

## A DIFFERENT KIND OF ANNUAL REPORT: GETTING REAL IN 2015

### 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 2015, WE HEARD COUNTLESS STORIES OF YOUR PROFESSIONAL AND PERSONAL VICTORIES

#### personal

You reached out to clients you hadn't spoken with in ages—just because you care—and got new work as a result.

#### RISK

You made work move faster and more easily by having tough conversations. Real conversations.

#### IMPROVISE

You dared to stand apart by being in the moment, and listening in a way that most people simply don't. Your clients noticed.

(to name a few)

### WE LIKE TO THINK WE ENTHUSIASTICALLY AND HUMBLY DID OUR PART



Andrea, Cate, and Barb led nearly 500 people through 46 immersion days on *Being a Trusted Advisor*, *Trust-Based Selling*, and *Trust-Based Business Development*, thanks to our extraordinary partnership with Trusted Advisor Associates (**Charlie Green**, you are the master).



We celebrated workshop participant #1000 for one esteemed client that has run nearly 50 two-day programs as a way to change their culture.



We ventured more bravely into the virtual world, delivering our first half-day program via live streaming video to 44 people in China and Malaysia.



We spoke about *Leading with Trust* to an overflow crowd of nearly 900 at the annual SHRM conference (thank you, **Gary Jones**, for your faithful partnership).



We taught over 400 people how to apply the lessons of **improv comedy** to day-to-day business life (**Cary** and **Shawn**, you're rock stars, plain and simple).



We delivered postcard-sized versions of the **Get Real Manifesto** to more than 1,500 people (which we couldn't have done without you, **Anita**).



We published 51 **weekly tips**, described by readers as "insightful, practical and entertaining."

### ALL IN ALL, WE ESTIMATE THAT SOMETHING LIKE *1000 PEOPLE* AROUND THE WORLD GOT REAL IN 2015

(AND THOSE ARE JUST THE ONES WE KNOW ABOUT)

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



Shawn and his wife Kathy opened an **improv and sketch comedy theatre**



**Andrea** finally finished a mosaic project that she started more than two years ago



**Barb** kicked her Diet Coke® habit after a loooooong time



**Kristin** and James, parents of a toddler, *survived*

### BOTTOM LINE: 2015 WAS AWESOME

### THANK YOU FOR BEING WITH US ON THE JOURNEY

WE'RE ALSO REALLY EXCITED ABOUT  
WHAT'S COOKING IN *2016*



#### *SNEAK PEEK:*

Together with Trusted Advisor Associates we'll be unveiling a new **self-paced video library** with 29 modules on leading with trust.



What inspires you about the new year?

How do you want to become an even bigger champion of relationships done right?

What personal victories will you celebrate at year-end?

### WE CAN'T WAIT TO HEAR

*AND TO CONTRIBUTE.*