



A DIFFERENT KIND OF ANNUAL REPORT: GETTING REAL IN 2020

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 2020, WE WERE HUMBLLED BY HOW YOU SHOWED UP

To say it was an unusual year would be the understatement of the century. Literally.

Yet in the face of it all ...

GIVE

You focused on being of service in whatever ways made the biggest difference. You made generous offers instead of giving in to your own fears.

LISTEN

You tuned into the people who matter to you. You were sounding boards, not just subject matter experts.

BE VULNERABLE

You had the courage to share your truth, your story, your experience. You made new levels of human-to-human connection as a result.

(to name a few)

WE AIMED TO CONTRIBUTE WITH GENEROSITY AND WHOLEHEARTEDNESS



We offered more than a dozen free virtual conversations to our clients on *how trusted advisors show up in challenging times*.



We pivoted (like everyone else) to virtual learning options. We led *dozens of programs* from our newly-equipped home studios. We worked with groups of 12, 200+, and everywhere in between ... as near as Washington, DC and as far as Australia. We learned how to make even day-long virtual workshops engaging, valuable, and fun (for real).



We published a series of weekly tips on *White privilege, systemic racism, and unconscious bias*—important things to understand on the path to more conscious relationships. We also articulated our *stand for racial justice*, and began the challenging work required to live it, not just claim it.



We grappled with injustice, ambiguity, and grief ... and practiced ways to keep ourselves grounded and energized in the midst of it all. We spent time in the garden, made contributions to local businesses, renewed key spiritual practices, and more.

BOTTOM LINE: 2020 WAS LIKE NO OTHER

THANK YOU FOR YOUR PARTNERSHIP

IN 2021 OUR JOURNEY CONTINUES

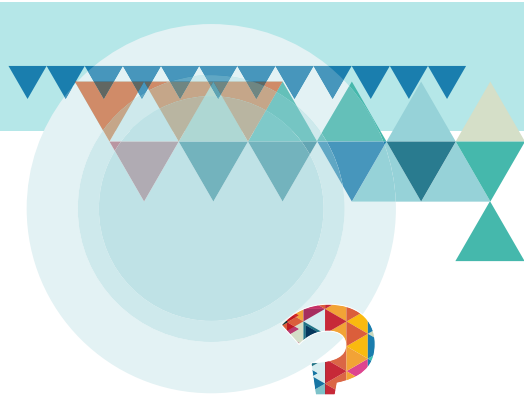


Borrowing a quote from musician David Bowie, "I don't know where I'm going from here, but I promise it won't be boring."

For sure, we'll keep innovating our program designs and delivery methods as new options become available.

We'll focus even more on our mastery-level learning programs, as Trusted Advisor Associates' "deep dive division."

And we'll pick back up on various projects that fuel our passions: programs for women, programs that bring diversity and inclusion to the fore, and that new book of Andrea's that will get finished when the timing is just right.



What moves you and motivates you
in the year ahead?

WE CAN'T WAIT TO HEAR

AND TO HELP.



Because unconventional wisdom transforms relationships and gets real results.