

## A DIFFERENT KIND OF ANNUAL REPORT: GETTING REAL IN 2019

### 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 2019, WE WERE BLOWN AWAY BY YOUR VICTORIES

#### HELP

You shifted your focus from convincing your clients to buy from you to simply helping them in whatever way was best for them ... and (paradoxically) set new sales records.

#### LISTEN

You worked hard to manage your daily distractions so you could really focus on your clients and understand what matters most to them. As a result, you earned their trust, their respect, and their business.

#### get comfortable

You got comfortable being uncomfortable—a hallmark trait of a trusted advisor—by taking personal risks again and again, and living to tell the tale. 😊

(to name a few)

### WE AIMED TO DO OUR PART WITH FERVOR AND COURAGE



Our delivery team led dozens of global learning programs—both at home and abroad—on *Being a Trusted Advisor*, *Trust-Based Business Development*, and *Trust-Based Selling*, thanks to our 13-year partnership with Charlie Green and *Trusted Advisor Associates*. We worked with consultants, auditors, engineers, audiologists, pharmacists, hard core salespeople, and more.



For the first time in a decade, we tested the waters with a “by special invitation” immersion workshop so our clients could send just one or a few people at a time. Word on the street is that having many organizations join together in one learning experience was a huge bonus. (And we had a blast.)



We welcomed Philipia Hillman and Matt Swayhoover to our esteemed coaching body. (Fun facts: **Matt's guilty pleasure** is digitizing his music collection, and **Philipia's** involves homemade pineapple upside-down cake.) We're thrilled to have them on the team.



We published **new eBooks on Sales Mastery and Listening Mastery**.



And we shared nearly 50 new weekly tips, which leaves us with more than 270 in the **archives**. A favorite comment from this year's subscriber survey: “I don't sign up for newsletters and very few mailing lists. This is the one exception.” <Yes!>

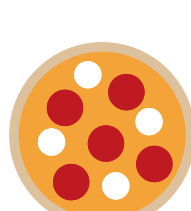
### OH—AND LET'S NOT FORGET THE PERSONAL ACCOMPLISHMENTS FOR A FEW OF OUR TEAM MEMBERS



**Barb** decided all work and no play has made Barb a very dull person ... so she invested in some serious “me time”—regular meditation, exercise, breakfast dates, and more. Go Barb, go!



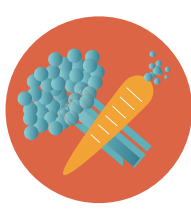
**Cate**—who is STILL caffeine-free woohoo—invested in herself too, focusing on being a learner not just a program leader. For example, she's newly certified in Emotional Intelligence, using the EQi 360 instrument, which dovetails so nicely with our trust stuff.



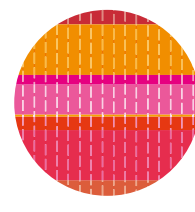
**Craig** celebrated 25 years of marriage to Kath, his high school sweetheart (and best friend). They ate their way through Italy to commemorate this special milestone.



**Deeann** and her mom finally ventured to Alaska—a trip that's been in the works since Deeann turned 21.



**Matt** lost the weight he gained eating baguettes and Epoisses cheese while exploring the Burgundy countryside of France.



**Philipia** traveled to Kumasi in Ghana, where she witnessed young men weaving beautiful sacred kente cloth.



Speaking of weaving, **Tracey** knitted up a storm, creating over 15 treats this year including a baby blanket for a fundraising event.



And **Andrea** spent many hours happily digging in the dirt in the garden. She's a suburban girl now, you know.

### BOTTOM LINE: 2019 WAS KICK-A\*\*

### THANK YOU FOR BEING SO GREAT TO WORK WITH

### 2020 IS GOING TO BE EXCEPTIONAL

We'll do more “by special invitation” programs if there's enough demand—**let us know**.

We'll also be getting the word out about our “deep dive” cohort programs, which emphasize tracking and celebrating kick-a\*\* results over time (there's that word again).

We're excited to lead one client program in Q1 that's specifically for women. Hmmm ... perhaps this will become a new offering.

For sure Charlie and Andrea will host at least six more free **webinars** throughout the year.

Oh, and a “**you can do it**” message will definitely help Andrea finish her book proposal. 😊



What inspires you about the year ahead?

**WE CAN'T WAIT TO HEAR**

AND TO HELP.