients?

Now let's talk about the unique or new visitors. These numbers are important because they represent the size of the audience. As you add new content and expand your marketing, you'll want to see if those efforts are working on bringing in new people. If your numbers are not increasing, then you will know that you need to rethink your strategies.

3. Are your visitors bailing from your home page?

This is what they call the bounce rate. People come to your site and leave without ever going to another page. A high bounce rate could mean that your website doesn't offer the

information they were looking for or it could be an indication that they are confused once they land on your site.

Remember, your goal is to have people spend more time on your website rather than less and by monitoring your bounce rate, you can determine which pages are working to engage those visitors.

4. Are your social efforts and promotions working?

It's one thing to know that people are visiting your site and another to know how they got there. That's where traffic source and referral information comes in handy, telling you specific pages and sites, including your social channels that send traffic your way.

These numbers will tell you if you have a healthy balance of organic and targeted traffic.

What is the Visitor Experience?

Finally, it's good to know what pages your visitors think are the most important on your site. By viewing your behaviors report, you know which pages are popular with your readers.

Take a look at your top 10 pages. These are the creme of the crop, the ones people look at most. Top content is a great place to start to see what topics are working for you and what content needs more work.

Analytics can be overwhelming, but the key is to start small. Pick

a metric that matters to you and your business and track that one metric and try to improve it. By focusing on only one thing as you get started, you'll get a better feel for the numbers and how you can impact them.

Watching your numbers is an important part of improving your website.

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



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SO MANY CHOICES!

HOW DO I FIND THE BEST EXPERT?

BY JOAN WASHBURN

Do you have a goal that you are very motivated to accomplish, but try as you might, you just can't seem to make any headway? Often our #1 goal is the most elusive!

Luckily, there are Mentors, Consultants, Counselors, "Soft Skills" Trainers, and Life Coaches to help you. But, how do you know which is the best specialty for you to hire to help you reach that specific goal? To make it easy for you I boiled down the expertise of each.

A MENTOR is a subject matter expert with experience in the

area being mentored. They are sometimes partners, but most often a mentor takes the mentee "under their wing". They often introduce the mentee to other influential people.

The CONSULTANT is hired by the client to complete a specific job. They give advice, answers and opinions. They are relied on to understand a given problem and provide a solution. The consultant is a partner with the client, however, they may not be invested in the client's personal success.

A COUNSELOR helps their client develop insight and/or emotional healing from traumatic events. Until resolved it will be difficult for people to make significant changes in their lives.

The "Soft Skills" TRAINER is often the most needed and yet misunderstood! Being one myself, I have experienced this first hand! It's often said that hard skills will get you an interview but you need soft skills to get -- and keep -- the job! Adaptability, optimism, common sense, a sense of

humor, empathy and the ability to collaborate and negotiate are all important soft skills. Other soft skills include situational awareness and the ability to read a situation as it unfolds to decide upon a response that yields the best result for all involved. Successful “soft Skills” training results in employees who are able to create successful

relationships with their colleagues and customers, communicate effectively, and be a contribution to their team.

A LIFE COACH works with the client to produce concrete, measureable results. They are seen as a partner. Their clients are in a good place mentally and emotionally, and ready to receive guidance and instruction on how

to make changes that will help them achieve their goals.

Once you decide which specialty is right for you, the next step is to spend the time it takes to find the very best fit for you! Take advantage of free consultations to find the right person to help you achieve that elusive goal. Then you'll be able to invest your time and money wisely!

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



Watch Joan's video series



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REPURPOSING YOUR CONTENT FOR SOCIAL

BY LYNNE WILSON

Do you have trouble keeping up with creating new content? Is it hard to come up with new ideas all the time? What if I told you that it's ok to recycle content you've already written- not only is it ok, it's a great content marketing strategy!

Your time is a limited resource, which is why one huge benefit to repurposing content is that it can save you time in the content creation process.

Why Should You Repurpose Content?

- **To Reach a New Audience.** By presenting the content in different ways on different platforms, you have a greater chance of appealing to more people.

- **To Take Advantage of Great Content.** Looking back you will probably find some content that makes you say, "Oh yeah, that was great- and still applies today!" You should reuse it!
- **To Make the Most of Your Efforts.** It takes time to create good content, so you should do everything you can to get the greatest return on that investment!

What Type of Content Should Be Repurposed?

Be sure to start with content that will be the most successful when you re-release it. So look for evergreen content- this means information that continues to be relevant and valuable over months and even years.

Look at what was popular the first time around. What did well? What did your audience respond to?

Look for content that can easily be updated. Do you have some content that is mostly evergreen except for a few outdated references? Then just add a few current pieces of information and your content can seem brand new again!

How Should It Be Repurposed?

Now that you have a list of items to update, think about how you can best use them.

Here are just a few ways to get you started:

- Update a blog post to create a new post with new images
- Turn your article into a slide presentation to use when speaking or post on SlideShare
- Take several of your articles that are about a similar topic and turn them into a guide or ebook. It can be "The Complete Guide to (whatever your topic is)"
- Reuse image heavy content on Pinterest or Instagram
- Turn an article that's heavy with data/statistics into an infographic so that people can see your content visually. Infographics are simple to understand and people love to share them!
- Reuse the stats from your content as Tweets. Create



a short tweet and also turn the stat into an image. Such as “Did you know that 78% of Twitter users tweet from mobile devices?”

- Pull several tips together from a piece of content and publish them into a Tips Newsletter. Adding email to your marketing mix is a

great strategy and you can repurpose your content here. Do a Roundup or Best Of and send a weekly or monthly email newsletter with one or more of your best articles.

With these tips on repurposing content, you'll be getting the most value out of your content

efforts. You'll also have a wider variety of ways that you deliver your content, which should increase your audience reach.

Learn more about Mix Strategy and ways that we can help with your social media by checking out our website at www.mixstrategy.com.

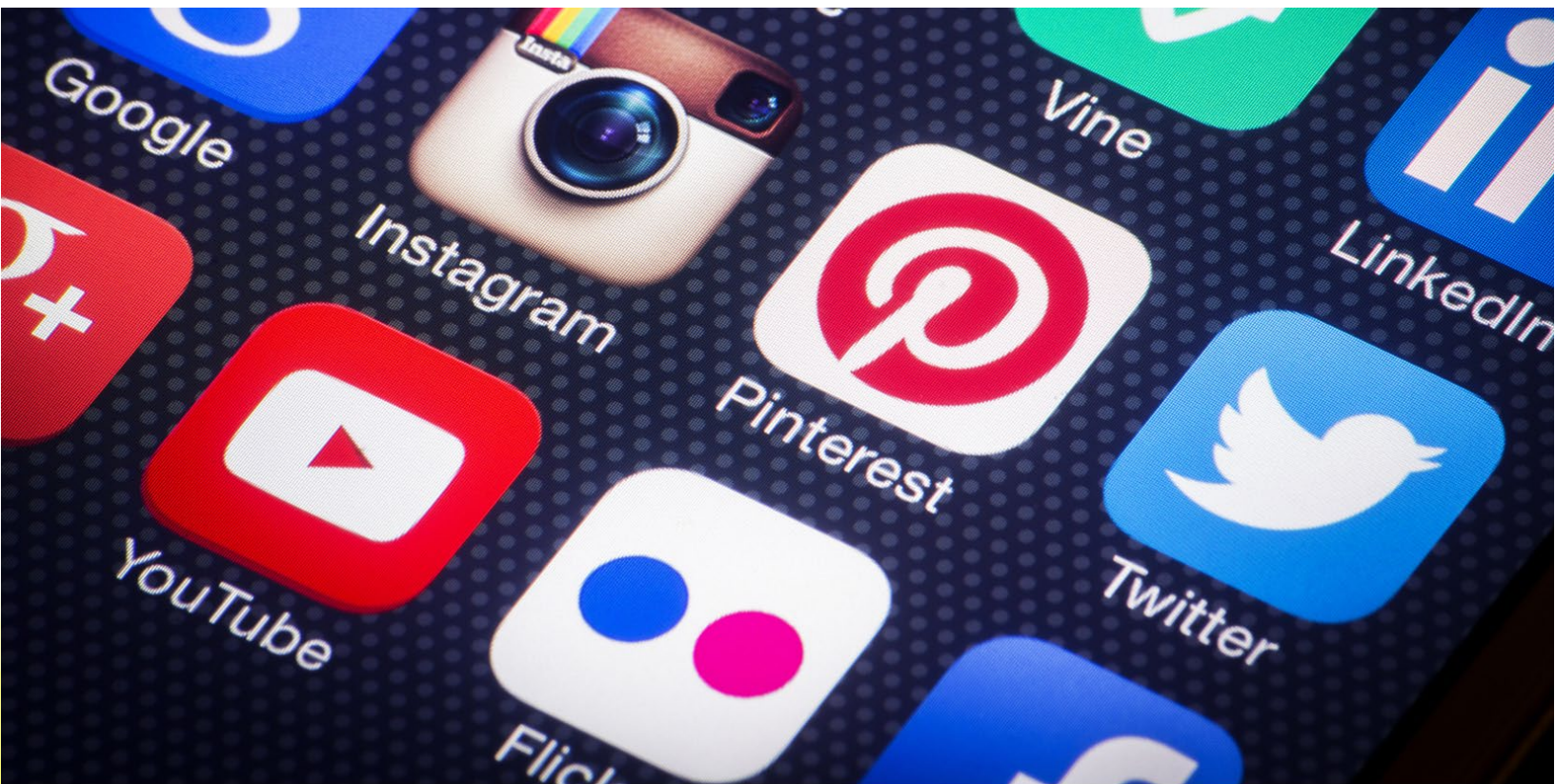
As a social media consultant, Lynne Wilson helps businesses of all sizes develop and grow an online presence through social media. Lynne's experience includes marketing/advertising on the client side, design work and social media content creation and account management.

Lynne provides ongoing support as well as content and posting services on all social media platforms. This is perfect for business owners who need to spend their time running the business.

Contact Lynne at her website and also on



Watch Lynne's video series



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CAN YOUR BUSINESS SURVIVE A DISASTER?

BY JEANNE DEWITT



Disasters – it's not a matter of if, but rather when. In the latest survey by the IT Disaster Recovery Preparedness Council, 73 percent of small businesses are not prepared for a disaster.

Disasters are a fact of life. You can't control them, but you can control how your business handles them. So what can you do to make sure your business is ready? You need to create a Disaster Recovery Strategy for your business. If you have one, give yourself a round of applause, however if you don't, you are in the majority.

A Disaster Recovery strategy is a plan for restoring and accessing your data in the event of a disaster that destroys part or all of a business's resources. The job of a good Disaster Recovery plan is to ensure that whatever happens, your vital data can be recovered and mission-critical applications can be brought back online in the shortest possible time.

So why does your business need Disaster Recovery? Regardless of industry or size, when an unforeseen event takes place that causes your day-to-day operations to come to a halt, you will need to recover as quickly as possible to ensure you can continue providing services to clients and customers. If major business disruptions are not anticipated and addressed, it's very possible that negative consequences like late invoicing, lost orders, missed delivery dates, and so on, can have long-term implications. By having a Disaster Recovery plan in place you can save yourself from multiple risks including out of budget expenses, reputation loss, data loss, and the negative impact on clients and customers.

So how do you create a Disaster Recovery strategy for your business? Honestly, creating, implementing and maintaining a total business recovery plan is time-consuming and many businesses don't have the time or resources to dedicate to this process. However it is extremely important to ensure your business's survival. If it's not clear and compelling

enough for a business owner like yourself to consider putting a well-conceived Disaster Recovery plan into place, perhaps it's time to give it some thought. Doing so can save you years of business loss.

If you would like to find out more about how to get help creating a Disaster Recovery plan for your business, 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.



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WATCH OUT FOR THE WORK AT HOME SCAMS

BY HOLLY KILE

Not every work at home opportunity is legitimate. Let's look at some signs that indicate you should steer clear.

We've all searched online for a work at home opportunity from time to time. Maybe you just wanted a little extra cash or maybe you were looking for that next great opportunity that's going to help you retire. Regardless of why you're looking, it's important to know the difference between a good opportunity and a scam. Here are three tips for telling the difference.

The first thing you should do when you find a work at home opportunity is read the fine print. Know exactly what the expectation is from you - what kind of work do you have to do? How often are you expected to deliver materials? Those are just a couple of examples. You also need to understand what you should expect from the opportunity provider. Know what the pay is based on. Find out how often you should be paid and in what form. I also recommend that you find out what your expenses are. Typically you should expect

to pay for your own internet access and your own workspace. However, you should know if you have to pay for printing or postage or other services. These can add up quickly and if you aren't careful you end up paying more than you make.

Once you've determined that you want to know more and possibly pursue an opportunity based on the fine print, **it's time to spend some time on Google.** Learn as much as you can about the opportunity provider. If it's a person, find out what you can

about them. Find other websites that they have and even look at other products and opportunities. One thing I'll say is that if at any time your gut says "back away" then you should probably listen! Also don't forget to check out their social media presence. If you don't like what you see there, then it's time to move on.

My final tip is to look at reviews. Don't just look at the

testimonials that are on the site where the opportunity is being pitched. Those will always be good. I'm suggesting that you look deeper. You might even try typing the person's name and then the word "scam" and see what comes up.

Hopefully that opportunity that you discovered is as good as you want it to be but if it isn't then taking the time to do this

homework will save you a lot of heartache and probably money as well. There are plenty of legitimate things you can do from home so doing your due diligence will be well worth it.

Good luck in finding your next great work at home opportunity. For more great tips on working from home, be sure to check out my episodes on Indy BizTV Shows®.

Holly Kile works with professional coaches and work-at-home entrepreneurs to help them create more time, energy and money through leveraging the power of virtual tools and teams. Using her extensive background in operations management, systems analysis/implementation and strategic business marketing, Holly works with business owners and entrepreneurs who struggle with figuring out how to effectively achieve their vision for their business. Holly is the president of HJK Global Solutions and founder of Connect Coaching Academy.

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AFFORDABLE CARE ACT

FREQUENTLY ASKED QUESTIONS

PART 1

BY TINA MOE, CPA

I get a lot of tax questions every year but this year, the Affordable Care Act, commonly known as Obamacare, is topping the list of questions. In Part 1 of my series, I share the most frequently asked question.

Can you believe that it was six years ago that President Obama signed the Patient Protection and Affordable Care Act into law? Time flies and every year that goes by seems to create more and more confusion for American taxpayers. That's because the implementation of the Affordable Care Act is rolling out slowly over the course of many years instead of all at once so, every year it seems we have new mandates.

As of January 1, 2014, individuals were required to purchase health insurance for themselves and their dependents and, if they didn't have proper health insurance for one or more

months during the year, they were made to pay an additional tax called the individual shared responsibility payment. This payment is a tax, let's call it what it is. It's a good 'ol slap on the hand by Uncle Sam for not playing by the rules and that slap is stinging more every year.

And by the way, the confusion isn't just on the individual side of this healthcare reform; there are plenty of additional complexities for employers too, both large and small.

The #1 question I hear the most is ***"How much is the penalty if I didn't have health insurance last year?"*** The short answer is \$325 per adult + \$162.50 per child up to \$975 or 2% of your income, whichever is greater.

In 2016, these amounts jump to \$695 per adult + \$347.50 per child up to \$2085 in penalties or

2.5% of your income, whichever is greater.

Once you calculate those amounts, you take the greater of the two and divide it by 12 to convert to a monthly penalty amount. Next, you'll take this monthly amount and multiply it times the number of months in which you, your spouse and dependents did not have health insurance during the year. That will give you your penalty amount to report on your 1040.

There is a bit of good news here. There are many exemptions to this penalty and, about 12 million tax payers claimed a health care coverage exemption on their 2014 tax return. Are you wondering if you may qualify for an exemption? Be sure to check back for part 2 of this 4 part series to learn more.

Be sure to visit my website for more information on this tax topic and more.

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

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

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



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8 PRINCIPLES THAT MANAGE THE LEARNING OF ADULTS!

BY THE MERIT GROUP



Anyone that has not lived in a cave since the turn of the century has heard the term referring to students in school today as 21st Century Learners. These students learn much differently than the adults of today learned when they were in school. The result has induced a transformation in education for students in school.

Much of the discussion of 21st Century Learners stems from the infinite amount of knowledge we all have at our fingertips through technology. How does this translate to adult learning? The greater quandary that must be deliberately considered in business is; how does 21st Century Learning affect adults that are now in the workforce? How do Learning and Development Managers in business large and small establish a training curriculum that addresses all audiences of learners? Technology is absolutely a factor in adult learning as well, however there are other factors that equally impact the learning of adults that are not influenced by technology.

Malcolm Knowles, a Harvard graduate long before the 21st Century, has been acclaimed as the foundational father of adult learning principles that are still applicable today. The principles are theory based which allows even the acceleration of technology to accommodate the learning of adults

today. Through his research Knowles determined that in preparing to instruct adults eight principles must be understood about how adults learn and how their expectations of learning will be met.

1. **Active Learning** – Active Learning means that adults need to be engaged in the information being presented. They need to be involved in discussion, allowed to give feedback, and participate in activities that pertain to the content.
2. **Problem Centric** – Adults anticipate learning opportunities to solve their problems. They do not engage in learning to gain content knowledge solely.
3. **Previous Experience** – Instruction that can not be linked to the adults background knowledge will be lost.
4. **Relevance** – If the content is not specifically relevant or the presenter does not specifically identify the relevance to the adult learners life and work, the meaning will be lost.
5. **Emotional Connection** – Another education researcher Robert Sylwester stated, “Emotion drives attention and attention drives learning.” Emotional connections inspire memory retention and recall ability.

6. **Self-Learners** – Adults all have their own interpretation about how they learn best. It is imperative that the presenter states the objective for the learning and benefits gained from the learning.
7. **Alignment** – Adult learners expect the outcomes to be in alignment with the established objectives. If the outcome does not correlate with the objective then learning will be lost.

8. **FUN!** – All participants should have FUN! The audience will not be fooled if you do not enjoy presenting the material and their enjoyment should also encompass enjoyment, including laughter.

If you would like support in establishing or assessing the learning principles of your next training or employee development in your business, we are eager to team together with you to get the results you desire. Visit our website at www.themeritgroupindy.com or call 317-805-4896 today!

Shamara Cox has worked with businesses partnering in strategy, technique and implementation. Shamara is the proprietor of Shamara Cox LLC, Partner at The Merit Group LLC, CEO of BLING Sorority and Founder of Pressed Oil Life Ministries, Inc.

Terry Dove Pittman was Authentication Deputy for former Indiana Secretary of State Todd, where she acted as International Liaison/ Special Deputy between the State and many foreign embassies and foreign nationals. She is a Partner in The Merit Group.

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YOU'VE GOT TALENT, NOW WHAT

BY ERIC J. WATTS

In the 1993 movie *A Bronx Tale*, the lead character, Lorenzo, played by Robert De Niro is discussing baseball and talent with his son, Colagero. Colagero asks his dad if he has talent. After lovingly affirming his son, Lorenzo says to him, "The saddest thing in life is wasted talent. You could have all the talent in the world, but if you don't do the right thing, then nothing happens. But when you do right, good things happen."

You've probably had similar conversations with your kids or someone you've mentored. It's great and a true blessing to have talent. If you're talented, you can accomplish amazingly, incredible things. But as Lorenzo said, talent is not enough.

When you do right, good things happen. Lorenzo is right. Sure, it may take some time for you to realize this. It may take you even longer to physically **see** the results of having done the right thing. Nevertheless, if you continue to "do right", good things will happen. You must learn that all good things don't always come in the ways we've asked or expect them to. It's why you must keep your eyes open and be prepared to *receive outside the box*.

Talent and character must meet and become besties. Your talent will make you recognizable, but your character will make you stand out. In order for you to fully maximize your potential, the two

**HELLO
I AM...**

TALENTED!

must meet and mesh. One should not be separate from the other. Don't fall into the trap of letting your talent—and the accolades that come with it—convince you to do the wrong thing or treat people poorly. Your talent is a gift that is meant to be shared.

Put the work in and get some help. I can't stress this enough.

Think of the most talented people you've heard of like LeBron James, Bill Gates, or Oprah Winfrey. All three of them are immensely talented and highly successful. And each one of them would tell you about the hard work they've put in to master their respective crafts.

They'd also tell you that they did not do it alone. There are people

who have been and continue to be instrumental to their lives and success. To achieve success in your life or business, you must put the work in and realize that you cannot do it all by yourself. You must ask for and be willing to receive help. Remember, ask and you will receive.

You've got talent. Now you know exactly what to do with it.

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

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

Contact Eric at his website today and also on



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IT IS TIME FOR A GLOBAL AWAKENING

BY ROCHELLE FORREST

It is time for a Global awakening! Are we ready? Are we living in fear or Love? We have so many modern day conveniences and yet where is our connection? Time to open up to higher vibrations and connect on a deeper level.



We have so much stuff all around us to make life easier. Yet we are destroying our world and our relationships! WE talk about our God and how powerful... but, do we trust? Do we even check in with God and listen to his voice?

I was driving to Southern Indiana and saw little pine trees growing out of the side of the rock! It thought that is kind of like us no matter what our foundation we can still grow. I helped a

friend plant a tree and the ground was filled with stones. We added in some new dirt, but really the builders had buried just tons of yuk that was very deep. Today that little tree is sturdy and has already survived many storms and winds!

You see that little tree didn't question its foundation. It just rooted and is growing towards the sun. The day I had that awakening was the day I thought about my own foundation.

It has some rocks and hard soil with some fresh dirt too but, my roots grow deep anyway and I can grow with the SON. I am much stronger than I feel sometimes. I have been through many storms but yet, I stand.

I am NOW standing with brothers and sisters around our world to create a global awakening. We want to make sure that happens for 100% of humanity in the shortest possible time through spontaneous cooperation without ecological damage or disadvantage to anyone!

We are created in all forms of life to express One Love. This is the kind of awareness that we need to draw us into a new vision of us and an abundant flow of collaboration. When we really understand that all of life is part of us... we will understand our true essence. **Love.**

Will you demonstrate with me, Be LOVE. Begin with a smile. Remember the saying, I am the change that I want to see in our world! I pray for world peace and the opening our hearts to love.

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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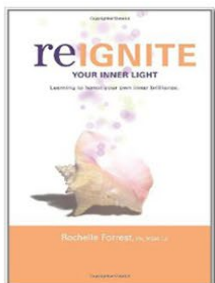


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IMPLEMENTING A HOLISTIC HEALTH PROGRAM FOR YOU OR YOUR BUSINESS!

BY DEB REIS, NP, MSN

A holistic health program should be specific to your goals and concerns. It is not a one program fits all approach. The program begins with a health assessment that includes your diet, fitness habits, sleep patterns, stress management tools and more. The practitioner reviews this information with YOU and TOGETHER a plan is developed that meets your lifestyle. It begins with goals that are attainable and then evaluate your progress in a specified time period. There are no judgments and you are the one who is guiding this process. An NP, like myself, provides education, information, support and guidance for you.

This program is for those who wish to be active in their health plan! I recently connected with a colleague who is healthy but dealing with some concerns. She obtained many supplements from various sources. We reviewed her goal for a healthier balance. Together we developed a plan that was doable starting with a few supplements, when to take them and the benefits to evaluate for herself. She felt much more at ease and in control of her plan.

Sometimes people are dealing with serious health issues like a cancer diagnosis and the person may be looking at supportive

therapies for managing side effects of treatment. One woman was having extreme fatigue following chemotherapy. It would take her several days before she felt like she had any strength to do regular activities. We discussed various ideas and she decided on implementing an essential oil to her plan which was enough for her to have energy and to be functional – yahoo!

Another person was having digestive concerns after chemotherapy which medications were not controlling. We discussed inflammatory foods to avoid and how to add essential oils to her plan. We reviewed a month later and she was like a new person! Full of energy, eating without nausea and able to increase her fitness program.

These are just a few examples of how a holistic health plan can be developed and implemented for an individual's specific goal or concern. Also, this concept is applied to organizations. We assist companies to identify a roadmap for implementing supportive therapies for their employees and/or clients. My particular program is the STEP or Supportive Therapy Engagement Program. Working with the organization, we identify the goals and then develop a plan of action for implementation. This may

include health education for employees or perhaps a more intensive program that would involve teaching others how to use supportive therapies in their environment. An example would be for nurses to apply therapy tools for their patients or residents. It may be providing services for human resources to promote to employees for health awareness and management.

So, if you are considering a holistic balance for your personal self-care or integrating supportive therapies into a business or organization, I can assist you to identify the many resources available for you to learn, use and promote to others using the STEP program.

For a consultation or information, go to my website. Also watch my video episodes to get further information.

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.

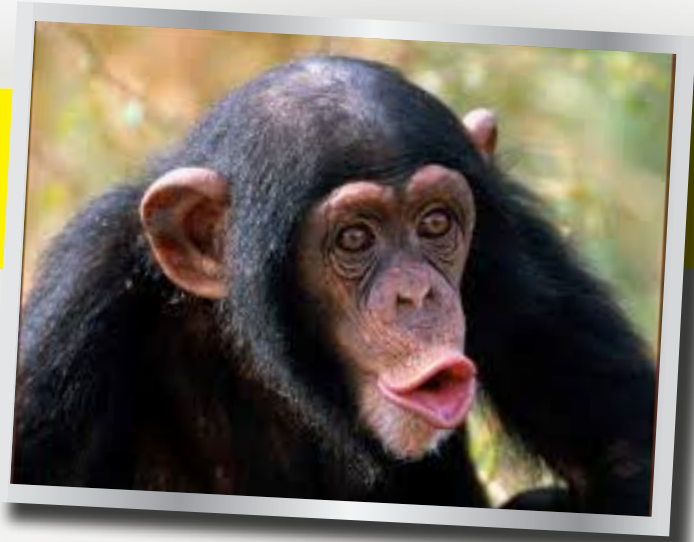


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PEOPLE ARE LIKE MONKEYS

BY LEANNE CANNON



What dreams do you have for the future? Let's face it: Many of us were not encouraged to dream. The world is filled with dream killers. Why? Some people without dreams of their own hate to see others pursuing theirs. It makes them feel inadequate or insecure. Still others believe they are being helpful: keeping us from risk or disappointment.

Business professors Gary Hamel and C. K. Prahalad wrote about an experiment conducted with a group of monkeys. Four monkeys were placed in a room that had a tall pole in the center. At the top of that pole hung a bunch of bananas.

One of the hungry monkeys started climbing the pole to get something to eat, but just as he reached out to grab a banana, he was doused with a flood of cold water. Squealing, he scampered down the pole and abandoned his attempt to feed himself. Each monkey made a similar attempt, and each one was drenched with cold water. After making several attempts, they finally gave up.

Then researchers removed one of the monkeys from the room and replaced him with a new monkey. As the new monkey began to climb the pole, the other three grabbed him and pulled him down to the ground. After trying to climb the pole several times and being dragged down by the others, he finally gave up and never attempted to climb the pole again.

The researchers replaced the original monkeys, one by one, with new ones, and each time a new monkey was brought in, he would be dragged down by the others before he could reach the bananas. In time, only monkeys who had never received a cold shower were in the room, but none of them would climb the pole. They also prevented one another from climbing, but none of them knew *why!*

Perhaps others have dragged you down in life. They've discouraged you from dreaming. Maybe they resented the fact that you wanted to move up or to do something significant with your life. Or maybe they were

trying to protect you from pain or embarrassment. It could be that, just like the monkeys, they don't even know why they are hindering your progress and discouraging you! In any case, you've been cautioned against dreaming.

Take heart. It's never too late to start dreaming and pursuing your dreams.

Dale Turner said, "Dreams are renewable. No matter what our age or condition, there are still untapped possibilities within us and new beauty waiting to be born."

So go ahead! Explore the possibilities! Believe in yourself, and dare to embrace new opportunities! It's never too late to dream and achieve!

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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DREAM ACHIEVERS UNLIMITED

PELTED BY ROCKS FROM GLASS HOUSES

BY KRISTIE KNIGHTS, LPC



Despite the tremendous loss, I chose to rise to a place of integrity and mental wealth. It is within the place of integrity, we find peace and freedom to move forward. -K.

The judgments of others can be overwhelming during the separation and divorce process. Yep, everyone has an opinion. Few of those who offer their opinion, served straight up, no ice, have ever lived it.

How, you may ask, in the midst of the pain and judgment, can a person survive daily living and build the skills of resiliency and strength? Here are six tips to not just survive, but thrive!!

Get off the Pity Party Train (1 year)

For healing to begin it is necessary to shift from victim to survivor. It won't change the pain you may have suffered, the abuse you may have endured, or the utter sense of loss you may feel.

Shatter the Rearview Mirror

Release, Recover, and Renew. It is comfortable and easy to mentally spend days reliving the past. Human nature compels us to analyze, scrutinize, and pulverize all of our actions. Trust me, it is not worth the energy. Spending your days looking in the rearview mirror is a waste of time.

Your ex is no longer yours to fix. They won't change, deal with it.

You're (perhaps) Financially Broke, now deal with it.

Yes, yes, there will be a lifestyle adjustment for you and your ex-husband. A common misperception and stigma are that the man is broke, and the woman took him for all he was worth! That is not reality. In today's society, most families enjoy two-incomes, so the lifestyle changes for both people. Fact, on average it will be 3-5 years before the financial dust settles. Do

not misunderstand me, it is tough! But, it is not the end of the world.

Make a Financial Plan and Budget

Creating a plan and a budget for your finances is a necessity. Initially, some of you may choose to go on shopping sprees (that was my MO), or you may

hang out at the bars more often than usual.

Love Thyself

Allow this time, albeit a very painful one, to be one of self-reflection and renewal. Take the opportunity to evaluate your life, goals, passions, mistakes (aka life lessons), and grow!

Be real. Be raw. Just be. K.

Kristie Knights is a Licensed Psychotherapist, Collaborative Divorce Coach, Professional Speaker, Author, and Co-Owner of the Life Balance Center in Mars, PA. She facilitates a Divorce Recovery Seminar Series entitled Release, Recover, & Renew geared for clients going through the divorce process. In her private practice, she has helped guide hundreds of clients, both nationally and internationally, to lead a life of joy and purpose. Kristie is a contributing author to Inspired Entrepreneurs: A Compilation of Women's Triumphs in Business and Life.



Watch Kristie's video series

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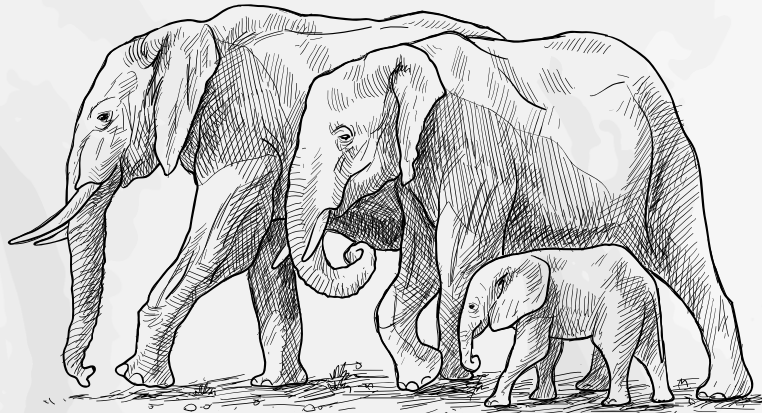
Kristie Knights is a
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Be real. Be raw. Just Be.



HOW DO YOU EAT AN ELEPHANT

BY JAMIE SUE JOHNSON

In today's work and busy lives overwhelm is a serious stressor and many times it just feels and looks like an elephant. So how do you eat an elephant, well the answer is, one bite at a time. Let's take a look at a real life situation.

I was working with the young lady who had six projects all due in one week; she was feeling overwhelmed, stressed, angry, alone and concerned for her job. She and I came up with these 5 simple steps & she not only made it through but also cultivated an environment of teamwork and relatedness because she brought a solution and was very clear in her communication.

Here are the steps she followed:

- 1) **Get the Facts and Set Priorities:** She took the planning time to find out exactly what was needed, from whom and by when to meet the deadlines.
- 2) **Clearly define accountability and consequences.** By clearly defining what was needed, by whom and by when, she was easily able to clearly communicate the accountabilities and also the consequences for each item on her task lists.
- 3) **Communicate what you need.** She went to the person she needed things from and made a clear request detailing what was needed, from whom and by when along with how she would be holding them accountable for completion or apply the consequences if not fulfilled. She then followed up with her superiors and the other team members to ensure priorities would not be shifted.
- 4) **Follow up Follow Through.** Next she followed up and followed through to ensure the accountabilities were clear and priorities maintained and fulfilled, and only if needed, applied the appropriate consequences if not fulfilled.
- 5) **Maintain a High Level of Self Care.** During the weekend before, the entire week of and the weekend after, she took on a high level of self-care. She used the clear mind meditation. She ate well, drank water and went to her yoga classes. She knew that if she let her fears take over and let herself go into bad habits of extra coffee and sugar and poor nutrition while skipping her exercise routine, she would not maintain a level head and her energy, thus causing a downward spiral of additional stress.

All of this together allowed her to bring a solution that was clear and concise with accountabilities and consequences without stressing or burning herself out.

The results: She built a bridge with all team members and set a precedent for how you can do it without being scared and/or trying to do it alone and getting stressed and burnt out. She kept herself centered and clear and created team. She not only survived but she thrived. Her boss rewarded her and their entire team for how they had helped each other meet the deadlines.



Watch Jamie Sue's video series



Jamie Sue Johnson is a certified professional coach, certified professional coach trainer and certified laughter yoga instructor.

Jamie Sue's philosophy of the 5 L's, Live, Love, Laugh, Listen and Learn are her foundation for causing shift in the world. She delivers engaging and entertaining keynotes, seminars, business coaching sessions and laughter yoga classes that provide energy, creativity, inspiration and most importantly accountability so you get the results you want.

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DEFINING



BY LILLIAN ZARZAR

Who are you? What defines you? When you are born you are defined by your birth, your gender, your color, date, time, name, hospital, parents.

Initially, others define you. How else are you defined?

Are you defined by:

your gender, body type, hair color, age, physical proportions?

your family name, your relatives, your friends?

your job, your title, work place, area of expertise, vocation?

your hobbies, interests, avocation?

your address, car, wardrobe?

your financial position, time, effort, contribution?

your past experiences, your future anticipations, your present circumstances?

The list of differentiators is endless!

You are defined by all of these components that comprise who you are. You determine what is innate, what you develop, what you acquire. You are in a constant state

of evolution as you add to your body of knowledge and awareness.

People are drawn to what you represent to them based on your values in that moment. You project yourself, according to your hierarchy of values. When you resonate with others whose values are similar to yours, a connection takes place and you begin to find commonalities that enhance your definition.

Now you become part of a greater whole – a group – a community – an organization – and the definition continues.

Eventually, as life happens you may begin to define yourself by your diseases...a cancer survivor, a diabetic, an asthmatic. You are constantly defining and redefining yourself.

You are brilliantly acquiring the lessons and experiences

that help you to contribute to your environment and are defined further still. The journey is endless.

Remember: You are the definer. You are the developer. You are the designer - with every decision and action, you

are the formulator.

You are a being - a complex amalgamation of intricately woven systems. And you are a product of your entire life's journey.

Celebrate your definition... you created it.

Lillian Zarzar, Certified Speaking Professional, (highest earned designation by the Global Federation of Professional Speakers) offers interpersonal communication insights through thought-provoking sessions as a Trained Demartini Method® Facilitator with the Demartini Institute in Texas.

She is member and past president of the National Speakers Association-Ohio and adjunct professor, Communication Studies, Ohio University.

Zarzar was quoted in Self Magazine, highlighted in Columbus Business First, appeared on Fox 8 Good Day Columbus, and has written articles and books including Conversations on Success.

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SETTING GOALS

BY MEGAN PATTON



As business owners or company leaders, I'm sure you have experience with goal setting. We all know it is important, but do we really give it the time and attention it deserves? Do we use these goals actively to guide our work throughout the year?

Many of us know that our goals should be SMART! This is a great acronym to keep us focused on developing solid goals.

The goal should be Specific. As you develop your goal, really get a vision of what you are trying to achieve with this goal. Keep drilling into your vision until you come up with something very specific. Go for the detail on this visualization. What the mind cannot visualize, it cannot achieve!

Your goal should be measurable. What metrics will you use to

track your goal and determine if you have succeeded? You need tangible evidence of completion. This can include short-term or smaller measurements if appropriate to gauge progress throughout the time period.

Goals need to be achievable. They should be challenging, with a touch of realism! Doubling revenue in a year is likely not achievable if the most revenue has increased has been 25%. You need to ensure you have (or can acquire) the knowledge, skills and abilities to achieve the goal.

R stands for relevant. Is this goal relevant to moving your business forward? Will achieving this goal fundamentally add to the success of your business? This step ensures that you are picking a goal that actually matters. Goals are relevant

when they align with or support other goals.

Finally, the T stands for time-bound. Our goals must have a deadline - a target date for completion. Solidifying a goal in a time-bound deadline establishes a sense of urgency and importance that helps them from being overtaken by the normal day-to-day fires that seem to pop up in an organization. Setting mini timelines along the way to the ultimate completion helps even more.

Developing a set of SMART goals is wonderful. But wait, there's more...!

Once your goals are set, you need to be flexible. As you are working on your goals, sometime events occur or situations arise which might

require adjustment. It is important to take the time to re-assess your goals against what has arisen. Is it still relevant? Is it still achievable given the disruption or change? Don't be afraid to make the tweaks and changes

that will keep you moving forward and setting you up for success!

Take the time to develop a set of SMART goals for the year – keep them in a visible place so they stay top of mind, and

make a habit on checking in on your goals once a week at a minimum!

For more strategies on how to focus and thrive as a leader, check out my video episodes or visit my website.

Megan Patton is a business strategist who has been a management consultant, trainer and executive coach for most of her career. She spends her time working with individuals, companies and non-profits to help define and implement strategies that enable peak performance and growth.

Megan is also a licensed affiliate of The One Page Business Plan Company. Megan is a strong believer in lifelong learning, and continues to take classes on a variety of subjects.

Connect with Megan at ODA Strategy and on



Watch Megan's video series



Megan Patton, Managing Partner

Helping small businesses focus and thrive.

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HOW TO TAKE THE EMOTION OUT OF SALES

BY DIANE HELBIG

Business owners are also salespeople; it can be hard to sell your product or service. I believe it's because our business is our baby. Trying to sell our product/service is like being a Mom asking, "Isn't my baby beautiful?" You run the risk that the person will say "no." Let's be honest - your ego is riding on the answer. So, what can you do to overcome this problem and master sales?

The first thing to do is take a giant step back and get unemotional. It's not whether your baby is beautiful; it's whether you have a solution to their problem. When you shift your focus to the prospect and NOT your product or service, you can look at the situation more objectively.

Unemotionally, ask yourself - how does my product/service help my client - you'll get an unemotional answer. If the prospect doesn't have that problem, or doesn't believe he has that problem, you will not be able to sell him your solution. He isn't saying your product/service is bad; he's saying he doesn't need it.

Now that you have a better understanding of the value your product/service brings to your clients

you can seek out more qualified prospects. One of the reasons we get ourselves caught up in the ugly baby mode is because we prospect too broadly. Somewhere down the road, someone told us that prospecting is a numbers game; that we have to cold call a lot of companies or people to get to the few who might give us an ear. No wonder we feel like we're being judged!

When you try to 'sell' to someone who has no interest in your product or service - and you do it in large numbers - you are setting yourself up for an ego hit. The vast majority of people are NOT going to want what you have to offer. You are going to feel like they are telling you your baby is ugly.

On the flip side, if you do your research and reach out to those companies/people that mirror your current clients, you are more likely to make a connection. Yes, there will most likely be fewer prospects to call. That's okay because these prospects are qualified. Calling for the sake of calling is a waste of time in my opinion. Reaching out to those who have the potential for turning into clients is time well spent.

Now, when you do your outreach, focus on the prospect. Here is where you want to identify if, indeed, they are a fit. Ask them qualifying questions to discern whether a further discussion is needed. You aren't going to get to the discussion of your product or service until you have a full understanding of their situation and needs. Then when you talk about your product or service it will be in the context of their problem. You'll be offering a solution.

Changing your perspective from "Is my baby ugly" to "how can I help you problem solve" makes all the difference in sales. Train your energy on your prospect and you'll find you can sell objectively. Removing the ego involvement will do wonders for your prospecting effectiveness and your closing ratios.

Still feel like you could use some help? Sign up for a 30 minute free phone session by visiting my website at seizethisday.co.

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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CREATING A CULTURE OF OWNERSHIP

BY MICHAEL KAPLAN



Your values, vision and brand commitment form the basis for your culture and your way of developing and managing your people. The best form of management begins with hiring the right people – people who are aligned with your culture and brand.

Then, as a leader and manager, you must successfully influence and mentor, so that the great people you hire become even greater ongoing partners in your business because they are so committed to the shared values of the company. Yes, think of your employees as partners – owners of their responsibilities.

The employees you want in your organization are looking for meaning more than they're looking for money. A culture of ownership provides that for them. The company and their positions within it make their

lives richer because they care as much as you do.

It all begins with establishing a clear set of company values. Having those in place allows your people (partners) to more easily “buy-in.” Here is how you do that:

Review your personal core values. Review your list of personal core values (if you've been following along with my videos and blog posts, you have this list completed.) This list is more than just words, but includes the meaning of each word and an example of how it is applied.

Describe your vision of a healthy business culture. Be as vivid and detailed as possible. Don't worry if there's a gap between where your business is today and how you imagine it could be one day. Creating this

document is the beginning of closing that gap.

Create a document describing your company values. From the detailed description of a healthy business culture you've created, go back and pull out the most important words and organize them under the four categories of values, I discussed in one of my blog posts. Those are Foundational, Functional, Relational and Embodied values.

Pick the top three that you believe are the most important to form your foundation. Be sure you have a definition in place for each word – this helps people know if they're living the value the way you expect them to and you personally do.

Your document reflecting your company values, in a clearly defined and well-written format, is one of the most important

resources you develop on your journey to building a formidable business. You have the means to build a business where your people care about what they are doing as much as you do. There is a great return on spending the time and energy on this document. It's how great businesses are born.

Then strive to be an open leader, seek out your blind spots, ask

for feedback, and own your failures in not living your values. People observe where you are not walking your talk. There is nothing that creates more disengagement than the leader saying one thing and doing another. The best leaders don't preach, they lead by example. People emulate what they observe, therefore, live your values and model the behavior you

want to see in your people. This is how you create a culture of trust, a culture of ownership to implement the vision.

If you would like to learn more about creating a culture of ownership or preparing your values document, please schedule a complimentary consultation so that I can help you one-on-one.

Michael Kaplan is a seasoned business owner with a skill for creating successful businesses, leadership transformations, and personal growth with owners and managers of mid- sized businesses. He has a passion for people development. Kaplan has more than 36 years of experience in sales, business coaching and entrepreneurship. In 2008, he opened his own coaching business, Strategic Solutions Coaching, and developed his business coaching system, GPS (Growth Producing Strategies) for Business™ that gives business leaders a new way to look at their businesses to accelerate growth. As a Certified EMyth Business Coach, he has access to the most comprehensive business development system anywhere.



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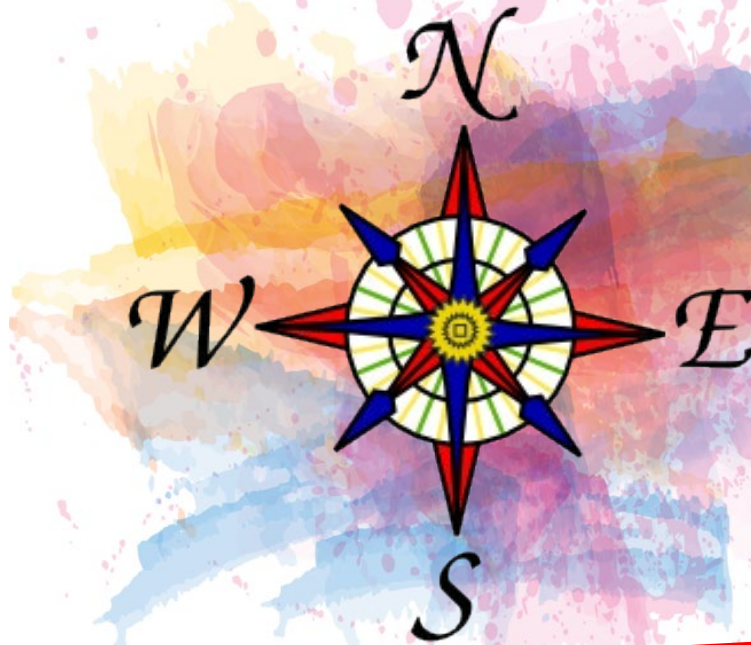
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USING YOUR COMPANY'S COMPASS AND FINDING YOUR TRUE NORTH



BY ANN N. GATTY, PH.D.

If any of you have taken a hike in the woods or participated in a land navigation exercise, you probably had a compass available to help you find your way. You also might have referenced a map for guidance through the terrain. But let's think about the compass. A compass only does one thing, and nothing else. It points North. Following a compass reading without the aid of a map does not take into account the terrain that you are traversing. So you need to determine the direction you are headed and the best way to get there. A business is no different. Smart leaders identify the direction a business will follow,

but the leader also outlines the best way to get there.

Stephen Covey describes the "True North" in our lives as the guiding principles we embrace and follow. And, we rely upon these principles to base our decisions. In other words, we create our own unique inner compass that empowers us to align our lives and embrace our values, based on this inner sense of direction. When working with leaders looking to grow their businesses, I always start with having them identify their guiding principles. These core values are an essential foundation for building their business' success.

Your employees need to be aligned with your organization's True North. They need to know what you believe in. What your organization's purpose is. They need to buy in to that or they will not be productive in the organization's pursuits. Then, aside from providing the compass, you need to provide a road map of how to get where your organization wants to go. That becomes the organization's operating plan.

But how do you determine your organization's True North? How do you determine your organization's governing objective?

I start with a blank sheet of paper, and write down a simple statement defining what your business does.

Then answer the following question: What's the benefit of that? How many different benefits can you list? Which really matters? At the end of the day, how is your business

adding value to people's lives? And what is that benefit? That gives an indication of what your governing objective, or True North, really is.

Finding your business True North, embraced by all staff, can communicate the values, principles and ethical boundaries in a deeply powerful

way on a daily basis. But don't forget the map, or operational plan. It helps navigate the terrain as your business travels following its True North.

Need help finding your True North? Check out my article, *In Search of a Company's Core Values*, found at www.strategicpeoplesolutions.com.

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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JARGON SOUP

THE DIFFERENCE BETWEEN RECRUITMENT AND TALENT ACQUISITION

BY KATHERINE BURIK

Is talent acquisition just another way of saying recruitment? Is this just another jargon fad or is it something we should pay attention to?

According to some important human resource thought leaders, the difference between the two terms is strategic.

Recruiting is the term we have used for years meaning to send out signals into the marketing place and bring a new person into your company to fulfill some important role. Recruitment is an action, a tactic, a process. It usually involves the activities of sourcing, screening, interviewing, selecting and hiring.

But the concept of bringing new talent into your organization should be more than a tactic. Adding new people is a costly

investment. It changes your culture. When the new person adds value, your organization is stronger and can reach a wider market. But when they don't, wow, you can have a problem. The concept of bringing new talent into your organization as a strategic initiative that can move your business to a new strategic level is key to growth.

Talent acquisition includes the tactic of recruiting but also some strategic elements that help your business grow, such as:

- **Talent planning and strategy** ensures your talent is aligned with your strategic business plan
- **Employment branding** defines your company image, culture and reputation in the marketplace. Think of it as

marketing for the people side of the business. Employment branding often becomes a candidate's first impression.

- **Candidate audiences:** Define and understand your target audience, the talent pool from which you source candidates. You might adjust your branding and sourcing outreach to a particular audience. But you have to know who you are talking to first.
- **Candidate relationship management** includes the steps you take to offer a positive candidate experience and build relationships with people and audiences who might be candidates someday in the future.

- **Metrics and Analysis.** Talent acquisition concepts include some way of knowing if you are making progress, driving better recruitment decisions and improving the quality of hire.

Talent acquisition core elements have tactics and activities just like recruitment. Recruitment

might be the element of talent acquisition you are most familiar with but talent acquisition is the strategic initiative that makes your business grow.

Talent acquisition and development routinely rates as the top 1 or 2 things CEOs worry about. We build business plans around

having the right talent in the right place at the right time to accomplish business goals!

The Interview Doctor can help you make the most of your people assets by going beyond recruitment to think strategically about talent in support of your strategic business plans.

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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GET EVERY BRAIN IN THE GAME

BY CINDY ALLEN STUCKEY



Remember the “early days” of your business? Everyone on your team wore different hats because you couldn’t afford to hire specialists. They worked hard, put their hearts and souls into making the business succeed, and thought of it as “their” company. If this isn’t still happening at your business, read on.

When you started your business, everyone was so passionate. Maybe years have passed and your start-up team is still there, now in higher-level positions. Your employees work less hours, earn more, and have better benefits and more vacation time. But things don’t quite feel the same.

You’ve held staff meetings, begged your leaders to help you get things back to the way they

used to be, and had company parties—nothing has worked. Everyone, maybe even you, has settled into mediocrity.

You have a gut feeling, though—you know the culture isn’t what it should be and you “wish” things were different. Jack Welch (former Chairman of GE) said, “You pay a person for his or her hands, but they’ll give you their brains and their hearts for free. All you have to do is ask!”

When is the last time you ASKED your employees for their opinions? Do you know how they feel about the current corporate culture? What they love or hate about their work? What they would change about your company, if they could? What their goals are? Does anyone know what YOUR company goals are?

You can use a “**Team Member Questionnaire**” to get every employee’s “brain in the game”. Here are 3 steps to help you do this.

1st — **Create your own questionnaire.** It doesn’t need to be scientific—just think of all the questions you have about your team’s perceptions. What would you like to know from your team? Write down all the questions you have for them, and then put them in a Word document.

2nd—**Make sure your team knows what you intend to do with the feedback, that you really do want their “honest” opinions, and that you won’t try to figure out who wrote the evaluations.** They should not feel threatened in any way.

Remind them (and yourself) that in order for things to improve, you need the straight-scoop on what the biggest issues are.

3rd— **Act on the information to get things back to great**—conducting the survey is not an end in and of itself. You need to address every single idea,

suggestion, and opinion that is submitted, and you need to do it with dignity and honesty. Your leadership team will be a great asset for you to finalize the questionnaire, execute it, make plans to act on the results, and communicate this—not just now, but regularly communicate the progress.

When you take the idea of getting “every brain in the game” to all levels in your organization, you’re maximizing your ability to hear the “real-deal”.

Please go to my website for more information on getting every brain in the game.

After many years in the business world, Cindy Allen-Stuckey, founded Making Performance Matter (MPM) to empower business owners and leaders to achieve sustainable high performance. She does this by providing strategy planning and execution; business and executive coaching; and facilitation and leadership development. Cindy is certified in Human Performance Improvement through Association for Talent Development, is a Certified On-Site Extended DISC Facilitator, and is a Certified Results Life Coach. MPM is a National Certified Women’s Business Enterprise (WBE).

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Making Performance Matter works with organizations to close the gap between their business strategy and execution by focusing on their only real competitive advantage -- **their people.**

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