

A DIFFERENT KIND OF ANNUAL REPORT: GETTING REAL IN 2018

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 2018, YOU WOWED US WITH YOUR PROFESSIONAL AND PERSONAL VICTORIES

personal

IMPROVISE

BE vulnerable

You called past clients with no agenda other than to say hello, and your genuine caring was rewarded in myriad ways.

You let go of your "scripts" and stood apart by being tuned into your clients in a way that most people simply are not.

You had the chutzpah to say and ask things that others usually don't. Your clients took note.

(to name a few)

AS ALWAYS, WE AIMED TO ENTHUSIASTICALLY AND COURAGEOUSLY DO OUR PART



Our delivery team led nearly 3,000 people through global 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*. (Let's just say the Nordics will never be the same.)



Speaking of partnership, Andrea and Charlie launched the quarterly (and free) *TrustMatters webinar series*, including topics like "5 Keys to Recovering Lost Trust" and "How to Make a Different Kind of Sales Call."



And speaking of free, we shared another 50 weekly tips. We're proud to end the year with more than 225 tips in the *archives*. A favorite comment from this year's subscriber survey: "I delete many emails straightaway, but I always open and read the Get Real tips." <Woot!>



We published a new eBook called "*Get Real: 17 Ways to Transform Your Client Relationships*." (Email us if you'd like a printed copy.)



Continuing our global "tour," we translated portions of *Trusted Advisor 24x7: The Video Series* into French and German. (The *bloopers reel*, which is in English, never gets old.)

OH—AND LET'S NOT FORGET THE **PERSONAL VICTORIES** FOR OUR TEAM MEMBERS



Noelle quit smoking after 35 years. (She was apparently a toddler when she started.)



Cate took a health scare to heart and kicked her own long-standing habit—she's now soda (and caffeine) free.



Deeann faced her fear of heights and rappelled down a waterfall in Costa Rica. She was terrified the entire time, but *she did it*.



Alex will no longer be sleepless in Seattle, having made the big decision to move to sunny Tucson, Arizona. We're so glad she's taking us with her. ☺



Craig and his beloved survived home renovations (kitchen and more). Four months of chaos were rewarded with bliss and baked goods.



Katya was there in person to watch her team win their first Stanley Cup. GO CAPS!



Jacki is nearing the completion of her very first quilt—something she's wanted to do for *years*.



Andrea turned 49. Again. (Yeah, we're calling that a victory.)

BOTTOM LINE: 2018 WAS INSPIRING

THANK YOU FOR BEING THE REASON
WE LOVE WHAT WE DO

WE'RE EXCITED ABOUT 2019



SNEAK PEAK:

There just might be a new book in the works.

Maybe. Possibly. We'll see. ☺

For sure there will be new *eBooks*, and new *webinars*.



What excites you about the year ahead?
What personal victories will you celebrate?

WE CAN'T WAIT TO HEAR

AND TO CONTRIBUTE.