

CHOICES

WINTER 2019

INGENUITY ISSUE!

ADAPT TO CHANGE AND
COMMIT TO INNOVATION

SHERYL GREEN
AN INTERVIEW



ALL THOUGHT MATTERS

AS YOU THINK, YOU BECOME.
IT'S ALL ABOUT WHAT YOU
CHOOSE TO FOCUS ON



ACKNOWLEDGING OUR OWN GENIUS

OUR INGENUITY IS A QUALITY
OF BEING INVENTIVE,
CREATIVE AND CLEVER



SENSE-SATIONAL EXPERIENCES

BEING MINDFUL OF THE FIVE
SENSES CAN HAVE A MAJOR
IMPACT ON YOUR BUSINESS

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FROM THE EDITOR

ple in leadership positions will cause their organizations to fall behind. High-velocity change is here to stay. Smart leaders will create and embrace change. Your challenge will be to stimulate new thinking.

If you think improvement means doing the same old things, only better, you will be eliminated by natural selection. Business today requires continuous renewal, and that means anticipating change, adapting appropriately and committing to innovation.

Dear Readers,
We are living in a world of accelerating change. To survive this increasingly unpredictable and competitive environment, you need to find ways to mobilize and pull together the brainpower of all the people around you. Ingenuity has become more important than ever before and your future and that of your organizations will depend on your ability to unleash creativity.

As the powerful forces of change continue at breakneck speed, there is a lot more evidence available proving that slow-changing mindsets of peo-

Ingenuity is not a fad. It's not something that is here today and will be replaced by a new concept tomorrow. Everyone in your organization should become obsessed with looking for and finding even better ways to capture the creative powers we all possess. Just imagine the creative power that will come when part of everyone's job is to find new ways of doing things, when team members are constantly on the lookout for how to do their jobs better and are searching for new solutions. Organizations that are geared towards maximizing the talent, skills and abilities of their people by tapping into the creativity of their workforce are sure to thrive.

This issue of *Choices* provides simple and effective breakthrough techniques that you can use to ignite the spark of ingenuity in your team members. You will be creating pathways through which their creative forces can operate. Over time, this will lead to huge payoffs and have a significant impact on results.

All of us at *Choices* are wishing you the most prosperous New Year ever!

Kindest regards,

OUR TEAM

PUBLISHER Turning Point International **EDITOR IN CHIEF** Judi Moreo **CREATIVE DIRECTOR** Jake Naylor
ON THE COVER Sheryl Green **COVER PHOTO BY** Julez Eve, EV36 Photography

CONTRIBUTING WRITERS Anthony Burnside, Holly Duckworth, Ridgely Goldsborough, Sheryl Green, S.L. Gore, Shep Hyken, Mami-Jean Lamley, Wes Miller, Joan S. Peck, Andrea Swenson

ADDRESS 3315 E Russell Road, Ste A4-404, Las Vegas, NV 89120

TEL (702) 283-4567 **EMAIL** Judi@JudiMoreo.com

WEBSITE www.ChoicesOnlineMedia.com

MINDFUL MEDITATION LEADS TO INGENUITY

BY JUDI MOREO

M

indful meditation is the most common form of meditation in the West because it is easy to do and gets rapid results. It

can also be done any time, anywhere, as often as you like. It can best be defined as a state of active, focused attention on what you are feeling or doing in the present.

To begin practicing mindfulness, start small. Check your body to see if there is any pain or tension. Notice the feel of clothes against your skin. As you go through your day, don't just wolf down your food, stop to savor the flavor. Don't just gulp down your coffee. Notice what it feels like on your tongue, the difference between skim milk and cream in it, and so on.

When you become mindful, you switch from doer to observer and can watch yourself from a distance, as it were. You can stop following your thoughts as they jump around in your head, but simply enjoy the experience in the here and now. Whether stopping to listen to



birds singing in the trees or giving your complete attention to the mundane chores of washing the dishes that you usually 'zone out' when you are doing them, mindfulness helps make the world come more alive, moment by moment.

All forms of meditation have many health benefits, such as:

- Reducing stress
- Boosting the immune system
- Easing chronic pain
- Lowering high blood pressure
- Improving the quality of life in people who have chronic illnesses, even cancer
- Improving mood
- Reducing anxiety

Even a few minutes of mindfulness can make a big difference. Those who practice mindfulness have been shown to be happier, more empathetic, and have more ingenuity while also being more secure within themselves. They tend to have higher self-esteem, more clever thoughts and are more inventive.

Focusing awareness on the here and now rather than past or future cuts down on the 'automatic' reactions many people engage in as so-called coping mechanisms, such as overeating, smoking tobacco, or indulging in other forms of impulsive or risky behavior. They are less defensive and feel less like a victim and more in control of their own lives. They also manage their emotions better, being less argumentative, which means they can form a wider circle of happy, supportive relationships.

If this sounds like just the opportunity you've been looking for to get out of a rut, try it now. Scan your immediate area to look at something beautiful. Don't

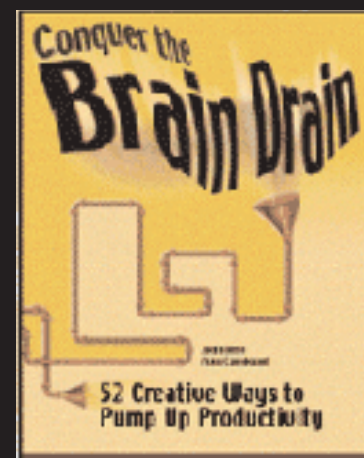
look around the room and think. "Oh darn, better get up to dust it." Instead, look at the dust, the way it dances in the sunlight streaming from the window, the patterns it forms. Next, enjoy the sunlight. How does it look, feel on your face?

Mindful meditation helps you feel at one with the universe. If you feel at one, there is no separation between self and other, which means more harmonious relationships and a sense of connectedness, which will make you feel you are never alone even if you are by yourself in the middle of a wilderness.

Look at one of the pictures on the wall. Notice the details, the frame, and think about the skill that created it. Think of the artist, the person who made the frame, the glass, and so on. Think of all the people who contributed to building your house or apartment building, how skillful they were and how much you are enjoying the results of their skills.

Focusing on the present moment is like a mini-vacation from all the thinking and overthinking most of us tend to do. Mindfulness draws our attention back in from all the distractions that surround us every day. It keeps us in the moment, so we don't dwell on the past, however terrible or great it was. There's no need for nostalgia when you can enjoy a great present if you are simply more mindful of it and take the time to enjoy it.

Mindfulness also cuts back on worry because it builds confidence that you can cope with anything that comes your way. Problems that used to seem like obstacles are now just challenges to be overcome. You're more in control of your mind, and therefore more likely to have original, inventive thinking that



Are you using your creative energy to make your business more successful? Conquer the Brain Drain is about tapping into the creative wellspring we all possess. If you're on a team – or especially if you manage one – learning to think creatively and teaching others to do so will boost productivity, improve morale and inspire your team to greater success.

Short deadlines, downsizing, increased expectations and the need to do more with less all contribute to "status quo" thinking. Solving business problems and generating new ideas and strategies can't be accomplished using the same old brain-draining methods. If you keep doing what you've always done, you'll keep getting the same old results. If you want to build an innovative, creative, problem-solving team, then you need a new approach.

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will help you make smart decisions, not impulsive ones.

If you feel your emotions trying to take over, breathe and examine them. Where are they coming from? Is it a reaction to the moment, or something triggering a feeling from the past? Breathing will focus your attention on the present moment and long deep breaths will calm you, so you can deal with any issues cleverly and skillfully.

Finally, being mindful builds your ingenuity because your focus on what you are doing will give you a sense of skill and mastery. If you're washing the dishes, try to wash each one with your full attention, and admire how you do it. Think how rewarding it is to have clean dishes, and how fun and effortless it can be. Blow bubbles, splash, have fun with it. If you stop treating it like a chore, especially one to be fought over with your spouse, it can transform your entire outlook, so you will live a greater life of ease moment by moment.

If you've been doing nothing but chasing a promotion, looking after your family day after day with no time for yourself, or stressing over money worries all the time, try mindfulness meditation starting today, and see what a difference it can make to your overall feeling of well-being.

Living in the modern world in the West is full of challenges and stresses that many people in the East can't even imagine. Depression, low self-esteem, feeling trapped in the past, being stuck in the rat race, are all concepts that most Eastern people who practice meditation would not understand.

Life is all about choices. A calm, peaceful



mind is a mind that has choices and is able to use it's ingenuity with wisdom, not emotions such as anger. You can act through careful consideration, not fury or panic. Practice mindfulness several times a day every day and see how enjoyable each moment can be. Cut the

bad habits that don't serve your higher self and cultivate new ones that will help you live your best life as you discover the power of living in the now.

You can do this! You are more than enough!



ABOUT THE AUTHOR

Judi Moreo is the author of the award-winning book, "You Are More Than Enough: Every Woman's Guide to Purpose, Passion, and Power" as well as its companion, "Achievement Journal." She is a Certified Speaking Professional who has spoken in 28 countries around the world. Less than 10 percent of the speakers in the world hold this highly respected earned designation. To contact Judi or book her for a speaking engagement, contact Turning Point International, (702) 283-4567 or judi@judimoreo.com.



DO YOU WANT THIS YEAR TO BE YOUR BEST YEAR EVER?

If so, let Judi Moreo be your coach and mentor. Judi will provide the tools and techniques you need to achieve your desired results and she will hold your hand through the process. She will work with you to design a program specifically for you to take you from where you are to where you want to be.

Not only will you receive guidance and feedback, you will benefit from Judi's extensive background in leadership, management, image, presentation skills and service. Her insights and guidance will help you become who you want to be and present yourself as you want to be seen.

For more information, call Turning Point International at (702) 283-4567 and speak with Judi personally about the possibilities for you.

"Judi has the ability to enable you to do things that you would never consider doing. She helps you to open your eyes, and live your passion. She is extremely approachable, and always available to her coaching clients."

- Deborah Clark

"Judi Moreo is a true professional and I would recommend her coaching services to anyone who is looking to build their business. Judi understands business, coaching, and the steps it takes to help people obtain their professional goals."

- Mack Jackson Jr.



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**LIFE CHOICES: COMPLETE
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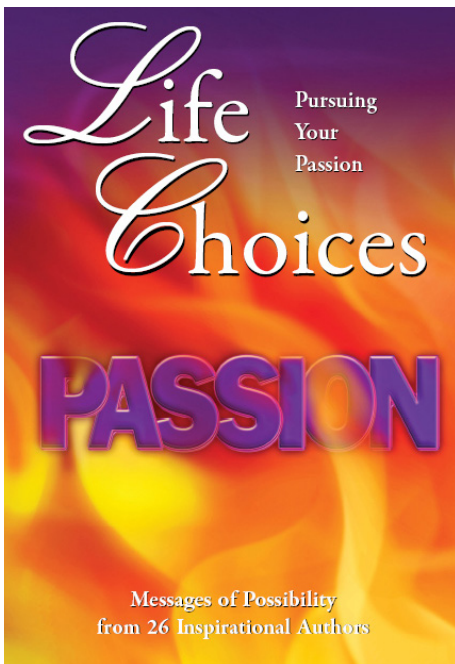
The Life Choices books are a series in which real people share their stories of overcoming obstacles, putting lives back together and following their passions to create successful, significant lives.

LIFE CHOICES SERIES

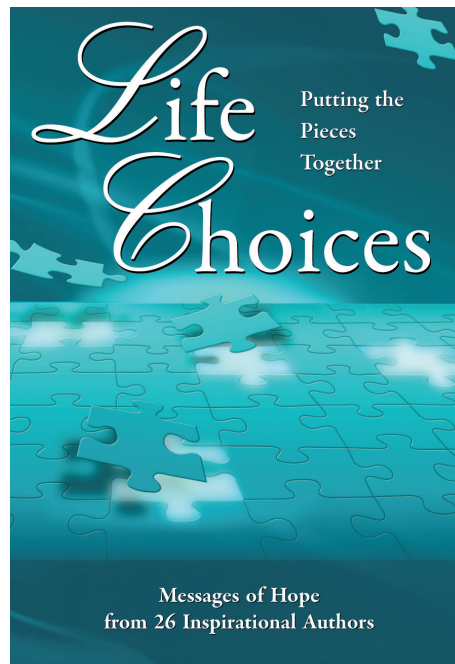
While the stories shared differ in context, they share a common thread of courage, hope and fulfillment. No matter what obstacles you encounter, or how many pieces your life is in, there is a way to find a new path, make a new choice, follow your passion and create a better life.

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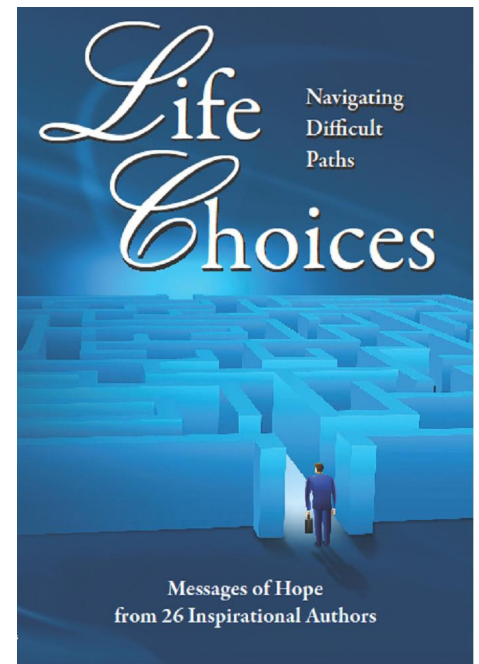
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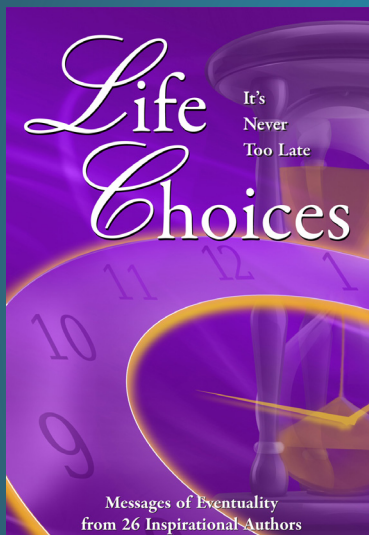
If you have ever had a dream that you wanted to pursue but didn't have the courage, if you've ever wanted to do something that you didn't think you could do, if you have ever wanted to go somewhere but didn't believe it was possible - READ THIS BOOK. Twenty-six authors share with you how they pursued their passions and made their dreams become reality.



Should you find yourself in circumstances that require the making of difficult choices, the stories in this book can offer you courage and inspiration. Each author has addressed hurdles they have faced in order to reach their current level of success. It is a collection of powerful true stories written by real people who have overcome the obstacles in their paths.



This empowering collection of stories reminds us that we all have choices and the choices we make are what determine the course of our lives. The authors of these stories are real people who have reached into the depths of their souls to share their inspiring journeys when navigating the difficult paths of their lives.



LIFE CHOICES SERIES

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No matter who you are, how old you are or your level of success, it is never too late to make the choice to be who you are meant to be. Don't be afraid to make changes. Don't be afraid to make an attempt to achieve your goals.

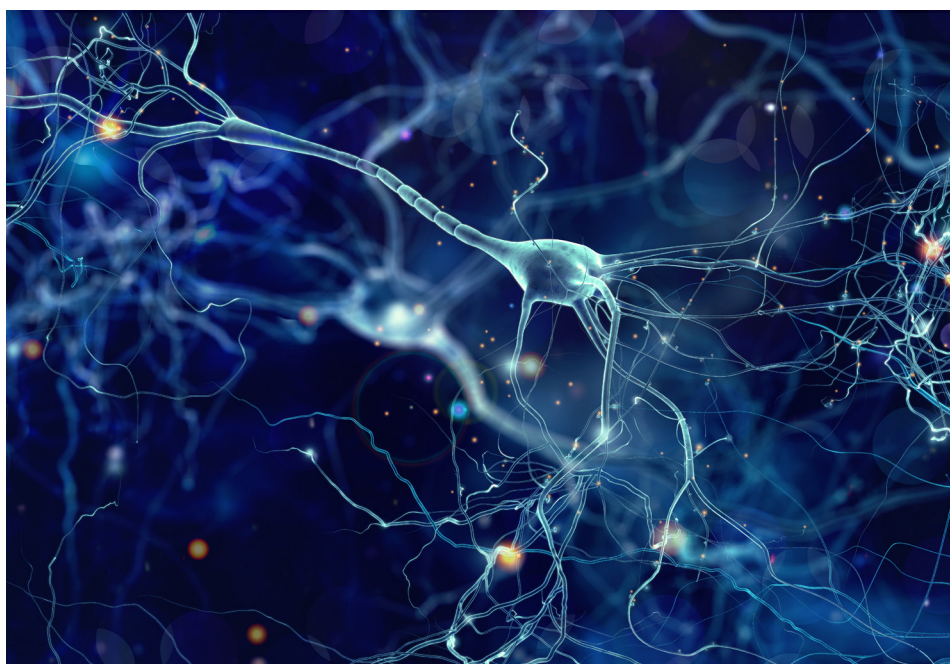
Within the chapters of this book, 28 authors tell their stories and share the lessons they have learned. Their enlightened knowledge can serve as inspiration for finding your own path to the understanding that it is never too late.

ALL THOUGHT MATTERS

BY ANTHONY BURNSIDE

I have always appreciated innovative thinking or creativity. It is this kind of thinking that allows us to live in such an advanced society today. But what exactly is ingenuity? What are the components and how does it work? Well, let me introduce you to RAS. RAS is Reticular Activation System. We all have it built into our brains. The RAS is a network of nerve pathways in the brainstem connecting the spinal cord, cerebrum, and cerebellum, and mediating the overall level of consciousness. Once you program thoughts into the RAS, they become locked in. For example... have you ever purchased a particular model car and then you start to suddenly notice those same model cars all over town, when you haven't noticed them before? That's your RAS in effect. All you have to do is affirm to yourself positive thoughts and these thoughts manifest themselves into reality. We can have negative thoughts sometimes and those thoughts go straight to the RAS and are made stronger. Then that can overwhelm us with negative thoughts. The good news is that we can change it.

All thoughts matter, because as you think...you become. This positive thinking is very real and fuels ingenuity. Talk about superpowers. The RAS is the reason why we learn new words and then we start hearing them everywhere. It's why we can tune out a crowd full of



talking people, yet immediately snap to attention when someone says our name or something that at least sounds like it. RAS in effect. Your RAS takes what you focus on and creates a filter for it. It then filters through the data and presents only the pieces that are important to you. All of this happens without you knowing it. The RAS programs itself to work in your favor without you actively doing anything.

Keep in mind that the RAS seeks information that validates your beliefs. It filters the world through the rules that you give it, and your beliefs are shaped. So, what does this mean? If you think you are bad at giving speeches,

you probably will be. If you believe you work efficiently, you probably do. The RAS helps you see what you want to see and in doing so, informs your actions. Can you train your RAS by taking your subconscious thoughts and combining them to your conscious thoughts? Some say you can and that's called "setting your intent" All this means that if you focus hard on your goals, your RAS will reveal the people, information and opportunities that help you achieve them.

So, I talk a lot about positivity and if you care about positivity, for example, you will become more aware of it and seek positivity. If you want more money, or

“Imagination is more important than knowledge. For knowledge is limited to all we now know and understand, while imagination embraces the entire world, and all there ever will be to know and understand.”

Albert Einstein

to own your own business or whatever else you desire, and you set your mind on getting it, you will discover the right information which will help you do just that.

The Law of Attraction doesn't seem so mystical anymore, does it? Focus on the bad things and you will invite negativity into your life. Focus on the good things and they will come to you, because your brain is seeking them out. It's not magic, it's your Reticular Activating System influencing the world you see around you.

These great people knew and understood the RAS:

- Movie star, Hedy Lamarr, invented the technology for radio jamming frequencies that turned into revolutionized weapons systems and helped create cell phones.
- Lisa Gelobter created Shockwave.
- Garrett Morgan created the gas mask and traffic light.

- An Wang created the device that helped spurn digital information technology.
- Tuan Vo-Dinh created the device that detects exposure to toxic chemicals.

Vo-Dinh also uses similar technology in patent #5,579,773 which is an optical method of detecting cancer.

So how do we do this? It's easy.

1. First, think of the goal or situation you want to influence.
2. Now think about the experience or result you want to reach in regard to that goal/situation.
3. Create a mental movie of how you picture that goal/situation ideally turning out in the future. Notice the sounds, conversations, visuals and details of that mental movie. Replay it often in your head.

There are many YouTube videos that cover and will train you on RAS.

I utilize this everyday and always keep this uppermost in my mind. What we

can achieve, and what we are able to achieve is because our RAS reminds us what to focus on. Lewis Grizzard always says, “Life is like a dog sled team, if you ain't the lead dog, the scenery never changes”.

What you think about, you bring about!



ABOUT THE AUTHOR

Anthony Burnside is the CEO of Ronin Group Consulting, a highly sought-after security expert and a certified protective intelligence threat assessment investigator (PPO, PITA, NCI). He is also part of an elite group of close protection operatives tasked with protecting VIP's all over the world. He has also conducted protective operations at the S.S.I Conference at the prestigious U.S. Army War College for a former White House official and at the United States Air Force Academy. In addition, he has helped provide protection at worldwide televised events such as the Golden Globes and the Grammy Awards, American Music Awards, etc. In addition to his security background, he is also an actor, voice over artist, author and speaker.

Anthony can be contacted via:
anthonywavex@hotmail.com
Instagram: AnthonyBurnside123



CREATOR ACTIVATOR: ALUMINUM FOIL SCULPTURES

BY HOLLY DUCKWORTH

I'm not creative," he would tell me, as he put down the piece of aluminum foil I had handed him.

"I can't do this," she would say as she would storm out of the room.

"What are the rules? How does this work?" The audience member in the front row would ask.

"I think I'll make a car," said one partici-

pant. Then in an instant, they were off to sculpting.

The task was simple, I handed each participant in the room a single piece of aluminum foil 12 inches by 12 inches and asked everyone to sculpt, craft, create, draw the highest best vision they had for their life with the foil.

After a few moments of awkward silence, the room mostly fills with the sound of crinkle, crinkle, as eyes get wider.

As a teacher of mindful principles for individuals and companies around the globe, I am so grateful every day to watch people. It's my job to invite people to the edge of their comfort zone and gently nudge them off. While I stand by with my silent hug of safety to catch them as they walk one crinkle of the foil outside their comfort zone.

After allowing each person a few moments to stare at the aluminum foil in a combination of disbelief and desire to create, I always find someone really fun.

A woman in the front row sculpts a hot air balloon, a man in the middle a bird, another woman in the back makes a magic wand. You name it, I've probably seen it.

In this audience, on this particular day, there was Brad. Brad was diligently sculpting his foil into a boat. When it came time to share his boat, he drew our attention to one specific detail of the boat. The rudder. It was broken off. Brad went on to share how this boat without a rudder was how he saw his own life.

When we think of ingenuity sometimes we think of big, giant, huge creative things. It's human nature that we are

wired for bigger, better, faster and more. What I have found is often the most ingenuity comes in the simplest packages.

While it's becoming rare nowadays, when you hand kids Legos, they sculpt towers and bridges, they create the vision in their mind. The same can be true of adults

Do you have a problem you are looking to solve in your life?

Is there a challenge? Do you need a new idea?

Insanity is the definition of doing the same thing over and over and expecting different results.


You don't have to be MacGuyver, from the old adventure TV show, to be a creative problem solver. You do have to be willing to be vulnerable and authentic to try and know you can't fail. What I have seen is that a simple piece of aluminum foil or a box of crayons can and do change the conversations and those conversations can come up with ingenious ways to change the world. I'm handing you your pieces of foil now, what will you create?



ABOUT THE AUTHOR

Holly Duckworth, LSP, CAE, CMP. A nationally recognized author, speaker and coach for mindful leadership and motivation. Her book *Mindful Leadership the A to Z Guide for Stress-Free Leadership* is an infotainment journey of mindful practices and coloring mandalas. Holly writes regularly on the future of mindful leadership for publications such as the *New York Times*, *Science of Mind* magazine and *Meetings Net News*. Join Holly in the conversation. Listen to her weekly podcast *The Everyday Mindfulness Show* available on iTunes. She lives in Denver, Colorado. Learn more at www.hollyduckworth.com visit her on LinkedIn & follow her on twitter at @hduckworth.



A photograph of two men in a laboratory or workshop setting. In the foreground, a man with dark, wavy hair and a light beard is focused on his work, wearing a light grey sweater. He is holding a white marker and appears to be writing or marking a component on a circuit board. In the background, another man with dark hair, wearing a light blue button-down shirt, is also working on a similar circuit board. The background is slightly blurred, showing shelves with various electronic components and tools. The overall atmosphere is one of concentration and innovation.

**“Innovation comes
out of great human
ingenuity and very
personal passions.”**

Megan Smith



ACKNOWLEDGING OUR OWN GENIUS

BY JOAN S. PECK

W

e all love heroes or heroines of any type; we applaud their cleverness and ingenuity and are blown away if the hero or heroine is young in age. For example, who wouldn't be impressed with Gitanjali Rao, an 11-year-old girl from Flint, Michigan? Because of Flint's water crisis, she

invented a device that can detect lead in drinking water as part of her science fair project. She'd been keeping tabs on the town's progress and watching her parents test their own water, and when she wasn't able to find a better way of what her parents were doing, she invented a three-part device that could be the next big thing in water purification that can help to keep thousands healthy.

Then there is Hannah Herbst, who in seventh grade, found that her Ethiopian pen pal was living in energy poverty with minimal access to electricity (lights, medical supplies, sewage control systems). She says, "I realized the environment was important at a very young age. I have always been curious, and as a child, I preferred 'rock hunts' to dollhouses, which sparked my first interest

in learning about the environment.”

So she created an ocean energy probe, called BEACON, or Bringing Electricity Access to Countries through Ocean Energy, which converts the kinetic movement of current energy from any moving body of water into a source of useable electricity. It's made from 90 percent recycled materials easily found throughout the world, including 2-liter plastic soda bottles and recycled spoons. Hannah envisions BEACON being used in developing countries to power desalination pumps for fresh water, run centrifuges with which to test blood, and power electric buoys for maritime navigation. She is currently working on tweaking the final iteration of BEACON, and is in the process of open-sourcing her prototypes so that others around the world can replicate her creation, both for combating energy poverty in developing nations as

well as to encourage STEM education in classrooms worldwide.

And there are other examples from those older. Zhang Yongqing created a combination wheelchair and foldable bicycle in Beijing. Or in Florianopolis, Brazil, you'll find one of the most stunning houses constructed with a massive amount of recycled glass bottles arranged in several innovative ways. The list goes on and is endless.

Understanding that ingenuity is a quality of being inventive, creative, and clever in how we apply ideas to solve problems or to meet challenges in our lives, what struck me most about that thought was the awareness that each of us deserves applause for our own ingenuity for each day we live.

In these turbulent times, who isn't faced

with a crisis (miniscule or overwhelming) each day, whether it be of our own doing, such as our thoughts, words, and actions, or manmade, such as being affected physically or emotionally by others' actions over which we have no control, or being overruled by equipment whether it is something simple like your phone overwriting your words or a car failing to move? You get the picture, don't you?

I haven't met anyone who sails through life without disruption. Today, most of us live in some state of uncertainty and are given numerous opportunities to test our own genius. Yet, when we overcome any challenge, most times, we don't stop and give ourselves credit for our cleverness in solving our problems. Perhaps the reason we don't is that we consider our lives like the game “whack-a-mole” and there's always the next

“It is natural that we face obstacles in pursuit of our goals. But if we remain passive, making no effort to solve the problems we meet, conflicts will arise and hindrances will grow. Transforming these obstacles into opportunities is a challenge to our human ingenuity.”

Dalai Lama

crisis ready to pop up. Who knows?

I hope each of us can appreciate more what we do each day to meet its challenges and give ourselves a pat on the back for our cleverness in how we handle them. When we can do that, we will be better able to enjoy our day and not worry about the future.



ABOUT THE AUTHOR

Joan S. Peck is an editor and author of short stories, spiritual books and a contributing author in two of the books in the *Life Choices* book series. She also writes for *Recovery Today* magazine.

Her latest authoring is the *Death Card Mystery Series* with three of the series books being released in 2018. *"To me, the fun of reading mystery books is to become so intrigued with the story it becomes impossible to put the book down. The fun of writing them is to put you in that same situation."*

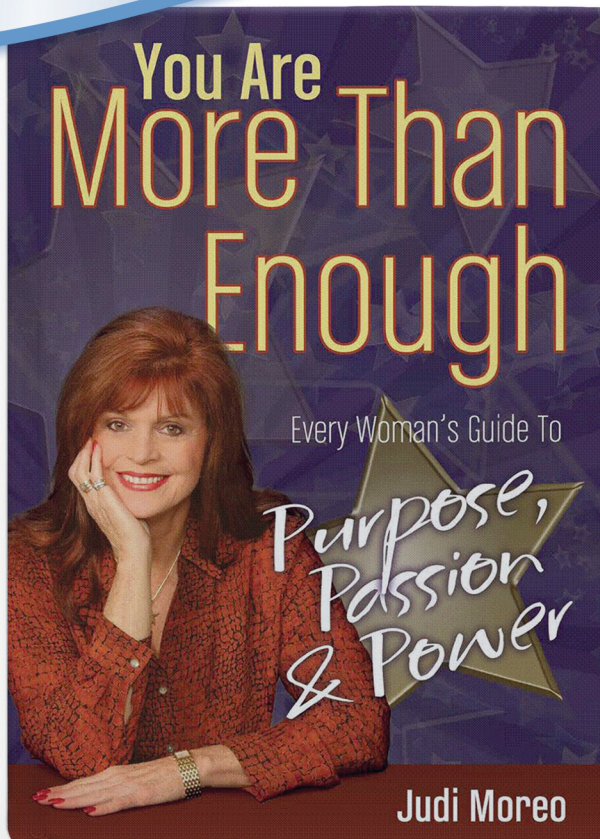
She can be reached at:
(702) 423-4342
joanpeck39@gmail.com
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"No problem of human making is too great to be overcome by human ingenuity, human energy, and the untiring hope of the human spirit."

William J. Clinton

THIS WINTER, TAKE TIME TO DISCOVER
SELF-CONFIDENCE



In this high pressure, high stressed, fast-paced world, most of us set our dreams aside just to get by. In this powerful book, you will learn how to:

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- communicate for understanding
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- create the future you desire
- recognize your strengths and make things happen
- and much, much more!

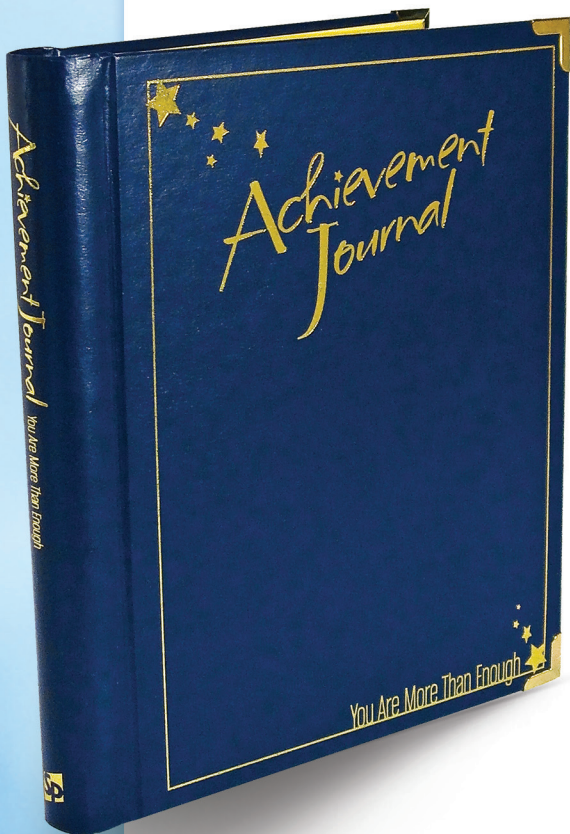
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If you have ever felt as though you were created for "something more," but just didn't know where to start, this is the journal for you. It's actually much more than a journal! It is a step-by-step process of achieving your goals and making your hopes, dreams and desires come true. It gives you ways to make your life work as well as a proven technique for setting and achieving goals in the eight major areas of your life:

Career, Relationships, Finances, Health, Spirituality, Education, Community Involvement and Recreation.

In addition to a place for daily writing, there is a measurement tool for you to stay aware of how you are doing in each of these areas of your life.

If you apply yourself and take the steps laid out for you in this journal, you can't help but be successful! And you might know, Judi has included two pages of peel-and-stick gold stars in order for you to easily reward yourself!

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BEING UNIQUE VS. BEING ORIGINAL: IS THERE A DIFFERENCE?

BY JUDI MOREO



People like to think of themselves as unique, and they will even interchange the word unique with being original. But are they the same thing? Can you be unique without being original?

Someone who decides they want to stand out may dress in a style that is outside the norm. If you look at people who adopt the Goth look, they often look similar from one Goth dressing person to the next. They may still stand out in a group that is not necessarily into that style. If they went to a Goth convention (if such a thing exists), no one would

stand out. You would see variations, but it would be a common theme.

Perhaps you could be considered unique if you decided to wear all your clothes inside out. You may even be considered original by doing this. What is certain is you will get many people giving you a strange look. These looks could be exactly what you are going for.

There are also people who reinvent styles that have existed well into the past. Look at the Steampunk movement that has become popular in the last decade or so. This is a style that encapsulates a period where steam technology

dominated the planet. However, it incorporates modern day technology and fashion. It's a hybrid of old world meets new. But among the Steampunkers, for lack of a better term, don't they all look alike, for the most part?

Why not combine Steampunk with Goth? It gives a dark twist to the genre and at least initially, will let you stand out. But what happens when it catches on and everyone starts adopting it? Is it still considered unique or original?

There are those who try to set trends, either in fashion, technology, or both. The ones that do it often enough are

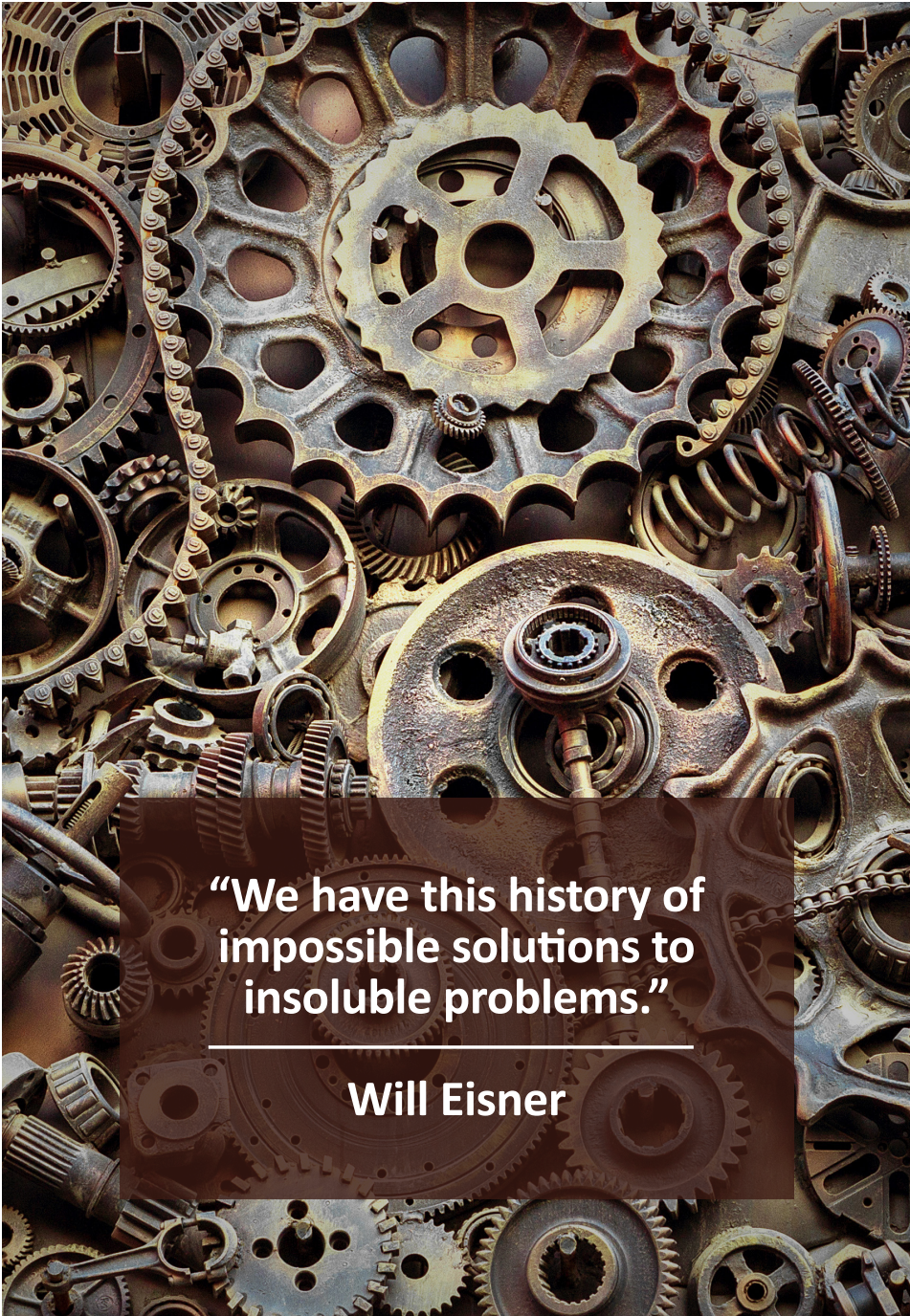
called innovators while those who follow are copycats. It would be difficult to find people who would deny Steve Jobs was an innovator. Many believe that Apple will never be the same without him. Others believe he set the stage for Apple to continue as an innovative company for many years to come.

No one knows for sure what the future holds. However, people will continue to try what they feel is new when in fact it is often just a variation on an existing theme. It's like the old saying, the more things change, the more they remain the same!



ABOUT THE AUTHOR

Judi Moreo is the author of the award-winning book, "You Are More Than Enough: Every Woman's Guide to Purpose, Passion, and Power" as well as its companion, "Achievement Journal." She is a Certified Speaking Professional who has spoken in 28 countries around the world. Less than 10 percent of the speakers in the world hold this highly respected earned designation. To contact Judi or book her for a speaking engagement, contact Turning Point International, (702) 283-4567 or judi@judimoreo.com.



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HOW TO DISRUPT YOUR COMPETITION

BY SHEP HYKEN

When your customers can buy what you sell from others, that's called competition. That also makes it a commodity. If they're selling the same thing, why should I buy from one company over another? Is it the quality of the product? Is it the price? Is it the customer service?

Your customers want your product to meet their expectations. And, let's assume it does. Your customers also expect to receive a positive customer service experience. That's no longer an option. Everyone is striving to create a good experience, at every level. That

means, in most situations, your competition is trying to do what you do. So, what happens when you and your competition seem to be similar in quality, price, and service? What then? How can you stand out?

Add one more layer of customer experience, a convenient experience, and you can take the business away from your competitor. In other words, be easier to do business with. No friction and no hassle. And, that leads to this very important point:

When great customer service meets convenience, you have the recipe for disruption.

I was talking to the manager of the service and repair center at a major brand automotive dealership. He was trying to find ways to keep his customers coming back to his dealership versus going to an independent repair center. Even with promotions that made their prices competitive with independent repair centers, he struggled to keep his customers. The dealership's hours of operation were Monday through Friday from 7:30 am to 5:30 pm. The competitor was open Monday through Friday from 7:30 am until 9:00 pm, as well as hours on Saturday and Sunday. It's obvious who was more convenient. And, it's no surprise that the independent repair center is always busy.

Now, I'm not suggesting that the major dealership needs to be open seven days a week, but they should consider hours of operation that are more convenient for their customers.

Within two miles of my home, there are three big-box home improvement stores. They are huge. Two are next door to each other and one of them is directly across the street. And just down the street, there is a much smaller independent Ace Hardware store. You might think these big-box stores with a bigger selection and lower prices would put the Ace Hardware store out of business, but

they don't. When you talk to the customers, many say the same thing, which is something like, "They are just easier to do business with." What they mean is there is a smaller parking lot with less traffic. And, a smaller store that is easier to get around. Great service, which the competitors also offer, with a more convenient experience, which the competitors *don't* offer, is one of the reasons this

Ace Hardware store stays in business.

The point is this. All things being equal, if your company is easier to do business with, and the customer knows it, you can win.



ABOUT THE AUTHOR

Shep Hyken is a customer service expert, professional speaker and New York Times bestselling business author. Follow him on Twitter: @Hyken



“Success doesn’t just happen. It is a product of hard work, grit and ingenuity.”

Ogwo David Emenike



SHERYL GREEN

AN INTERVIEW

BY JUDI MOREO

This year's recipient of the Judi Moreo Achievement Award which is presented to a member of the Las Vegas National Speakers Association chapter was presented to Sheryl Green for her outstanding service to the chapter and its members.

Sheryl Green is a storytelling expert and animal advocate. She has always

enjoyed writing. However, it wasn't until a divorce shook her world, that she discovered the power of story. Having penned three novels, she now brings her penchant for storytelling to non-fiction and content writing, working with businesses and individuals who want to position themselves as experts in their field. She leverages the power of story through blogging, website content, book coaching and ghostwriting, and speaking engagements.

Learn more at:
www.sherylgreenspeaks.com

What did you think about winning the Judi Moreo award for NSA Las Vegas?

I was so surprised! Last year was my 2nd year serving on the NSA Las Vegas board and I help whenever and wherever it's needed. I've always believed in giving back to the community (though I hate that term!) and it was an honor to learn that my actions are recognized and appreciated.

Where did your career begin?

Ha! The magazine isn't long enough for that story. I got an undergraduate degree in Psychology and Anthropology and then decided to go for a Masters in Forensic Psychology so I could become a profiler with the FBI.

Let's just say that I didn't get the job and I'm incredibly grateful for it. I can't imagine living my life entrenched in the worst aspects of human nature (and I don't do well with bureaucracy). I floundered between customer service, tech support, teaching, and mental health counseling, before finding a job in Public Relations where I was able to use my talents to



write, speak to the media, plan events... it was heaven for me.

What made you make the decision to give that up and go into professional speaking?

I was laid off from my job in October of 2015 because the company just couldn't afford to pay me anymore. To be fair, I haven't completely given up that career, it's just morphed. I drove home from work that last day and realized that I never wanted to feel powerless over my future again. It was time to start my own business and take control of my life.

I wanted something that would allow me to impact a lot of people, make a good living, not be stuck in a cubicle, and leave time to do animal rescue. I'd joined Toastmasters 5 years earlier to conquer my fear of public speaking and learned that I actually loved it. When I found out that people made a living doing this... I was sold. I've been building my brand ever since.

I also realized that there's a big need out there for content writers for businesses. Many businesses struggle to communicate who they are, what they do, and how they're different from their competitors. I've built a business writing website content, blogs, ghostwriting books, and taking others through the writing process from concept to published book.

This is what prompted me to teach storytelling for businesses. I never realized this wasn't something that came naturally to everyone. I was meditating at a writing retreat last year when the title "Once Upon a Bottom Line" popped into my head and I realized that I could use my writing and storytelling skills to help businesses. (Amazing what happens



when I stop talking... I should probably do that more). I wrote the book about harnessing storytelling for sales and the rest is history.

What scares you the most about embarking on this new career?

Is "everything" an acceptable answer?

Professional speaking is a whole different beast. There is no "one way" to build this business. That's both liberating and

terrifying. You truly have to develop a tailored approach and then run head first into the unknown. People can guide you (and many have) but ultimately, you are in the arena alone.

I also struggle with a lot of self-doubt when putting myself out there and "selling" myself. It's funny, when it comes to the animal rescue, I have no shame. I can ask for absolutely anything I need for those animals. But for me... that's a different story.

What's the best advice you've ever been given?

That's a really hard one. I've been surrounded by so many amazing mentors (you included) and learned so much. But I'd have to say that the best life advice came from my dad and stepmom.

They said, "Life begins after divorce."

They couldn't have been more right. My divorce gave me the opportunity to start over, discover who I really am, and learn tools to overcome challenges that I can now share with others. It allowed me to change the story I was living.

But I don't think you have to get divorced to have this opportunity. Everyone faces challenges in their lives. It's what you do about it that really matters. Do you put on your victim hat and become bitter and hateful because of your experiences, or do you choose gratitude and build a new (even better) life?

There's this amazing quote from the band, Satsang, "Maybe all this stuff didn't happen *to you* but actually happened *for you*."

What inspires you?

Philanthropy.

Don't get me wrong, I love money as much as the next person. But I love it for what it can do for this world, not for what it can buy me. I'm inspired by people (and businesses) that have a higher purpose in life. People that give of themselves to support whatever cause is close to their hearts.

I saw an interview with John Paul DeJoria (co-founder of Paul Mitchell hair care) and now I have a bit of a mentor crush. He learned the power of giving and caring for others at an early age and has built it into every facet of his company, from the way he treats his employees, to the fact that his products are never tested on animals, to the money he donates through his Peace, Love & Happiness Foundation.

I pretty much want to be him when I grow up.

What is the biggest challenge you've ever faced?

Well, having to bail my husband out of jail wasn't exactly a highlight of my life, but it probably wasn't the biggest challenge. I'd probably have to say Depression.

I've studied psychology and worked in the field, but nothing prepares you for actually experiencing depression. Thankfully, I was never suicidal. But there was a period there when I wished I would die somehow. I couldn't get out of bed. I had absolutely no hope for the future. I learned what the books mean by "helpless and hopeless."

My stepmom found me laying on the bathroom floor one day in the fetal position, crying my eyes out. That was my rock bottom. She picked me up and made me take action.



What do you think allowed you to overcome it?

There were so many things. Having a strong support system was huge for me. Taking responsibility for where I was in my life and giving up the title of “victim,” gaining perspective, facing my fears, and using humor (my ex-husband gave me a treasure trove of material based off his crime). I talk about all of these and other strategies in my book, *Surviving to Thriving: How to Overcome Setbacks and Rock Your Life*. (Shameless plug alert!)

I went on anti-depressants for a few months to rebalance my body, but I truly believe that the animal rescue kicked in before the drugs had the opportunity to.

I discovered my voice, my purpose, and my peace in animal rescue. Volunteering is the best possible medicine. Having something to focus on besides your own problems, being a part of something bigger and surrounding yourself with a community of like-minded people, and obviously, I’m a little partial to the animals. Getting a good snuggle from a furry creature releases more “feel good” chemicals than a pharmaceutical ever could.

I understand you are also an animal advocate. Tell us about that.

When my stepmom dragged me up off the floor, one of the things she said was “Go do something for someone else.”

So, I did. I went to Pet-a-Palooza to give my dog, Akasha, a break from being cried on. I started talking to some women from Foreclosed Upon Pets and learned that people were abandoning their animals in foreclosed houses. Realtors and bank representatives were

finding the animals and rushing them off to a second chance at life.

I was horrified. Akasha had (and has) been my rock through the divorce, the move, the foreclosure, the bankruptcy, and everything that has happened since. I couldn’t imagine going it without her, never mind leaving her behind to die. Something switched on inside me and I realized that I was on this planet for a reason.

With the organization’s help, I hosted a yard sale and raised over \$1,000 for them. I began doing adoption events, walking pups at the shelter, and never shutting up about the needs of animals (seriously, just ask my friends). When it came time to plan my High Performance Leadership Project to earn my Distinguished Toastmaster Award, I wanted to do something to honor my friend’s service dog who had passed away from cancer. I asked her if she could give money to any rescue organization, who would it be?

She introduced me to Hearts Alive Village and my life changed forever.

The founder, Christy, was super excited for the fundraising assistance and helped me put together the event. Paw it Forward was a huge success and we raised over \$5,000 for this brand new rescue. I got more and more involved, wearing whatever hats needed to be worn from fundraising to event planning to marketing and communications. I joined the board and became the Director of Communications and Cuddling (it’s a hard job, but someone has to do it!).

The way I see it, these animals saved my life. They were there when I was at my lowest point and they pulled me out

of it. I’ll spend the rest of my life repaying them. It’s my dharma (purpose) to speak for those who have no voice.

Where do you see yourself over the next decade?

In a puppy pile getting snuggled?

I’ll be teaching businesses how to communicate their story and how to use Cause Marketing (partnering with a non-profit) to improve their sales and the community as a whole. I’ll have a ton more books out that will help businesses, non-profits, and individuals, and will always support the animals. (A portion of the proceeds from my speaking engagements and my books go to Hearts Alive Village).

And I’ll be doing all of this from a beach in Maui.

All kidding aside... actually none of that was kidding. I want to speak, I want to write, I want to rescue. I just want to do it on a larger scale, impacting more people, and making more money so I can help usher in a time when every animal has a warm bed to sleep in.

What else should people know about you?

Ha! Seriously, how long do you want this to be?

The one thing no one can call me is “bored.” I have so many irons in the fire right now. There’s just so much I want to accomplish in this life and so much change I want to affect.

- I’m a part of the Unstuck Happiness Conference where I share my personal struggle with others to give

them hope and the tools to face their own challenges.

- I'm currently co-founding the first Cause Marketing based Chamber of Commerce so we can teach businesses how to work with non-profits and get the most out of their relationships.

- I've partnered with another speaker to create Phil-Inspired, a company that teaches storytelling and fundraising to non-profits.

In my spare time, I head out into nature whenever possible. Being in the outdoors grounds me and gives me that

feeling of universal connection that we're all looking for. I'm also a huge music person. I drum with a rhythm crew out here in Vegas and I go to concerts whenever possible. Music has this amazing power to unite us and there's nothing like feeling the energy at a live show. I love to do yoga and go to the gym, and in February, I'll climb 1500 stairs for my second Scale the Strat to benefit the American Lung Association. I think that's me in a nutshell. Oh, one more thing... in the words of the great Bob Barker, "Help control the pet population. Have your pets spayed or neutered."

To learn more about Sheryl, buy her books or hire her, visit:
www.sherylgreenspeaks.com
 or email her at :
sheryl@sherylgreenspeaks.com

Sheryl, it is an honor to me that the award bearing my name has gone to such a worthy recipient as you. Congratulations!





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INGENUITY IN LEADERSHIP

BY ANDREA SWENSON

T

he Art of Ingenuity and Effective Communication are the keys to Successful Leadership.

Leadership encompasses a wide range of skills to be mastered and used effectively in the right situations and at the right time.

Your thoughts and actions must be purposeful, seeking to serve, mentor, coach, promote and empower others to achieve even greater success. Your motives must be pure and authentic, holding yourself to the highest standards and working with the utmost integrity. Great leaders empower their teams to make decisions, ask the team for input,

and participate in strategy and problem solving in order to get buy-in from all participants which thereby, creates a greater chance of success. Leaders must let their teams feel valued and appreciated, the team should know the vision and mission of the organization, so they can all be part of making an IMPACT.

IMPACT – What a great word – to me it means:

I- Imagination & Ingenuity
M- Mindset, Movement & Magic
P - Positivity, Power & Perseverance
A - Authenticity, Action & Acceptance
C - Creativity & Cleverness
T - Tenacity & Tolerance

Imagination & Ingenuity

Remember when you were a child and you let yourself dream and make big plans, the options were limitless to what you could do or be. What happens as we grow older is we let our past failures hold us back from moving forward instead of letting them be lessons from which to learn. We start believing what other people tell us we can't be or do. In 2019, I challenge you to change your mindset. Take out a piece of paper and fill it completely with all of your skills, talents, abilities and good qualities. If you also ask your friends and family what they believe your good qualities are, it just may surprise you. Take some time for reflection and ask yourself what you are most passionate about doing

and determine if you can make money doing it. What can you do for hours and lose track of time, what would you do if you won the lottery? What is holding you back from living a life you love... a life by design instead of default? Henry Ford once said, "If you think you can or you can't, you are right."

Mindset, Mind Shift, Movement & Magic

We all have magic within us. You were born with everything you need to be,

every talent, every skill, every idea is already within you. You need only Ignite the flame. There is another book I love by Terry Cole Whittaker "What You Think of Me is None of My Business". Why are we so preoccupied with what others think of us? If you feel the need to impress someone, or if they criticize or belittle you, make a vow to get them out of your life. Delete them from your phone, email and any interaction... and that includes family. People who are negative are really projecting their feelings about

themselves onto you. Only take advice from people more successful than you. You are the sum total of the five people with whom you spend the most time. Who will you choose to spend your time with. I suggest finding coaches, mentors, and others with a can-do attitude to help you on your journey. You truly can reinvent yourself at any age or any stage. You can turn your can't's into can's and your dreams into plans.

The only thing constant in life is change. I recommend reading a book called "Who Moved My Cheese" by Spencer Johnson. It's about adapting to and keeping up with change, if you don't adapt you will become obsolete. Eleanor Roosevelt said "No one can make you feel inferior without your consent." What you believe to be true is true for you.

Positivity, Power, Perseverance

Think positive thoughts and you will realize positive outcomes. Percolate your positive energy on a daily basis with a positive thought, adopting an attitude of gratitude and making positive choices like eating healthy, exercising, getting enough rest and learning to say no. You don't have to be Wonder Woman or Super Man. I give you permission to say no. Adopt this phrase "After me... you come first" this gives you permission to be selfish and take time to fill your bucket. If someone asks you to do something, you don't have to say yes. Simply respond with "Thanks for thinking of me, please allow me some time to check my schedule and other obligations and I will get back with you in a few days." This allows you to decide if it is something you want to do or can really fit into your already tight schedule. Life isn't about finding yourself, it's about creating yourself. Some people wish it would happen, others want it to happen, successful people make it happen. What you believe to be true is true for



you. Don't give up on your dreams, persevere and celebrate every success no matter how small.

Authenticity, Action & Acceptance

Great leaders are authentic. They exude positive energy and charisma, which is why you want to be around them. They make you believe anything is possible because it is. Living true to yourself, living your authentic life will free you from whatever is holding you back from achieving success. You are uniquely you, that is your gift ... uniqueness, share that quality with others and enjoy their uniqueness. We learn from others through the acceptance of our differences. Next, we must act, we can't sit by and wait for change to occur, we must go out and make it happen. Call upon the powers in the universe to help you. Put your message, goals, dreams and desires out there and then be ready to listen to your intuition which will deliver your message and help you put your plan into action.

Creativity & Cleverness

Great leaders solve problems. They aren't the problem, they are the solution. There is no obstacle you can't overcome. Remember – this too shall pass, and you will be stronger for it. When we are in a state of mindfulness and meditation, we allow ourselves to be in tune with the energy that surrounds us and when we are in that state, our creativity flows, and we can see solutions much clearer. I suggest you make a 5-10 minutes mindful meditation a part of your daily routine. Write a list of all that you are grateful for in your life and read it each night before you go to sleep. Cleverness is the art of problem-solving. Where there is a will, there is a way. There is always a solution. Dolly Parton said "If you don't like the path you're on, start paving a new one"

Tenacity & Tolerance

Tenacity is the ability to forge ahead, persevere, endure, and have patient resolve. Many of us don't reach our goals because we give up too soon. We set unrealistic goals and don't celebrate the small milestones. I challenge you in 2019 to set realistic, attainable goals and celebrate the small successes along the way. When I was in college getting my various degrees, which took 8 years, I kept telling myself over and over, a year will come and go, and you can be that much further ahead towards reaching your goal, or you can give up, fall behind and never reach your goals. Celebrate each success. Example, me achieving a "B" grade in Statistics which I hated and never excelled at math. Just one success on the road to graduation.

Dr. Seuss said, "Why fit in, when you were born to stand out." Tolerance is truly a gift. Tolerance of race, religion, personal preference, ideologies, is imperative for good leadership. Just look at all the wars and violence that are a result of intolerance of others, beliefs, lifestyles, origins. There is only ONE Language and that is the language of people which is why I have a special gift for you today. The gift of speaking the only language that matters, the language of people.

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ABOUT THE AUTHOR

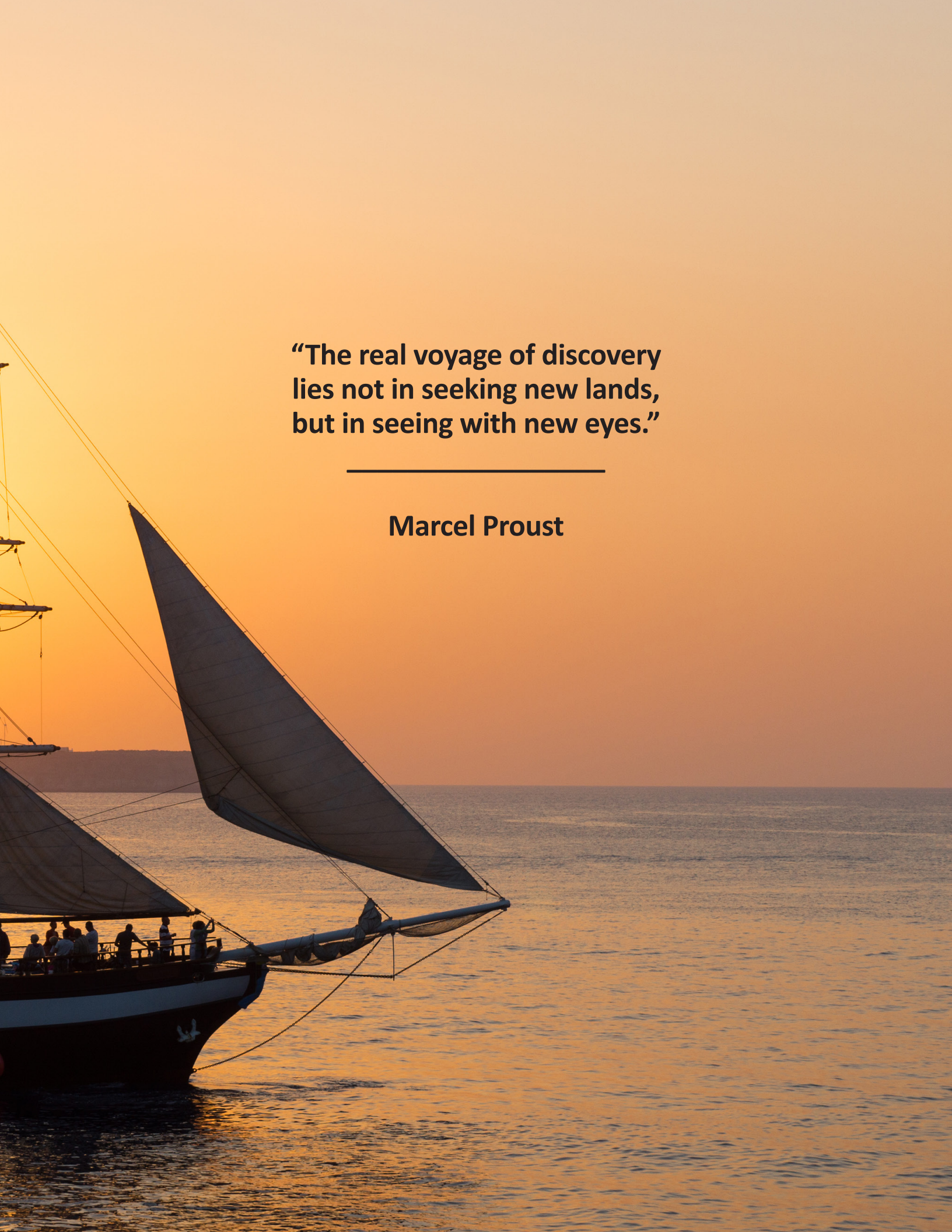
Andrea is the CEO/Founder of The Millionaire Sales Mastery System and the CEO/Founder of HelloBeautifulLadies.com, a non-profit website for women's empowerment & success.

Andrea has been featured on numerous television and radio shows and is a contributing writer for Business World Inc. and Choices magazines. She has received awards for her programs and systems and has been honored by the Governor of Utah for her work. Her most recent award was the "Iconic Woman of the World," making the world a better place for all.

You can engage Andrea for a speaking event on the following sites:

TheSpeakingEmpire.com
TheSpeakersCoalition.com
Focusonthe5.com



A sailboat with white sails is sailing on the ocean at sunset. The sky is a warm orange color, and the water reflects the sunset light. The sailboat is in the lower left corner of the image, with its sails partially visible. The quote is centered in the upper half of the image.

**“The real voyage of discovery
lies not in seeking new lands,
but in seeing with new eyes.”**

Marcel Proust



BARBIES & STYROFOAM INGENUITY IN ACTION

BY SHERYL GREEN



y family was pretty poor growing up. We received Food Stamps, my mom made most of my clothing, and I even had a few dolls that she sewed for me. I'm not complaining, plenty of kids have it worse. I always had a roof over my head, food in my stomach, and I don't think I missed out on any of the major "childhood experiences".

The one thing that I never had was a dollhouse. I had plenty of Barbie dolls and even accessories to go with them, but the house was out of our price range... and in retrospect, I'm glad it was. I remember crying to my mom that my friends had these grand mansions for their dolls to live in. Why didn't I?

"But Sheryl," she said, "you already have one."

I had this built-in shelving unit in my bedroom that my grandfather built when we moved into his house. It was 6 shelves high and two across and we found a dresser that fit perfectly right underneath it. I came home from school one day to find that my mom had decorated one of the shelves to look like a living room. She used a few peel and stick bathroom tiles to create flooring, hung some fabric on the "walls," painted a television and hung a light from the "ceiling".

"We'll go buy some furniture after payday," she promised.

But I was too excited to wait for payday. I wanted to move my Barbie in



right away. I looked around the attic and found some Styrofoam pieces that were meant to protect electronics in the box. They were perfect. My Barbie got a couch, coffee tables (those little plastic contraptions that they use in pizza boxes to keep the box from caving into the cheese), she even got a hot tub. My Barbie was livin' large.

When we have everything that we can possibly want, it's hard to think creatively. Why think outside the box when you can go and buy the box and everything in it? Not having everything at our fingertips forces us to become resourceful and tap into our ingenuity. We are able to step outside of the obvious and find creative solutions to our problems. If

money had been more available, I never would've thought to repurpose trash (the beginning of my eco-friendly attitude?) into toys.

Growing up without money is a challenge, but it also breeds a new level of self-sufficiency. Instead of viewing our challenges as negative experiences, let's look at them as opportunities to grow and expand our skills.

Are there any situations in your life which you currently view as a challenge? I invite you to look for the blessing in disguise, tap into your ingenuity, and find a way to grow from the experience.



ABOUT THE AUTHOR

Sheryl Green is a keynote speaker, author and writing coach. She helps organizations and individuals harness the power of story in their businesses and lives to improve their visibility, favorability, and profitability.

Sheryl is the author of *Surviving to Thriving: How to Overcome Setbacks and Rock Your Life* and *Once Upon a Bottom Line: Harnessing the Power of Storytelling in Sales*.

To hire Sheryl or buy her books, email: sheryl@sherylgreenspeaks.com



Behind The Entertainment scene with Stephanie Thompson

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STEPHANIE'S MOVIE REVIEWS

WITH A FOCUS ON FOUR CATEGORIES OF FILMS: BIG SCREEN OR
BLOCKBUSTERS // INDEPENDENT // COMEDIES // CHILDREN'S & FAMILY

ON THE SHOW, STEPHANIE INTERVIEWS EXPERTS SUCH AS DIRECTORS,
PRODUCERS, ACTORS, ACTRESSES AND SPECIAL GUESTS WHO
SHARE INSIGHTS AND HAVE DISCUSSIONS ABOUT FEATURED MOVIES.

STEPHANIE THOMPSON, IS A MEMBER OF THE SCREEN ACTOR'S GUILD AND AFTRA. PRODUCED AND DIRECTED BY
AIMMEE KODACHIAN. FOUNDER OF THE "AIMMEE KODACHIAN AND THE EXPERTS" SHOW AND ONLINE ACADEMY



“SENSE-SATIONAL” CUSTOMER EXPERIENCES

BY WES MILLER

Everything your customer or client knows about you is a direct result of input from their five senses. It’s what they see, hear, taste, smell, and touch that ultimately determines how much they love you. Research shows that it only takes seven seconds for your customers to utilize those five senses to make a first impression about you. Once that impression is created, it’s very, very hard to change it. If you think about it that makes “sense.” Seven seconds is hardly enough time to exchange names and greetings when you first meet someone which means first impressions can’t be just about the things that people hear. You’re not being judged by only the things you say. You’re being judged by the way you look, including your facial expressions, your body movement and gestures, and the overall way in which

you carry yourself. That first impression is influenced by the way you smell (both the good smells and the bad, think about that overdose whiff of cologne or perfume) and if that seven seconds includes a handshake you could even incorporate the sense of touch. Add to that, additional factors about the environment. The cleanliness of your business, the lighting, the overhead music, and so much more. The way you introduce yourself to all the senses of your customer will lead them to decide if you are competent, trustworthy, and deserving of their time and their hard-earned dollars.

Since first impressions can be difficult to change, it behooves you to take into consideration every sensory element about you and your business that is communicating a message to your customer. Take a moment and do a quick

audit of your business. Start outside. What does your parking lot communicate about you? How about your signage? If you have landscaping, is it neat, and in healthy condition, and free from rubbish. Often, the best maintained landscaping is ruined by plastic bags and paper cups. Look around at other aspects of the outside of your business before going inside.

When you’re ready to enter your business, take a quick look at your doors. Are they free from fingerprints? If your hours are posted in the window, are they the right hours? It’s often these little details that get overlooked by you but that make a significant statement of importance to your customers.

By now you get the idea. You need to evaluate every aspect of how you relate to the senses of your customer. Finally,

don't feel you have to do this alone. Engage the help and support of your staff. Ask them to review your business and give you feedback on what they notice. If you have a couple of good friends or relatives you may be able to solicit their input. It may cost you a cup of coffee or even lunch, but in the long run won't it be worth it?

Ask the Right Questions

Have you ever noticed the seafood section of your local grocery store doesn't smell fishy? In fact, why do you not smell ANYTHING in a grocery store, unless it's the bakery section luring you to add the freshly baked breads and pastries to your shopping cart? Could it be that rather than leaving it up to chance, the store has made a conscious effort to deliver a sensory experience intended to delight its customers?

And it's not just the local grocer who has discovered the importance of a sensory-aware environment. An entire branch of the real estate industry is dedicated to the sole purpose of creating the look and feel of the perfect residence. Known as home staging, trained professionals have mastered the art of making sure that every sight, sound, smell, and feel of the home contribute to a quicker sale. The placement and scent of every Glade plug-in is carefully considered and thought out. It's an industry with its own conferences, training, and annual awards ensuring the latest cutting-edge application of a positive sensory experience for its clients.

The world is full of lessons in this area because every business has either thought about it or not. And some businesses do such a good job at it that you don't even notice and pretty much take it for granted. For example, back at the local grocer, why doesn't the fruit feel grimy

when you touch it? People spend hours stacking and restacking fruit so it looks beautiful, fresh, and organized. Get it right, and studies show your careful attention to the sensory environment will benefit you with significant returns to the bottom line. Get it wrong, and you either remain just another indistinguishable enterprise or worse, you drive your customers away.

Creating what I call a "Sense-sational Customer Experience" takes practice at becoming aware of the types of stimuli, either good or bad, your customer encounters with each of their five senses. Often the problem for business owners is that you get lost in your own interpretation and perception of reality. It's the old dilemma of not being able to see the forest for the trees. You have to ask yourself how are you transporting this person? Where are you taking them? What is the transformation you offer? Then take a moment and observe your business in the way your customer sees, hears, tastes, smells, and feels and determine if your sensory inputs are congruent with those intentions.

Consider sharpening your awareness skills by asking the following questions everywhere you go. If you go to pay your insurance, ask the questions. Going out to dinner, ask the questions. You should even ask these questions on your next trip to the DMV.

Everywhere you go, ask:

- What do I see, good and bad? What do I not see, good and bad?
- What do I hear, good and bad? What do I not hear, good and bad?
- What do I smell, good and bad? What do I not smell, good and bad?
- What do I taste, good and bad? What do I not taste, good and bad?
- What do I feel, good and bad? What do I not feel, good and bad?

Asking these questions will sharpen your ability to recognize "Sense-sational Customer Experiences," or the lack thereof, and lead you to identify factors you should implement in your own business since you can be pretty sure that when you can sense it your customer can sense it too.



ABOUT THE AUTHOR

Wes Miller is the president of Training for Results LLC. He has been in the training and development industry for nearly three decades and has overseen customer service initiatives at multiple Las Vegas Strip resorts and provided consulting services for countless others. He is the host of the podcast "Sense-sational Customer Experiences" which can be accessed at www.SensesationalCustomerExperiences.com.

Email Wes at:
wes@TrainingForResults.com



Your Fast Track Guide to

Writing & Launching Your Book

By Judi Moreo

LEARN HOW TO PLAN & LAUNCH YOUR BOOK

IF YOU ARE READY TO START WRITING YOUR BOOK AND GET IT PUBLISHED, THIS COURSE IS FOR YOU!

DON'T BE LEFT UNPREPARED!

Writing and publishing a book can give you huge exposure and help you establish expertise and authority in your market when done right. When it comes to creating and launching your book, it may be tempting to just dive into the world of writing and publishing. But this can leave you feeling scattered, uncertain of your message, and overwhelmed by your to-do list. This is why so many people give up and books go unpublished.

Planning is the answer and that's exactly what this ecourse will help you do every step of the way. When you have a plan in place for how you'll write, publish and market your book, the process is much more enjoyable and achievable.

YOU'LL LEARN

PLANNING

How to make a plan for writing and launching your book

GOAL SETTING


Ways to break down the writing process into achievable tasks

DISCOVERY

Evaluate the many publishing options for your new book

PROMOTION & MARKETING

Effective promotional tactics to market your book and gain the exposure it deserves

A close-up photograph showing four hands of different people working together to assemble a small structure from five interlocking plastic puzzle pieces. The pieces are colored green, blue, yellow, and purple. The hands are positioned around the pieces, with one hand holding a green piece at the top, another holding a blue piece to the right, a third holding a yellow piece to the left, and a fourth holding a purple piece at the bottom. The background is a soft, out-of-focus light beige. A semi-transparent purple rectangular box is overlaid on the bottom right of the image, containing a quote and a name.

**“Ingenuity is the ability to solve
difficult problems, often in an
original and creative way.”**

Pearl Zhu

INGENUITY LEADERSHIP THROUGH PERSONALITY SCIENCE

BY MAMIE-JEAN LAMLEY

In today's business world, the most common challenges are not technology, branding, strategic planning, or bottom lines. It is finding and keeping the human talent that offers passion, creativity, resourcefulness, imagination, and skill.

The Merriam Webster Dictionary defines Ingenuity as a skill or cleverness in devising or combining: INVENTIVENESS. Leadership is defined as an act or instance of leading. When we combine the two, Ingenuity Leadership, it is the act of leading with skill, cleverness, and inventiveness.

Ingenuity Leadership encourages the human talent of an organization or business, to think "inside the box" when it comes to systems, structure and processes; while simultaneously exploring "outside the box" for flexibility, action, and opportunity.

An Ingenuity Leader takes what's inside and outside of the box and makes room for an individual to thrive in an environment focusing on community and contribution, allowing for learning, self-mastery and expertise to shine.

How do you show up - Are you an Ingenuity Leader?

1. Do you put people before profit?
2. Have you taken the time to understand and know your people?
3. Are your dreams big enough to fit others dreams in it?
4. What do you expect, and do you know what is expected of you?
5. What's your confidence level when setbacks happen?
6. Do you lead, teach, inspire or do you expect, demand and blame?
7. When developing a team do you take time to support, mentor and coach?
8. How do you align company purpose with strengths of each individual team member?
9. Are you leading change through action, contribution, encouragement, and consistent feedback?
10. How do you celebrate success?
11. Do you maintain focus on the future with alignment to your vision and mission?

How can Personality Science guide the Ingenuity Leader?

The science of the four personality types dates back over 2000+ years ago,

when Hippocrates, the Greek physician, also known as the Father of Medicine, used it in his medical practice and called them The Four Temperaments.

Since then, research done by many experts and psychologists of behavioral studies have confirmed personality assessments valid. The quest to understand oneself has exploded in our society, and millions of people have opted to take some form of personality assessment, like DISC, MBTI, Color Codes, etc. to understand themselves. Although popular, not one of them focused on identifying how to determine the affect on decision making or how they said "YES" to a buying process, the impact on relationships, or the reason why opposite personalities attract or attack. This ultimately led to Cheri Trees, creation of B.A.N.K.™ Code Personality Types.

Imagine the ability of an Ingenuity Leader to be able to determine the personality type of each of their team members along with their values, likes, dislikes, top triggers and tripwires that get in the way of effective communication and team building. What could life look like if you mastered the science of communication, connection, and building solid relationships?

What Personality Type are you?

B.A.N.K.™ stands for Blueprint, Action, Nurturing, Knowledge. Below is a description of each personality. As you read through each personality type, determine which personality is most important to you to the least important to you. Put a number 1 to 4 in the blank. The number 1 being most important and 4 being least important.

_____ Blueprint personality types like stability, structure, systems, planning, processes, predictability, responsibility, duty, rules credentials, titles and tradition.

_____ Action personality types like freedom, flexibility, spontaneity, action, opportunity, excitement, attention, stimulation, competition, winning, fun, and image

_____ Nurturing personality types like relationships, authenticity, personal growth, significance, teamwork, involvement, community, charity, ethics, harmony, morality, and contribution

_____ Knowledge personality types like learning, intelligence, logic, self-mastery, technology, research and development, science, universal truths, expertise, competence, accuracy, and the big picture

Get a Complementary B.A.N.K.™ Personality Report

To receive a customized complimentary personality report, go to:
mybankcode.com/EmpowerYou/

A copy of the B.A.N.K.™ whitepaper done by San Francisco State University will be sent after personality report request is received.



How will knowing & understanding each B.A.N.K.™ personality type help you be a better Ingenuity Leader?

1. Humans respond to different linguistic cues and make decisions in different ways, B.A.N.K.™ is a revolutionary communication tool that uses reverse-engineered personal-

ity typing to help you “speak the language” of the other person

2. When we are aware of these differences and have tools to adjust the way we speak to a person’s specific personality type, we get much more positive responses, 100% of the time, whether we are trying to collaborate a project, lead a



meeting, do a presentation, close a deal, write a proposal, or simply improve our relationships with family, friends, co-workers, or executive management

3. Understanding each personality, their values, likes, dislikes, and triggers increases your emotional intelligence and proactively engaging in

conversation with individuals and the team

4. Gain a clearer focus on value and how to be people-focused and profit-driven
5. Accelerate results, increase retention, and greatly improve communication between clients, various departments, and team members
6. Know the non-negotiable qualities of each team member and elevate their strengths and skillsets
7. Increase personal productivity with the ability to develop high performing teams

Five Nuggets That make you an Exceptional Ingenuity Leader

1. Teach, lead and inspire personal achievement and team success.
2. Be “interested” not “interesting” by providing challenging and engaging conversations to learn and grow.
3. Provide resources and training opportunities that highlight what people do best.
4. Give recognition, praise and constructive strategies to build meaningful contribution.
5. Acknowledge that their voice is heard and valued!
6. Engage in opportunities to learn and grow personally and professionally.

Your most valuable asset is the Human Talent. Be the Leader of Ingenuity. Be the light! Learn to pause, breathe, correct and continue. Help others to move from “invisible” to “invincible” and watch them elevate into masters of their own destiny with authenticity, excitement, and responsibility to “own” their true selves!

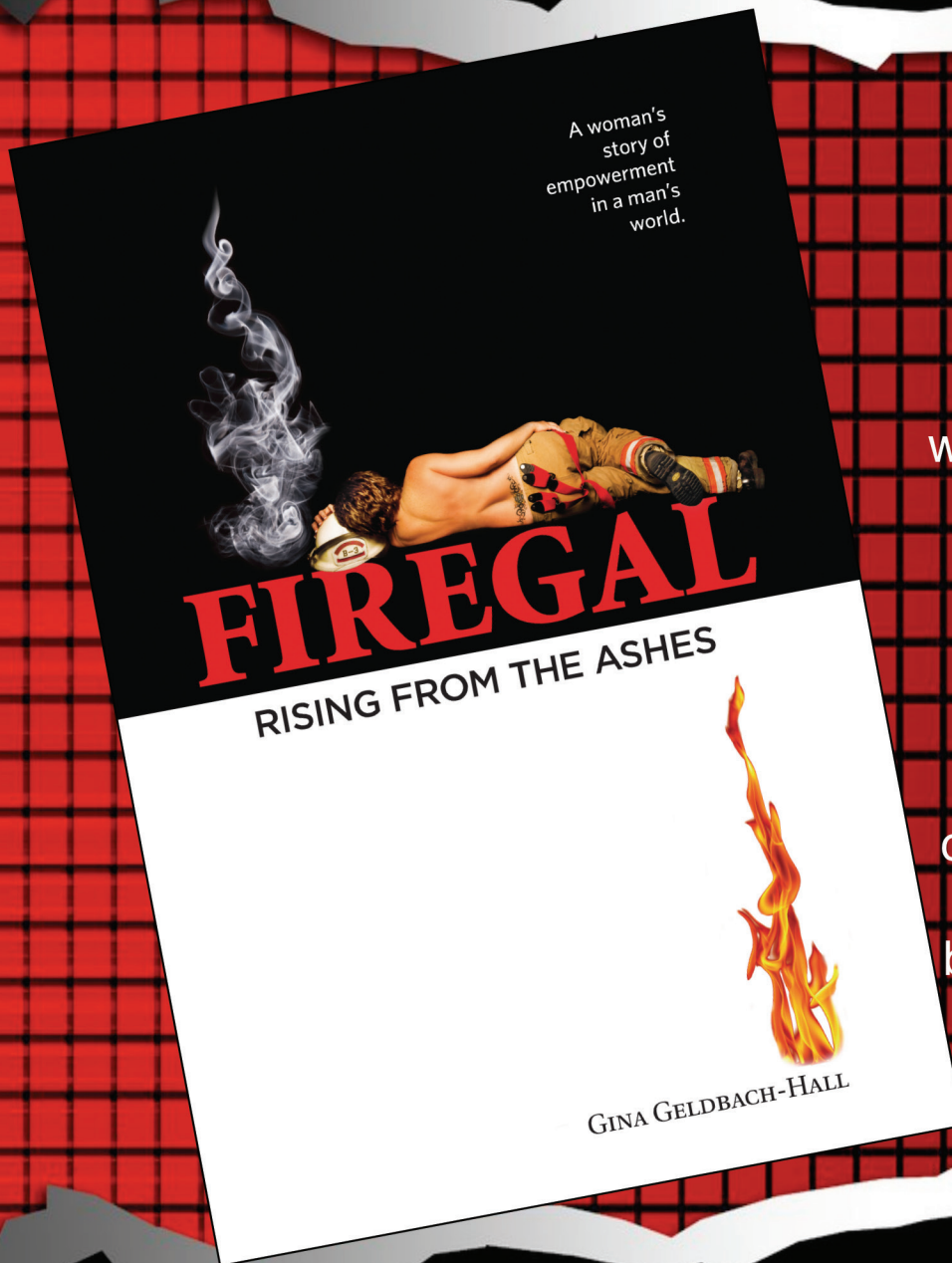


ABOUT THE AUTHOR

A Warrior, Life Long Learner, Influencer and Founder of Empowerment on Fire, Mamie-Jean Lamley stands for women like herself, who once felt invisible - move to INVINCIBLE! Her mission is to teach, lead, and inspire 21 million women to step into their power; to lift-up their voices and communicate their values, vision, vows; and speak their messages into existence with precision and connection!

Her life focus is providing systems, science and solutions for women worldwide using an alternative currency known as “People Currency.” Mamie-Jean has served the King’s Charities of Thailand, United Nations, Philippines Chamber of Commerce, and Special Olympics where she was inducted into the “Hall of Fame” for 35-years of service impacting over 12,000 participants and 20,000 volunteers.

A woman's story of empowerment in a man's world...



**Where there's smoke,
there's fire, and
she's igniting!**

This is the story of one woman's journey of braving the flames, to ultimately rising from the ashes finding her own empowerment in a man's world. Join her on her journey as she not only changes a system but also shares her process of becoming a firegal, a force that is inextinguishable!

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**“For me, a walk among skyscrapers is
a pleasant reminder of the boundless
potential of human thought.”**

Todd William



HOT SOUP ON A COLD NIGHT

BY S. L. GORE

It's cold, it's dark, and you are in need of some comfort food. Or maybe you want to invite a few friends for a casual meal tomorrow but you've got a day from hell with back to back appointments.

Here is my go-to basic soup recipe that can be adapted to whatever ingredients you have on hand. Make it the night before. Let the flavors cure. Pick up a loaf of crusty French bread after work or throw together some cornbread from a box. Open a bottle of red wine and *voila!* You have a gourmet meal to impress anyone.

I usually make big pots of soup so that I can freeze the extra and pull a container out on a busy, rainy day. The longer the soup sits (even frozen), the better the taste.

BASIC SOUP RECIPE

- Pot, deep and heavy, with lid
- Olive or avocado oil, enough to cover bottom of pan
- Stock – veggie, beef, chicken, turkey, pheasant etc- (I prefer 2 heaping Tbsp or more of Better Than Bouillon paste for chicken, beef and turkey). *note:* With leftover roasted meats and fowl, make stock by boiling the bones and bits, then straining through cheesecloth. Shred any residual meat for use in soup.
- Onion, 1 large, diced
- Vegetables, diced or sliced



My version of a classical Italian bean and kale soup. The little meatballs are rolled from spicy Italian sausage whose skins I peeled away. The coarse kale, torn into chunks and combined with exotic red lima beans and white cannellini, give texture. Spicy pepper flakes provide kick. A small chunk of parmesan or peco romano rind with a generous splash of white wine lend richness and depth to the broth.

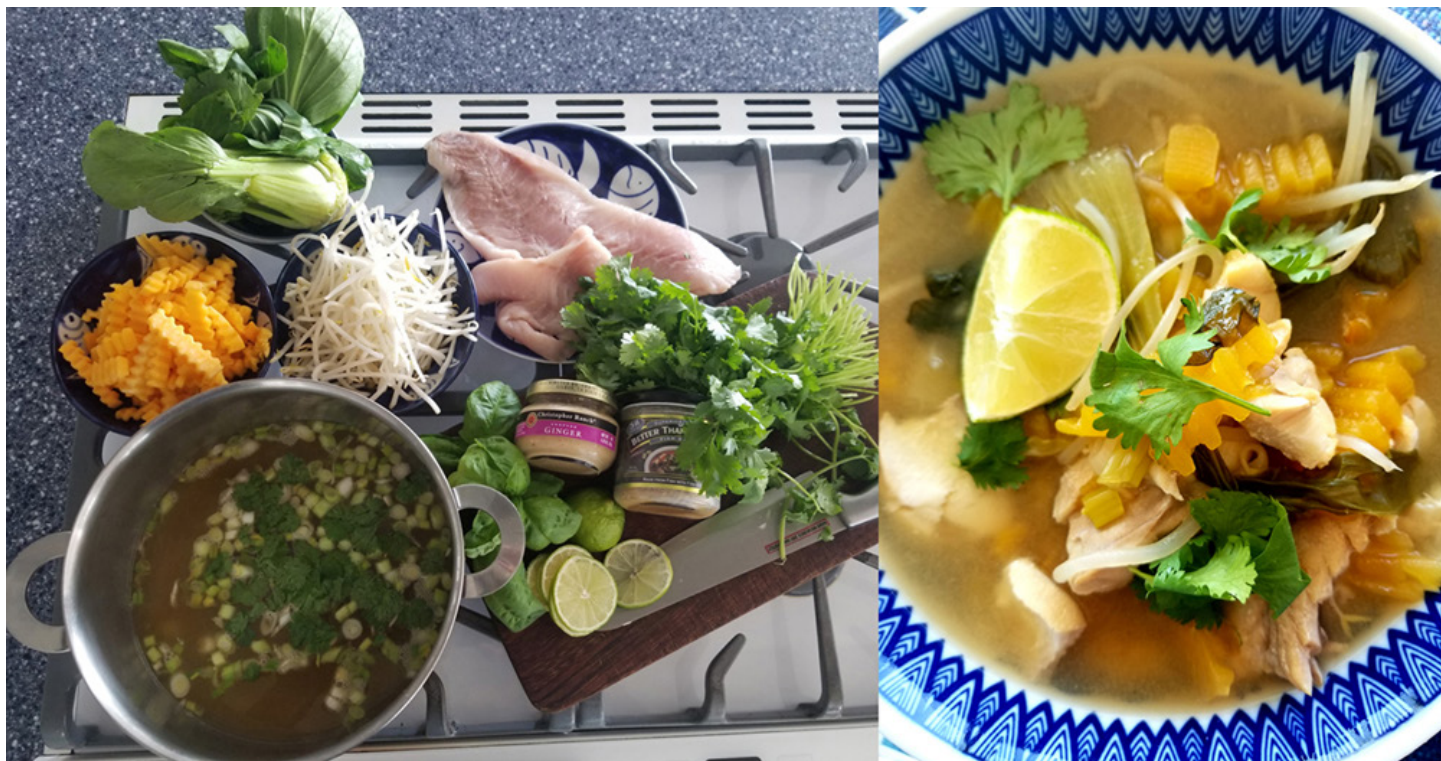
- Spices or herbs to taste *note:* Here is where you get creative. Anything goes, from thyme to crushed pepper flakes.
- Water, boiling from teakettle saves time

The following are optional depending on type of soup:

- Garlic clove, smashed
- Veggies, just about anything.
- *Note:* Diced carrots are excellent base for many flavor soups. Diced

celery is wonderful with vegetable soups.

- Potatoes, peeled and cut into chunks.
- Dry pasta or rice *note:* Wild rice is divine with pheasant or turkey soup.
- Beans/legumes *note:* Soak 6 hrs or so, except split peas which can be used directly.
- Sausage (spicy or not), cut into 2" lengths
- Smoked bacon (Hungarian style if possible), 1/2" slice chopped into



cubes

- Tomato paste, 2 Tbsp, or tomato chunks from a can.
- Soy sauce, helpful for boosted flavor in a vegan soup.

Putting soup together

Follow directions in the LIMA BEAN SOUP recipe, substituting your specific ingredients.

LIMA BEAN SOUP

Beans are good for you, filling and low fat. Lima beans are one of my favorites because of their rich taste and fun texture. This soup has some bacon and sausage but in small quantities. Although the meat gives complexity, this can be made tasty vegan with a little soy sauce and more tomato. I was especially pleased with the combination of spices. Like almost all soups, it's best when prepared in advance. The flavor only gets

This fish soup had an oriental slant with bok choy and ginger dressed up with fresh lime and raw bamboo shoots tossed in the mix just before serving.



Here is a classic tomato-based vegetable soup which you could call minestrone. I gathered odds and ends of vegetables from the fridge and, following my basic recipe in this article, created a tasty vegan soup with zero cholesterol and few weightwatcher points.



better with time. *Serves 8 depending on size of portion.*

- deep heavy pot with lid
 - olive oil, enough to cover bottom of pan
 - onion, 1 large, diced
 - carrot, 6 large, chopped into good-sized chunks (more if prefer)
 - lima beans, 3/4 – 1 package, soaked overnight (whole package if making more soup)
 - beef or chicken stock paste, 2 Tbsp. (more according to taste)
 - smoky bacon (Hungarian style if possible), 1/2" slice chopped into cubes
 - Italian hot sausage, at least one large, cut into 2" lengths
 - fennel, ground, 1 heaping Tbsp.
 - thyme, dried, 1 heaping Tbsp.
 - tomato paste, 2 Tbsp.
 - red pepper flakes, generous sprinkle (depends how spicy you want)
 - salt and pepper
 - water, boiling from teakettle saves time
1. Sauté onions and smoky bacon in

- olive oil in large, deep, heavy pot.
2. Add carrots, sausage and thyme. Sauté a few minutes, stirring.
3. Add boiling water (5+ cups), bouillon paste, fennel, tomato paste, red pepper flakes, salt, and pepper
4. Add soaked lima beans.
5. Adjust water as necessary to cover well. Remember beans swell. You can add water anytime during cooking.
6. Cover.
7. Simmer gently for 1-1 1/2 hours (until beans are soft). Check water levels if needed.
8. Let sit all day if possible.
9. Serve with slices of European style rye bread or whole grain bread.

The little spicy kick from the sausage and pepper flakes combined with the smokiness of the Hungarian-style bacon give the lima beans a special lift. The fennel leaves a lovely finish. Remember, you can substitute any bean or combination of beans. Each time, you'll have a new creation.

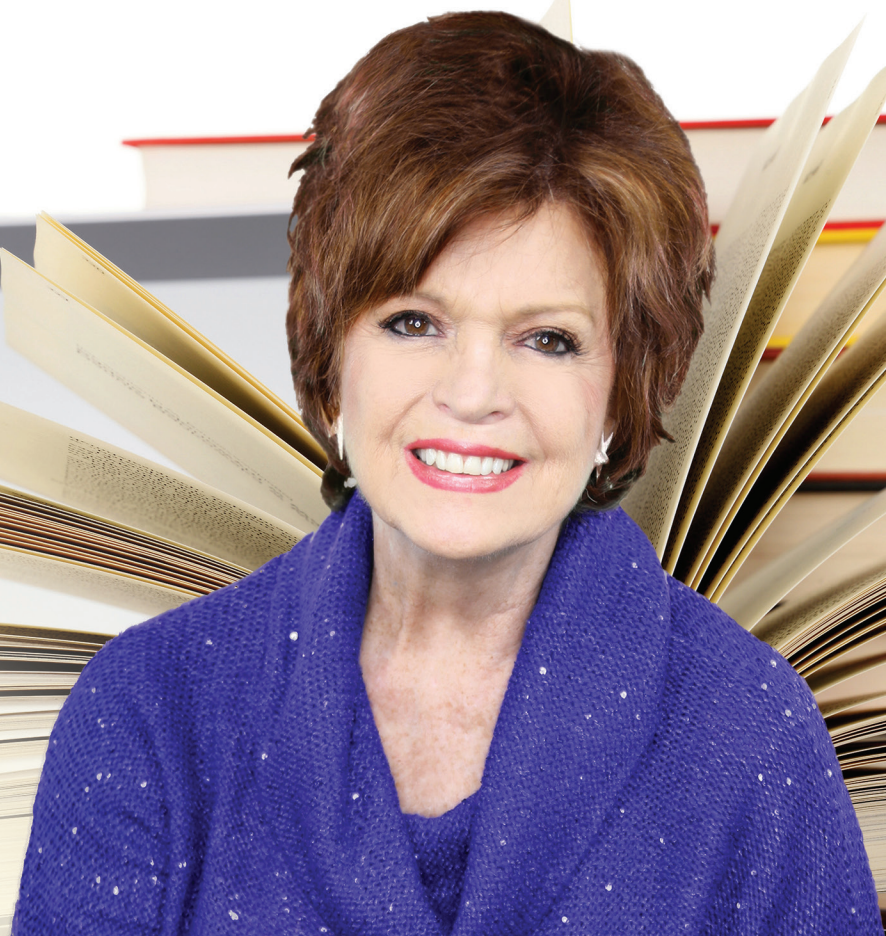


ABOUT THE AUTHOR

Born with wanderlust, forever living in a fantasy world, S.L. Gore escaped the prairies of Kansas and followed the yellow brick road on an odyssey that took her around the world. Love of history, languages, mysticism, food, shopping and romance helped create her romantic time travel thrillers of the *Isis Trilogy*. Her *Sex and the Zen of Shopping* is a self-help for the spirit and how-to for the practical. Joyously married, she and her Viking husband live in Coastal California.

GoreNovels@gmail.com
SLGore.com

Pheasant is always an exotic treat and you never want to waste a thing. I boiled the carcass to create a stock, salvaged every tiny morsel of meat, added heirloom carrots, celery and wild rice. Divine!



WORLD OF BOOK REVIEWS *with Judi Moreo*

Moreo reviews books in several categories: Business, Self-Help, Novels, and Children's books.

She analyzes the books on content, style, and merit and makes recommendations for books that will suit your reading needs and preferences.

About Judi Moreo

- Motivational Speaker
- Popular Podcast Host, *Choices with Judi Moreo*
- Publisher of the *Life Choices* Book Series
- Publisher of *Choices Magazine*
- Author of Eleven Books Including Two International Best-Selling Self-Help Books, "*You Are More Than Enough*" and "*Conquer the Brain Drain.*"

The World of Book Reviews is live on Armount Television Network in Las Vegas and on-line 24/7 world-wide on:

Produced and Directed by Aimme Kodachian

AKExpertsTV.com



GO BACK TO SCHOOL

BY RIDGELY GOLDSBOROUGH

“

The girl spun on her toe for the last time, stopped, flexed and took a bow as the audience burst into applause.

She smiled, curtsied and ran offstage into the waiting arms of her classmates. “That was soooo...fun,” they cooed and squealed.

Outside, a bevy of family and friends showered her with kisses and congratulations.

“A perfect performance,” her mother praised. “I didn’t see a single mistake.” The girl took it all in, graciously accepted the compliments, made nice with the well-wishers and promptly forgot the whole thing.

Why?

Too easy.

The director chose her because she knew all the steps and would make the academy look good.

No new challenges meant no mistakes, which led to a flawless recital and an image boost to the dance crew.

The girl however, gained nothing—one more feather crowning a mane of forgotten accolades—another empty ego stroke.

What a waste.

I recently attended a weekend seminar sponsored by Mark Victor Hansen of Chicken Soup fame, and sat in on a lecture delivered by acclaimed speaker and educator, Nido Qubein.

Nido stated the following: “If all you have is information or knowledge, people will use you, then discard you. What we need is wisdom.”

Indeed.

Where do we gain it?

We find it in the solitary place where true learning takes hold—the school of hard knocks.

Wisdom comes from experience.

Experience comes from failure.

We fall flat on our face, stop, take notice, sit on the ground and ponder how we got there, internalize what not to do, stand back up and fumble our



way forward.

We don't grow when we win.

We enjoy the moment, pat ourselves on the back and celebrate—all valid expressions of a job well done.

That culminating glory, however, stems from a journey of bungling and blundering, slipping and tripping, figuring out a better way based on a series of errors.

We move from bad to mediocre to passable to competent to accomplished to mastery—a condition reserved only for those willing to endure many lumps and bruises along the way.

We need to bust out of our protective shell and take risks, with a clear

understanding that we will misjudge, mix up, make fools of ourselves and face unpleasant, even scary situations in our quest to achieve anything of merit.

Okay—consider that a given.

Those yucky, frightening encounters force us to pay attention, dig deeply and discover sides of ourselves that we must reveal in order to mature and flourish.

No one starts at the top.

What might you do to expand yourself?

Could you pick up an instrument, take art lessons, begin a business, tackle a foreign language, write a children's story, sign up for a trek in the wilderness?

Ahead of you lies a path that only you can tread.

It extends far into the distance, fraught with bumps and potholes, heavy undergrowth and steep hills.

At various peaks, your dreams wait patiently for you, exalting you to fulfill them and look ahead to the next one.

Go ahead.

Jump out of that comfort zone.

Sow a wild oat.

The world wants you to win.

You'll have to fail your way there.

That's A View From The Ridge...



ABOUT THE AUTHOR

Author and International Speaker, Ridgely Goldsborough, started his first business at the age of 16. After graduating from Law School, he earned his first million at the age of 29 and in the last three decades, started 43 companies. For one of those businesses, he founded Domain Street Magazine, the very first internet based magazine about the domain name industry.

Ridgely and his team have over 400 active websites in multiple business verticals and he speaks around the world, in both English and Spanish, as one of the foremost experts in internet marketing, with a specific emphasis on video-based follow up sequences, the secret sauce to online campaigns. He has written 11 books, hosted his own television show and created dozens of audio and video programs on success and prosperity, and conducted dozens of online marketing campaigns resulting in millions of dollars in sales.

In addition, Ridgely is the co-founder of the WHY Marketing Formula, the revolutionary marketing program used by professionals world wide to attract ideal clients. He is a frequent speaker at the top internet marketing conferences on the use of the internet to build marketing networks based on the WHY of the company founder.

When not traveling, Ridgely lives in Florida on the water, with his wife, Kathy. They have four children and share a passion for travel, fine wine and building businesses.



**Resilient Survivor
Available On
Amazon.com &
Barnes & Noble**

Resilient Survivor

*A true story of GROWING through
BETRAYAL, DECEPTION and LOSS*

BY MARLENE LIVINGSTON CURRY

"This is a book about love, betrayal, and a mysterious death. The author, Marlene Livingston Curry, shares her personal journey through devastating circumstances in order for us to understand she has been where we are, hurt as we hurt, and felt complete devastation from the secret betrayal of the person she loved the most. She then shows us how to reclaim our self-worth, resolve the shame issues we may be dealing with, and rise to new levels of self-confidence, happiness, and success. Within these pages, you will find practical ways to meet challenges, overcome difficulties, and give up any feelings of brokenness."

—Judi Moreo, author, *You Are More Than Enough*

"This book is both inspirational and practical. It is the kind of book you will keep close at hand, refer to often, and actually use. It is full of simple, yet profoundly effective techniques that anyone can use to regain and maintain self-worth and confidence."

—Mary Monaghan, author, *Remember Me?*

"This is a book I will keep and give to others, to my friends who are grieving. Marlene writes from a calamitous experience and offers advice of various ways of coping with the issues following the death of a loved one."

—Kathie Slaughter, Retired teacher

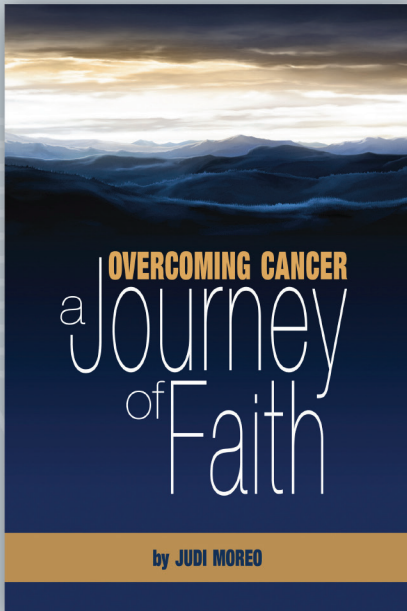
WWW.MARLENECURRY.COM

Marlene Livingston Curry is available for lectures and workshops based on her book *Resilient Survivor*.

EMAIL MARLENE
marlene@marlenecurry.com

Award-winning author Judi Moreo knows what it is to travel the journey of cancer and shares that experience in this book.

Overcoming Cancer: A Journey of Faith



Through her personal story, inspiring quotes and practical suggestions, Judi shows us that cancer and fear are messages to us to make lifestyle changes. This supportive book can help the newly diagnosed cancer patient ask better questions, understand there are alternative and integrated treatments that can work and, most of all, maintain hope.

Even though traveling the cancer road was a rocky and difficult journey, it was also rewarding. The path through cancer requires enormous discipline, work, and change; yet it is filled with excitement, experiences and discoveries that can bring us to a new and better place if we are open to possibilities and focus forward.

"This book may help save your life or that of a loved one. Judi Moreo 'gets it.' She understands that the question is not 'what kind of treatment do I undergo?' but rather 'how do I heal myself?' Her personal experience with cancer taught her to recognize that recovery from chronic illness is often a recovery from an unhealthy life in many respects. With humor, grace and courage, she addresses the physical as well as the mental, emotional, psychological and spiritual needs for recovery in an easily accessible, practical way. Whether you are looking for help to reclaim your health from cancer or any other illness, let Judi be your guide."

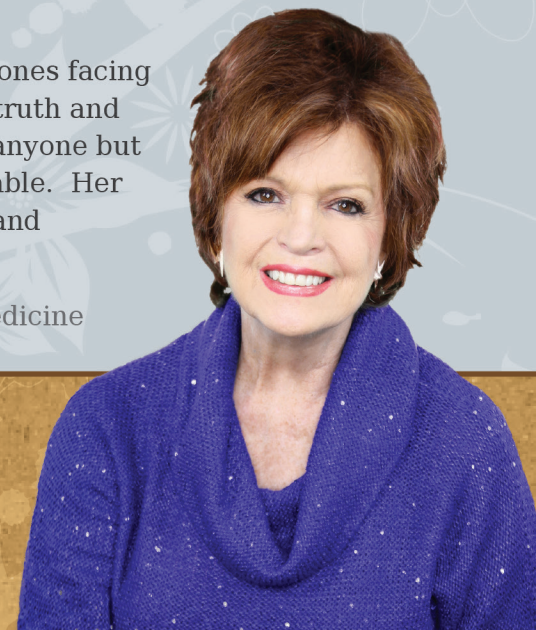
- James Sensnig, N.D., Founding President, American Association of Naturopathic Physicians; Former Dean, National College of Naturopathic Medicine; Founding Dean, College of Naturopathic Medicine, University of Bridgeport, Connecticut; cancer survivor

"This book is a must for those facing cancer and for those who have loved ones facing this fear-filled disease. Judi writes from the heart -- telling her story with truth and emotion. She highlights her course of action, not forcing her opinions on anyone but truly providing options to conventional cancer care that are sound and doable. Her recommendations for nutrition therapy and exercise are quite impressive and fact-based."

- Julie Freeman, MA, RD, LD, Licensed Nutritionist, Integrative Medicine

This Book and Others Now Available Online!

www.JudiMoreo.com





CHOICES MAGAZINE
WINTER ISSUE 2019

A FINAL NOTE FROM JUDI MOREO

Throughout this issue, we have shared our views and perspectives as well as specific tools and techniques for breakthrough thinking. Some of you might be wondering, "What do I do with all of this now?"

Realize that if you don't act, you will be acted upon. The only way to succeed is to continuously find ways to improve. You can do that when ingenuity, innovation, and creativity thrive in your organization.

The knowledge shared in this issue needs to be applied to your everyday living and tasks...now and for the rest of your life. The key to making it happen is ACTION.

Your course of action should be to continually find new ways of doing things. To ensure that ingenuity thrives in your organization, encourage team members to be consistently on the lookout for alternative ways of doing things. This is imperative, even when

things are currently working well.

Remember, the world is relentlessly changing, and we can never be complacent. You can do this!

You Are More Than Enough,

Judi