

A DIFFERENT KIND OF ANNUAL REPORT: GETTING REAL IN 2021

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 2021, YOU WERE RESILIENT AND DEDICATED

The challenges continued for us all. And yet:

RISK

You tried new ways of working and connecting.

IMPROVISE

You tuned into your clients in a way that most people simply do not. You traded being scripted for being *present*.

GIVE

You continued to focus on being of service. You chose generosity over fear.

AS ALWAYS, WE AIMED TO BE GREAT PARTNERS



Our delivery team led over 2,000 people through over 40 programs—virtually—on *Being a Trusted Advisor*, *Trust-Based Business Development*, and *Trust-Based Selling*, thanks in part to our partnership with Noelle Mykolenko and *Trusted Advisor Associates*. We reached as far as India and Australia in the process.



We launched an exciting new Consultative Selling *Mastery program* for 300 North American VPs (workshops, coaching, and more) that emphasizes tracking and celebrating kick-a** results over time.



We began a year-long rollout on trusted advisor essentials and everyday applications for 2000+ senior consultants.



We piloted a half-day program on inclusive trusted advisorship for 160 people (even though in hindsight “pilot” and “160” don’t exactly go together).



We led two programs specifically for women, helping them connect to their trust-building superpowers.



And we celebrated 305 Weekly Tips *in the archives* (and added a few).

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



Cate became a Court Appointed Special Advocate for children in the DC foster care system. (You inspire us all with your generosity.)



Deeann became a DIY expert, hanging wall fixtures, replacing shower heads and updating landscaping. (We’ve all got some “honey dos” for you, Deeann.)



Philipia watched her son receive multiple college acceptance emails. Proud mama!



Stewart celebrated his son’s 2020 wedding in person this year with 50 family members. Mazel tov!



Tracey resurrected her love of cross stitch. She says she will be stitching her life away. Orders, anyone?



Vickie celebrated 30 years of marriage with a cruise to Alaska. It was the trip of a lifetime for her and Rocky. Bucket list: check!



Vinay took advantage of being home to renew his focus on his health. It was the first year he didn’t travel internationally since the age of seven. Travel awaits in 2022.



Andrea designed and facilitated her mom’s celebration of life. She’s proud of keeping it real ... and laughter-filled. Just like all of Mom’s best parties.

BOTTOM LINE: 2021 WAS LIFE-CHANGING

THANK YOU FOR YOUR DEDICATION TO KEEPING IT REAL

WE’RE EXCITED ABOUT WHAT LIES AHEAD

WE’VE GOT BIG PLANS:

- Continue to deliver our Mastery programs with gusto.
- Pilot an open enrollment version of our new “Inclusive Trusted Advisor” offering.
- Keep striving for greater diversity in our own team.
- Evolve our program designs and delivery methods once again now that “hybrid” is a thing.
- Cheer on our Trusted Advisor Associates colleagues as they offer more *publicly available virtual programs*. Woohoo!



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

WE CAN’T WAIT TO HEAR AND TO CONTRIBUTE.