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PUBLISHER'S NOTE

Let Your Leadership Flag Fly



I am sometimes amazed when I talk to businesswomen who have their own businesses, are active in their communities, are involved in philanthropy and yet turn around to see who is standing behind them when someone calls them a leader.

That is why we are focusing on leadership in this issue. It is time for you to embrace your leadership skills and amplify your authentic qualities that support you to serve others and bring forward your gifts.

To emphasize developing leadership, we have made a smart and savvy selection for our cover woman, Doreen Milano. Doreen makes sure that all the people she coaches and trains are seeing themselves as leaders and she makes building their leadership confidence a priority. She holds a vision for what is possible when we develop our leadership. Connect with her. Your business will be enriched.

As always, this issue is info-packed. Stop by our Facebook page or Facebook group and tell us what you think, tell us what you are up to and promote your business. Be loud and proud about the value you bring. That is what leaders do.

I would love to hear from you.

Step into Your Leadership!

Caterina Rando, Publisher TWIB Magazine

Share Your Leadership Skills and Soar

by Caterina Rando

Doreen Milano is the founder of Visions to Excellence. She is a small business consultant specializing in executive coaching and business mentoring. She is a great choice for women who really want to succeed. She has a long career with all sizes of organizations and has served as a CEO, a CFO and a controller. She has proven her value to businesses many times over, including when she turned a multi-million dollar business in the red to significantly swimming in the black in 18 months.



After seeing too many small businesses fail for preventable reasons, Doreen opened Visions to Excellence in 2010. Her passion is supporting small and mid-size businesses to lead and succeed. Doreen shares that growing personally is a requirement of business owners who want to thrive. She says “Leadership is not just being someone who people will follow, it’s being someone people will WANT to follow.” Three key qualities that support Doreen to lead that she advises you to embrace are tenacity, a positive attitude and the ability to get laser-focused.

She has a plethora of great business advice to share. Three of her guiding principles we shine the spotlight on here are:

- 1. Integrity Above All:** When you operate with integrity, your clients and customers learn who you are and that they can trust you. With integrity, all your relationships grow and flourish.
- 2. The Genius Is in the Simple—Keep It Simple:** In order to hear more YES answers in our lives and our businesses, eliminate what is complex and complicated. These put barriers between us and YES.
- 3. Be Supportive—Always:** As is often stated at Business Network International, “Givers Get.” Being of service is about giving of yourself. When you do this, the rewards are endless. *Embrace this advice and soar in your leadership and business.*

Doreen has a free business assessment for you and will put you on her list to receive 52 weeks of business hacks. **Get started at:** www.visionstoexcellence.com/free-assessment • **Connect more with Doreen at** doreen@visionstoexcellence.com • 650-483-5798 www.visionstoexcellence.com • www.facebook.com/doreen.milano

BUILD A BETTER BUSINESS by Becoming a Better Leader

By Doreen Milano

Leadership is not just being someone who people will follow, but someone who people *want* to follow.

Leadership is directly linked to company profits. It's at the core of every other key factor, such as market, sales, fulfillment, productivity and expenses. When you become a better leader, you grow a better business.



Here are 10 attributes you need to be a good leader:

1. **Vision**—a picture of the future that is compelling and realistic even if it is a big stretch. Keep your vision at the forefront.
2. **Communication**—communicate frequently in supportive and even challenging ways to build a healthy business.
3. **Emotional intelligence**—meet followers where they are today. I often see leaders attempt to meet followers where they want them to be instead of where they are now. Emotional intelligence brings you back to a service platform.
4. **Collaboration**—invite differing opinions and ideas.
5. **Quick decisions**—no one follows a leader who can't choose or make decisions. Be decisive to instill confidence.
6. **Walk your talk**—set the example, mold the culture and live the values you set for the company and the employees. Walking your talk is part of the integrity you instill within the organization.
7. **Service**—Lead from the front *and* from the rear. Support and lift the stragglers on the team. You win or lose as a team. Being of service to the team is pivotal.

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8. **Commitment**—to the vision, the business, the employees, the stakeholders and the clients.
9. **Delegate**—no one can do it all. No one is great at every task. Share the wealth and make use of the talent that surrounds the business.
10. **Train**—to sharpen your leadership skills as well as the skills of the team.

I encourage you to choose which of these attributes you would like to improve upon and take action. Improve your leadership skills and watch your business grow.



Doreen Milano, Certified Professional Coach, established Visions To Excellence in 2010. Doreen has years of experience assisting businesses, both large and small, in growing and thriving through even the most challenging economic scenarios.

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FACEBOOK: A Powerful Tool for Thought Leaders

By Diana Morgan

Many people, including conscious thought leaders and change makers, shy away from Facebook because they experience it as superficial, a waste of time. True, it can be superficial, and it can be used for negative purposes. **Guess what! Facebook can also be used as a powerful force for positive change in the world!** Here are three things you can do to turn your Facebook activities into powerful actions that reflect the thought leader you are!



Your Core Message: Think about your core message. What do you want people to grasp from your social media messaging? Every time you get ready to LIKE, comment, share and post, be intentional with your words. Meet your people at their map of the world by sharing wisdom, stories and experience that they can relate to. Share inspiration and give people hope by using your social media to lead them to the possibility of transformation in their lives—the transformation that you offer.

The People You Play With: Who do you “play” with on social media? Are you engaging with people whose message is in alignment with your core message? Do you share the same values with the people whose content you are liking, commenting on and sharing? Are you following people whose followers are the people you want to reach? Are they also thought leaders? Find people to play with on Facebook who are actively using it as a tool for transformation.

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What Are You Sharing? Think about the people you want to reach. Share your inspiring and educational message so they feel like you “get” them. You want them to feel a sense of relief as they read your social media posts, that you actually understand their challenges and that help and hope are there for them to experience positive transformation.

Use social media to make a positive impact!



Diana Concoff Morgan, Business and Marketing Coach, author and speaker is passionate about teaching, inspiring and empowering entrepreneurs to grow their businesses. With over 25 years of successful business and marketing experience, Diana specializes in online/offline strategies; showing you how to apply them to your business to get results. She offers live and virtual trainings, and “Done for You” Internet marketing services including website development, blogging, SEO, social media posting and digital advertising.

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ARE YOU Your Own CFO?

By Lu Casillas

Being a Chief Financial Officer for a business is one thing. But are you the CFO for your future? We have to take a leadership role in our financial house. If you don't do it, who will? Statistically, as women business owners we put our needs last. Not to fret. Here are some ideas to get the ball rolling.



On-the-Job Training: Gold, silver, stocks, retirement plans, bank savings accounts, real estate—what's a woman to do? At times, it can feel like on-the-job training. There is no doubt that real-world experience is a great teacher. However, do we really have time to learn from our mistakes when it comes to money?

Investment Portfolios: Building a simple or complex portfolio for yourself is important. Based on personal experience, placing all your eggs into one basket can be devastating! Have multiple plans.

Volatile or Non-Volatile Money: How about both? Look to acquire financial growth in non-volatile accounts, such as indexed products. They provide the upside of growth without the downside of market losses. Volatile money provides loss in market swings.

Security, Leverage and Liquidity: Understand that your money should provide you liquidity without severe penalty. This is why multiple baskets are crucial. Banks are the middlemen. Retirement plans are not guaranteed. And, just like we need different doctors who specialize in specific health issues, we

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also need to have different financial coaches in our lives who are specialists in different fields.

Bounce-Back-Ability: The stock market can only crash so many times in your young adult life before the time comes that you cannot afford to make up losses. How much are you willing to lose and how many times can you bounce back? A liquidity specialist can be a key player in your retirement. Let's talk.

Use these ideas to get the ball rolling and become the CFO of your future!



Lu Casillas, is the educator and creator of Blend2Day, supporting women to find Balance in Life, Educating one another through Networking, and making their Dreams become reality. As a specialist at FCA, it is her goal to help women create a wealth preservation strategy that allows access to funds while also building a lifetime income stream.

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THREE MUST-HAVE ELEMENTS for Effective Leadership in Any Aspect of Your Life

By Diane Halfman

Whether you want to grow your capacity for leadership in your career, at home, as a parent, as a mentor or even as a friend, you need a foundation upon which to lead. In fact, when we are not successful as leaders, it's because we lack one of these three elements.



1. A Compelling Vision

A leader who does not try to create change isn't leading much at all. I love the quote, "Be the change you wish to see in the world." This applies to leaders first and foremost. A true leader walks her talk.

If you are being the change, who is it that you are actually being?

Identify the top three qualities that you want to have as a leader, and embody them as you take action toward your goals.

2. Time to Grow and Be

Authentic leadership develops when and if you know honestly who it is you are being. That takes consistent work over time as you form a habit and make the mental connections that ensure it lasts. Keep working even through the "messy middle"—the moments where you feel like you've failed as a true leader. Over time, your results will astound you.

3. A Supportive Space

Many people live with a messy desk or a cluttered home and think it has nothing to do with their ability to work, live or bring about change.

*What they don't realize is that your environment
is a reflection of your mind.*

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If your space is a mess, your mind will be too. Creativity craves clarity. To come up with creative solutions and lead with authenticity, you need a space that supports your efforts with calm, chaos-free beauty.

In the space where you most often lead, take a few quiet moments to reflect on what you need to change to accurately reflect your mind.



Speaker, author, organizational expert, and founder of SpaLife, Diane Halfman is on an international mission to help passionate, high-achieving women entrepreneurs learn to live a life by design and not default. As the SpaLife Curator, she shows successful women how to infuse more harmony into the nine elements of their lives to consciously create more peace, beauty, freedom and joy; all of which have a positive influence on the lasting impact and contribution that women – who are inspired, supported and loved – make to the world.

To find out more and get your copy of Diane's ebook, *Nine Secrets to Step into Your Spa Life*, visit her website, www.DianeHalfman.com.



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LISTEN, LEARN AND LEAD

Your Way to Excellent Leadership

By Charmaine McCowan

When you think of leadership, what kind of person comes to mind? A president? A minister? A mother? Great leaders are great because they serve those who stand behind them and stand up for them.

Nelson Mandela, a great leader, popularized the term “Lead from behind.” Brilliant leaders understand this strategy of leading.

Presidents are always on stage and out front. Ministers are always in front of a congregation. Mothers, however, are generally in the background. Yet they are some of the most powerful when it comes to leadership.

Mothers are powerful, quiet and discerning. They are always listening, learning and leading, which are my top three qualities for a great leader.

Listening. Leadership requires the most excellent of listening skills. Being a good listener helps you acquire the skills of discernment, compassion and focus. Good listeners learn to fully engage and focus on the person, issue or matter in front of them.

Learning. Good leaders are consummate learners. They are students of life. Their minds remain open, curious and flexible. Knowing that learning never stops gives the leader the opportunity to broaden perspective, expand awareness and, therefore, expand possibility and influence.

Leading. Constant learning broadens scope and shapes opinions. This makes leaders' own principles and opinions stronger, thus creating greater influence and impact.



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Presidents, ministers and mothers are all considered leaders. However, my vote is for mothers, because they embody the qualities of leadership. They have mastered the art of leading by example.

Mothers are clear communicators. They are kind and strong. They are master multi-taskers. Mothers can focus, see through the mess and get the job done. They have grace, elegance and excellence. Mothers are leaders like the lioness—they know when to purr and when to roar.

When it comes to leadership, my vote is for the one who possesses the consciousness of the mother.



A captivating, passionate facilitator of wellbeing, Charmaine holds a Juris Doctorate degree in law and uses the power of words to inspire transformation. She has been heard to say that her real degree is not in the letter of the law but the spirit and soul behind those letters.

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KEYS TO ENSURE You Thrive as a Leader



By Caterina Rando, Publisher TWIB Magazine

When you start your business, you just want to do your thing, serve your clients and of course make a profit. Eventually though, when your business is thriving and you are experiencing ease as you do what you do, it is time to look at having more impact and building more influence. When you do that, you benefit from seeing yourself as a leader.

Leadership does not have to be what you see in politics or history. It can be your unique version of expression that matches how you are in the world. Combine that with these five key ingredients, and you are well equipped to accomplish any goal in business, in your community or in your life.

A Mission: You have a mission in your business. I encourage you to expand that mission to include other ways of being of service in your community or for a cause you care about. For example, TWIBC is all about helping women succeed in business. That mission now includes raising money for women around the world to assist them in starting a business and providing business training and education. How can you adjust your mission for greater impact?

A Core Message: What do you know for sure? Where do you want to have a real impact? What do you want to be different in your industry, in your community or in the world? These are all questions to answer so that you can clearly articulate a mission that will attract people who want to support it and who resonate with your message. Share your message in a variety of ways in order to reach people who need your help and who want to help you.

A Platform: Your platform includes the guiding principles, values and changes you seek to create and put in place with your message. It supports everyone who embraces your mission to thrive. For example, through my platform I often share that done is better than perfect. This is intended to get women into action. I hold as part of my platform to include love in your business. That genuinely caring about and loving your clients is good business. What are some of the ideas that are part of your platform?

A Plan: One thing that is great about leaders is that they make things happen and get things done. That probably describes you. Equally important is to take

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some time to map out a clear plan of where you are going and the steps needed to get there. That way, others can help you when what you want is not just in your head. It is all written out and upgraded regularly on paper. What are some of your plans to put attention on?

A Community: Cultivating community and surrounding yourself with like-minded, like-hearted people who have the same values as you can be the most rewarding thing you ever do in your business. By the way, our last issue was all about cultivating community. Be sure to review it.

When you put in place these key parts of thriving leadership, what you can accomplish and the ways you can serve will amaze you and others. Get started today.

Caterina Rando is the publisher of Thriving Women in Business Magazine. As a mentor to women in business on a mission, Caterina invites you to join her at an upcoming live event. Visit www.caterinarando.com/events and to join our TWIB Facebook group at www.facebook.com/groups/thrivingbusinessgroupforwomen send her an email at cat@twibc.com. She would love to hear from you.

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LEADERSHIP THE FEMININE WAY for Massive IMPACT

By Andrea Woolf

"I had no idea that being your authentic self could make me as rich as I've become. If I had, I'd have done it a lot earlier."

—Oprah Winfrey



As women, we have the natural ability to be great leaders when we stay true to our authentic selves. Here are the elements of powerful leadership innate in women who create massive **IMPACT** in the world:

I = INFLUENCE—Having influence is a natural, feminine gift. When we share it, we easily persuade and inspire others to follow and want to be part of what we are up to in the world.

M = MINDFULNESS—We lead by caring deeply about what we believe in, and about our clients, team, family and community. We naturally treasure our people.

P = PASSION—It is in our DNA to feel. We step into great leadership when we get excited and passionate. This inspires and motivates everyone around us to embrace their magnificence. We become attractor magnets when we unleash our passion on the world.

A = AUTHENTICITY—Our presence shines brightly in the world when we know who we are and what we stand for, and then show up that way, being totally and magnificently ourselves in all our glory.

C = COLLABORATION—When we trust ourselves and others, we are naturally inclusive and collaborative. We share generously and are open to receiving the contributions of others. We typically love to connect, especially with like-minded, like-hearted people.

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T = TENDERNESS—One of our greatest strengths is to lead by being heart-centered. This is THE magical element that distinguishes us. As we lead with love, we magnetize to us everything we wish for and more.

Embrace all these elements of powerful leadership that are already in you, and step into being the amazing, powerful, feminine leader you are!



Andrea Woolf is the founder and coach extraordinaire for Women of Impact, a vibrant community of women coming together to change their business and life, and transform the world. She is the author of *Ignite Your Life – How to Get from Where You Are to Where You Want to Be*, and helps women achieve amazing results and truly connect to the difference they make. Find out more about Andrea and all her exciting upcoming programs and events at www.andreawoolf.com. Andrea would love to hear from you at 949-713-7734 or via email at andrea@andreawoolf.com.

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Andrea Woolf
Founder of Women of Impact



LEADING THE WAY is Good Marketing

By Linda Basso

You have the expertise and credibility, and know how to lead others when it comes to your business. But do you showcase that well for potential clients? Letting others see your leadership skills is good marketing because it positions you as an authority worth listening to.



Market yourself as a leader with these tips:

Take on leadership roles. Join committees, take a board position or volunteer to spearhead activities within networking or industry groups you are part of. These are quiet kinds of leadership pursuits that even introverts can do gracefully. These activities put you into visible leadership roles in others' eyes. Once people see you in action, it's easy for them to consider hiring you or referring you to others.

Take the time to share your knowledge. Be open to answering questions or giving advice to others even if they aren't potential clients. This is a good way to give back and it's a generous stance that invites good will to you. I once took several hours to talk with and send a detailed email response to a young college student who had questions about my industry. The next month, his coach hired me as her marketing person because she was so impressed with the information I had shared with him!

Publicize your leadership roles. Be sure to note on your website, speaker sheet and LinkedIn profile what leadership roles you take on. Do you provide advice to those younger than you? Note that you are a mentor. Have you

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won an award? Be sure it's part of your profile. Be loud and proud about your leadership roles to be seen in a bigger light.

Take on leadership roles, share what you know and communicate what you do to market yourself as a leader and attract your ideal clients. Get more tips on creating a BIG presence with your marketing here: www.twibc.com/linda-basso



Linda Basso is a marketing coach with a spiritual attitude that supports entrepreneurs in growing their businesses, their impact and their revenue. Her four pillars of spiritual marketing can help you get the results you want, be real and have fun while you do it. For 22 years, she has created brands and campaigns for Kimpton® Hotels & Restaurants, Jamba Juice®, Disney®, and many small businesses. She has helped her clients win many awards, along with placements in publications such as *The Wall Street Journal*®, *TIME*® Magazine, and the front cover of *WIRED*® magazine. Reach her at

510-381-3094 or lindabasso.com.

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FEMININE LEADERSHIP

By Laura Gisborne

It is such an exciting time to be a woman. Paradigms are being broken daily, and we are being called to step into our leadership in whole new ways.

Each year, we host an invitation-only leadership conference for women business owners who are committed to philanthropy. Most women don't identify themselves as philanthropists. However, I've found that giving back is one of the main characteristics of truly successful women in business who lead from a place of balance and femininity.



Other characteristics of successful women in business:

V: True feminine leaders are **visionary** about their lives and their businesses. They can solve problems that others find challenging, because they can see a bigger picture.

O: They are “**outliers**.” They are not afraid to address challenges from a unique, innovative perspective. They usually have little tolerance for staying in a challenging situation just because it is the “way it has always been done.”

C: They are strong advocates of **community**, and realize that they cannot reach their goals alone. True feminine leaders build their own communities by honoring each person they come into contact with on a daily basis.

A: They are rapid **action** takers. Interestingly, they may actually have a more introspective personality, so you may not always be aware of what they are thinking or doing. They let the results of their actions speak for themselves.

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L: They lift everyone around them and cultivate other **leaders**. True feminine leaders are never threatened by another's success. Instead, they embrace each of us finding our unique talents and gifts and encourage us to cultivate these by using them to help others.

If you recognize any of these traits in yourself, or see any that you would like to deepen, join us at Limitless Women. Nothing helps you to grow faster than being surrounded by like-minded leaders.



Laura Gisborne is a highly successful business expert. She has owned nine companies, ranging from small boutique businesses to a multi-million dollar wine and real estate empire. The innovative business model of her current company, Legacy Leaders Global, exemplifies that businesses can be both profitable and purposeful. Through her initiatives, thousands of people are receiving regular contributions in multiple countries across five continents. Visit www.laurafreebook.com today and download your complimentary copy of *Stop the Spinning: Move from Surviving to Thriving*.

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The banner features a woman with long, curly hair seen from behind, holding a large blue flag high above her head against a bright, cloudy sky. The text is overlaid on the image.

DEVELOPING YOUR LEADERSHIP

Qualities Invites Success

By Laurie Zerga

Business education and studies often look at reasons businesses fail. What makes them successful? One of the most important factors is the people. You, the leader, are the most important person in your company. A Gallup Poll between 2013 and 2015 reviewed the reasons people think businesses fail. The most critical element was the leader. Let's look at five qualities of successful leaders and how to develop them.



1. **Passion** inspires others.
2. **Empower people** on your team and let them contribute.
3. **Integrity** creates trust.
4. **Courage** means acting even with fear.
5. **Open-mindedness** allows curiosity and creativity.

These are some of the most important of many qualities. You can develop good leadership by understanding the qualities and practicing them. Who will you be as a successful leader? What skills will you need? What support? Here are some actions to take to develop your leadership skills.

- **Write a journal:** Document your leadership activity, note what worked and consider upgrades.
- **Find a mentor:** The most successful leaders have mentors and advisers.
- **Take on leadership roles:** Start with community leadership or volunteer.
- **Improve communication:** Communication is critical to all interaction.
- **Understand personality styles:** There are multiple personality tests available. Take one.
- **Read leadership books:** Many books have been written on leadership. Read at least one a year.

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Integrate leadership into what you do every day. Each of us is capable of leading. The first step is to stand in your integrity and know yourself. Know your passion and your gifts, and then build a team to support you. Always remember to have an open mind, be curious.

These qualities provide an environment for creativity. When you and your team are creative, solutions to problems and ideas for new products and services arise. Success and abundance are the results.



Laurie Zerga, founder, Booming Business with Ease, combines her passion for relationships, community and business to support entrepreneurs and CEOs. She helps clients increase their value 10 times with tips that provide the shortest distance to their revenue goals. These big corporate tips work for small and medium-sized businesses, yet very few use these techniques, which allow them to serve many more people and increase the bottom line. Contact Laurie at www.boomingbusinesswithease.com.

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Are you ready to bring your business to the next level? Download Laurie's free workbook & get started today at www.boomingbusinesswithease.com.

LEADERSHIP for Entrepreneurial Success

By Tammy Tribble

I have seen numerous people turn their talent into a business. They are excited to share their gifts and are determined to make a difference in the world. The really successful ones are all that and more! The thriving entrepreneurs have also developed their leadership abilities. Here are three ways I have seen leadership help them reach more people and build incredibly successful businesses.



Lead your peeps into committed relationships. Potential clients who are a good match for you and your services are counting on you to lead them into the process of working with them. They need you to inform them about how the relationship works, manage their expectations, offer them the opportunity to say YES and direct them on how to pay for your amazing gifts. Without your leadership, many will fall to the wayside and never get the benefits that only you can provide.

Lead them with your amazing expertise. Your peeps want you to take the lead. They want and need you to make suggestions, offer alternatives and explain how your product or service helps them with their particular need. If you have additional services that would benefit them, they need you to make the recommendation. They are counting on your expertise and trust you to offer solutions and alternatives that help them to accomplish their goals that moved them to work with you in the first place.

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Lead them to be your champions. We are a sharing society. There is no better time to ask them to share their experience than when they have said how happy they are! This is the time to lead them to be your champions by asking for the testimonial, sharing on social media and sending you referrals.

Your gifts and talents got you into business. Your leadership skills will help keep you there!



Tammy Tribble is the founder of Mimetic Design Systems, Inc., where she works with entrepreneurs, solopreneurs, and business owners who are ready to stand out from the crowd and make a difference within their target markets. She is a branding specialist, providing businesses with communication and marketing materials designed to tell everyone about their amazing business. She helps her clients fulfill their dreams and make their vision a reality! Contact Tammy at 510-881-8446, or tammyt@mimeticsystems.com.

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HOW TO Be Happier at Work

By Lee Richter

To be happier at work, you must become intentional about it—make it a conscious daily choice. It is the same as making the decision to live a healthy lifestyle.



Here are three ways to be happier at work:

1. Start the day on a positive note. How you feel in the morning affects how you feel at work all day. In one study, researchers analyzed the moods and performance of customer service representatives. The results proved that 23 percent of the individuals were more productive during the day and reported having more positive interactions with customers when they started the day with a positive mindset.

2. Decide in advance. One of the hardest aspects of any job can be the number of daily decisions you have to make. “Decision fatigue” is real, and each decision depletes your cognitive resources. This means that the more decisions you have to make, the more exhausted and run down you feel. Try putting some decision-making on autopilot. Have your outfits and meals planned for the week. Decide in advance when you’ll go to the gym. Once you have made these decisions, stick to them and follow through!

3. Help others. Being kind to your co-workers can create a virtuous cycle. According to a recent study, happier workers help their colleagues 33 percent more than unhappy workers. Helping can be as simple as grabbing your

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colleague’s favorite beverage when you get your coffee, or asking her if she needs help on a specific project. The challenge is making this a regular part of your day instead of something you do only once in a while. Consider putting a reminder on your calendar. You might be surprised at how effective this small habit can become.

Sharehappinessnow.com helps people find more meaning and joy in their lives. Implementing these three behaviors is a great way to start!



Lee Richter is an innovator and for more than 30 years, she has built successful and dynamic community-driven businesses. Her unique vision and system generate massive results, proven by her highly successful companies, which produce millions of dollars, hundreds of jobs, support communities and educate thousands of people all over the world. Lee has been working with happiness experts for many years and www.sharehappinessnow.com is her passion project she shares with the world.



FEARLESS FINANCIAL MASTERY: The Courage is the Key

By Audrey Godwin

What do you feel or experience when the subject of finances comes up? Fear, anxiety, worry, embarrassment, excitement, peace? Perhaps a combination of all of those in the span of a minute. I completely understand. I've been there and so have the women I serve.



The one thing I know for sure: getting the skill to manage money starts with courage. Courage to ask for the sale. Courage to decide this is the last year of financial feast or famine. Courage to be honest about what has been hiding in your heart.

Fearless financial mastery is acting in spite of fear. Generally, people deal with finances when they experience one of these—a diagnosis, death, divorce or debt. How can you deal with finances before experiencing one of the dreaded D's? Courageously, with clarity, communication and commitment.

Clarity—Be clear about the current state of your finances. Notice your emotions. Do you feel embarrassed, ashamed or guilty? Set time aside to get clear about the direction in which you want your life to go and what level of finance it will take to get there *with ease*.

Communication—Who do you have to speak to about the changes that will occur to make your financial goals happen? A spouse, a business partner, family members? Communicate expectations. Listen, without judgment, to others' expectations. Discuss values, priorities and each person's picture of success.

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Commitment—Develop a plan of committed action to get your finances to the place you once dreamed and hoped for. Ask the key stakeholders what they are **willing and able** to do to ensure success, and write it down. This will remind you of the *why* so you don't lose your way.

Fearless financial mastery translates to fear LESS and LEAD more. It all starts with courage.



Audrey Godwin is an award-winning entrepreneur who helps heart-centered, smart and decisive women business owners go from financially stretched to financially secure. As a direct result of applying Audrey's Positioned 4 Profit System, her clients increase cash flow and profitability while decreasing stress and worry. Contact Audrey at audrey@resilientbusinessolutions.com or 206-579-1063.

**Money is a *tool*.
Managing it is a *skill*.
YOU are in charge!**

**Are you ready to take control of your finances?
I can show you how.
Schedule your Fear Less, Fund More Strategy Session today!**



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