

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





necessary to build trust-from sharing personal things to raising tough topics to asserting a point of view.



ways-with a focus on them-to the tune of millions in new sales (no kidding). (to name a few)



saying, "Be yourself. Everyone else is already taken.

WE LIKE TO THINK WE ENTHUSIASTICALLY AND HUMBLY DID OUR PART

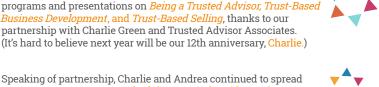
Andrea, Cate, Noelle, and Craig led over 3000 people through

bursts. (We still get a kick out of watching the blooper reel.)

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 Serie with a 29-lesson set that captures the essentials in three-minute





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.)

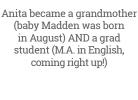


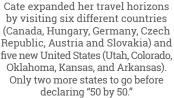


We published another 50 free weekly tips, and we're proud to end the year at 178 and counting. A favorite comment from this year's subscriber survey: "Always thoughtful, thought-provoking, and applicable." <Mission accomplished.>









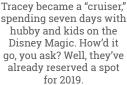
Deeann started a new hobby Andrea left the city of Washington, -photography—with the help of DC after 17 years, trading concrete

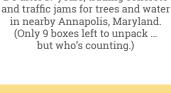
two courses. It's a breakthrough

for her to stick with a past time

that takes time to master.

You can do it, Deeann!





WE'RE ALSO REALLY EXCITED ABOUT THE NEW YEAR

BOTTOM LINE: 2017 WAS EXCEPTIONAL

THANK YOU FOR YOUR WHOLEHEARTEDNESS



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.



How will you become an even bigger champion of

relationships done right? What personal victories will you celebrate?

WE CAN'T WAIT TO HEAR



Because unconventional wisdom transforms relationships and getting real gets results.