

## Year End or Year Begin?

*by Molly L. Hall, Director of National Enrollment*

Last weekend I had dinner with a dear friend of mine who is VP of Global Channels for one of the biggest telecommunications companies in the world. No matter how many times we vow not to “talk shop,” it always goes there halfway through our evening. For people like us, it’s not shop and it’s not work. It’s part (a big part) of who we are. And for us, it’s fun. We laugh all the time because when we get rolling (her hands flying, me cutting her off every second) it must be earsplitting to the outside person. (She’s full-blooded Italian and I’m Irish, so we are both loud. Really loud.)

Last week she was telling me about an initiative she is leading called PDSA (Plan-Do-Study-Act), which is an iterative, four-stage problem-solving model used for improving a process and carrying out change. “Is the objective year end or year begin?” I asked. “Great question, not really clear.”

With the fourth quarter practically gone, many business owners are feeling a bit (or a lot) of angst. It’s the 2-minute warning to get to goal *while* at the

same time having the forecasting for 2016 well underway. Where should I put my limited, very limited, time and focus? What should I focus on first?

That’s easy – both. December’s Marketing Roundtable is always my favorite to lead. I will enjoy this year’s in particular as we crank up our inner Quickstarts with the intensity of year end and year begin front and center. If you’re up for a one-hour PDSA session, check out the LWP events calendar for details on how to join me for a concentrated webinar, **“Fourth Quarter Fire Up: End of Year Marketing Analysis & New Year Forecasting.”** As we enter the fourth and final quarter of the year, it’s time to look back at the year’s marketing activities to evaluate results and begin planning for the year to come. Just as it is important to look AND plan ahead, it is equally important to evaluate your prior efforts and possibly make some quick Plan-Do-Study-Act strategies. Yes, even though there will be just 21 days remaining in the year, it still matters. Join us for a laser-focused year-end marketing roundtable to end and begin your year right.

*I realized I put a performer into a transformer role and frustrated both of us. It was eye-opening to see how team members were in the wrong place.*

— MICHELLE U.

# Twice in 10 Days!!

by Victoria Collier, LWP Co-Founder

This fall I flew into Houston on a Thursday to give a presentation to lawyers about veterans' benefits the next day. However, before the presentation, I went to visit my aunt, my mother's sister, in the hospital just 15 minutes from where I was staying. She had been diagnosed with an inoperable brain tumor. Eight days later, I flew to St. Louis on another business trip. I called my mother (as a good child should) and she said, "I wish I was going." I asked why and she replied, "Because your cousin is in the hospital having brain surgery today." He is in high school and this is very scary for the family. The hospital is only 25 miles from where I was staying, and I have not seen this part of the family since I was in high school (about 30 years ago). What an amazing experience to be able to combine business with unexpected family crises - to see family and provide my unique gifts.

It does make you stop and think. Does our business stand in the way of our personal lives, or does it help us get where we need to be?

Without these two business trips, I may not have taken the time to see my aunt for the last time. I definitely would not have created the space to see family I have not seen in 30 years. Instead, I would have created 20 reasons why I am too busy. Even on this business trip, I could maximize my business networking opportunities. Instead, I am choosing to pay attention and accept the gifts that have been handed to me - reuniting with family. Isn't that what we are working for anyway? Work-life balance?

What gifts has your business brought into your life? It is so easy to focus on and complain about what it doesn't do, what it keeps you from doing, what you wish you could do. But take a closer look. What has it done for you that you can be thankful for and cherish? As you find yourself winding down the year and spending time with your family during the holiday season, make it quality time. Make it a time of reflection on the gifts your business has brought into your life this year that you can be thankful for and cherish.

## NEW MEMBERS THAT HAVE JOINED IN OCTOBER & NOVEMBER

- Hilary Spaulding Namnath — San Rafael, CA
- Reed Scott — Walnut Creek, CA
- Shelley Dowell — Louisville, KY
- William Edmondson — Wylie, TX
- Terrell Monks — Midwest City, OK
- Ari Zaltz — Spring Valley, NY
- Kurt Walberg — Denver, CO

## EVENTS NOT TO BE MISSED

- December 2nd — *Trust Drafting After the VA Laws Change*
- December 15th — *Simplifying Medicaid*
- December 7th — *Understanding the Design Template*
- December 16th — *VA Benefits Marketing Moments*
- December 10th — *Fourth Quarter Fire Up: End of Year Marketing Analysis & New Year Forecasting*
- December 16th — *Gifts for Veterans — Get Personal*
- December 14th — *LWP Panel Experts: A Q & A on Trust Drafting*
- December 18th — *The Most Profitable Planning You'll Ever Find: For Year End and Year Begin*
- December 22nd — *IPug Business Planning*

# Member of the Month

Mike Goss – Greencastle, IN

## WHAT IS THE GREATEST SUCCESS YOU'VE HAD SINCE JOINING LWP?

Our revenues have grown each year since joining. I was very satisfied with my income in 2014, but this year we're on track to double our revenues.

## WHAT IS YOUR FAVORITE LWP TOOL?

I'm most please with the system, rather than an individual tool. It's everything LWP provides that has made us successful - the software, the initial and periodic training, the coaching, the webinars, the marketing materials and "the process." Everything works together in an integrated fashion so that our clients get good results in a timely manner.



## HOW HAS BEING PART OF LWP IMPACTED YOUR TEAM AND YOUR PRACTICE?

We're "on the same page" with how things should be done. We're much more efficient and effective because we don't have to spend additional time on decision making and communication. We do those things, of course, but we've already reached agreement on many issues and know what to expect.

## 2016 Practice Enhancement Retreats

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*Thank you for the Idea Focuser introduced at the October retreat. It took a bit to get the stress inducing confusion out of my head and declared on paper, but once I got it out my clarity of vision returned and my world is once again brimming with possibility instead of suffocating from overwhelm. Every day I'm more amazed by all that is LWP. AND my Initial Contacts are blowing Up, THANK YOU!*

— JEFF REISNER

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