

A DIFFERENT KIND OF ANNUAL REPORT: GETTING REAL IN 2017

OUR CLIENTS AND COLLEAGUES ARE DOING *GREAT THINGS*

Together, we're kicking conventional business wisdom to the curb and transforming how people work together as a result.

IN 2017, WE HEARD COUNTLESS STORIES OF YOUR PROFESSIONAL VICTORIES

RISK

You took the personal risks necessary to build trust—from sharing personal things to raising tough topics to asserting a point of view.

GIVE

You gave your time, energy, and attention in new and different ways—with a focus on *them*—to the tune of millions in new sales (no kidding).

BE YOURSELF

You chose to stand apart from the crowd by recognizing the business wisdom in the age-old saying, "Be yourself. Everyone else is already taken."

(to name a few)

WE LIKE TO THINK WE ENTHUSIASTICALLY AND HUMBLY DID OUR PART



Andrea, Cate, Noelle, and Craig led over 3000 people through programs and presentations on *Being a Trusted Advisor*, *Trust-Based Business Development*, and *Trust-Based Selling*, thanks to our partnership with Charlie Green and Trusted Advisor Associates. (It's hard to believe next year will be our 12th anniversary, **Charlie**.)



Speaking of partnership, Charlie and Andrea continued to spread the good word about *Trusted Advisor 24x7: The Video Series* with a 29-lesson set that captures the essentials in three-minute bursts. (We still get a kick out of watching the **bloopers** reel.)



Andrea and **Gary Jones** shared *How to Deliver Bad News and Build Trust at the Same Time* with a couple thousand people at SHRM. (Look out, Chicago, Gary and Andrea have a 5th anniversary in the making as they've just been asked back for SHRM18.)



We published another 50 free weekly tips, and we're proud to end the year at **178 and counting**. A favorite comment from this year's subscriber survey: "Always thoughtful, thought-provoking, and applicable." <Mission accomplished.>

Oh—and let's not forget the *personal victories* for a few of our team members



Anita became a grandmother (baby Madden was born in August) AND a grad student (M.A. in English, coming right up!)



Cate expanded her travel horizons by visiting six different countries (Canada, Hungary, Germany, Czech Republic, Austria and Slovakia) and five new United States (Utah, Colorado, Oklahoma, Kansas, and Arkansas). Only two more states to go before declaring "50 by 50."



Tracey became a "cruiser," spending seven days with hubby and kids on the Disney Magic. How'd it go, you ask? Well, they've already reserved a spot for 2019.



Deeann started a new hobby—photography—with the help of two courses. It's a breakthrough for her to stick with a past time that takes time to master. You can do it, Deeann!



Andrea left the city of Washington, DC after 17 years, trading concrete and traffic jams for trees and water in nearby Annapolis, Maryland. (Only 9 boxes left to unpack ... but who's counting.)

BOTTOM LINE: 2017 WAS EXCEPTIONAL

THANK YOU FOR YOUR WHOLEHEARTEDNESS

WE'RE ALSO REALLY EXCITED ABOUT THE NEW YEAR

Stand by for new publications, like a booklet called
"17 Ways to Transform your Client Relationships"
(inspired by the 17 points in **our manifesto**),
plus a series of free webinars.



What inspires you about the new year?

How will you become an even bigger champion of
relationships done right?

What personal victories will you celebrate?

WE CAN'T WAIT TO HEAR *AND TO CONTRIBUTE.*