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steve@allegracinci.com
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www.allegracinci.com
The Official Newsletter of
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2016-2017 MPI OHIO CHAPTER BOARD OF DIRECTORS

President
Jennifer Veselko CMP
National Sales Manager
Caesars Entertainment, Inc.
7772 Callow Road
Leroy, OH 44077
Phone: 440-254-4314
Cell: 440-429-4900
jveselko@Caesars.com

Vice-President - Education
Joan O’Connor
Director of Sales
Corporate College
4400 Richmond Road
Warrensville Heights, OH 44128
Phone: 216-987-2938
Joan.O’Connor@tri-c.edu

Vice-President - Finance
Mike Moseley CHSP
Business Development Manager
Nationwide Hotel & Conference Center
100 Green Meadows Drive South
Lewis Center, OH 43035
Phone: 614-880-4203
mmoseley@columbushospitality.com

Vice-President - Membership
Diana Shackelford
Event Marketing Manager
Anthem Blue Cross and Blue Shield
4361 Irwin Simpson Road
Mason, OH 45040
Phone: 513-336-4423
diana.shackelford@anthem.com

Director of REACH
Kelsey Reckless CMP
Convention Services Manager
Embassy Suites Dublin
5100 Upper Metro Place
Dublin, OH 43017
Phone: 614-353-0754
kelsey.reckless@hilton.com

Director of Education
Amanda Smith Rasnick CMP
Group Sales Manager
Lake Erie Shores and Islands
4424 Milan Road, Suite A
Sandusky, OH 44870
Phone: 419-625-2984
amanda@shoresandinlands.com

Director of Professional Development
Adriane Cesa CMP
Potters Council Manager
The American Ceramic Society
600 N Cleveland Ave., Suite 210
Westerville, OH 43082
Phone: 614-794-5824
acesa@ceramics.org

Director of Special Projects
Heather Gortz CMP, CTA
Meetings & Events Coordinator
Grange Insurance
671 S High Street
Columbus, OH 43215
Phone: 614-445-2718
gortzh@grangeinsurance.com

Director of Strategic Partnerships
Shannon Sprau CMP
Planner, Meetings & Events
Cardinal Health, Inc.
7000 Cardinal Place
Dublin, OH 43017
Phone: 614-757-1451
shannon.sprau@cardinalhealth.com

Director of Marketing
Adam Kowaleski CTA
Corporate Sales Manager
Hyatt
350 North High Street
Columbus, OH 43215
419-515-4377
adam.kowaleski@hyatt.com

Director of Member Care
Abbey Border
Prospecting Sales Manager
Columbus Hospitality Management
775 Yard Street, Suite 180
Columbus, OH 43212
614-949-7623
aborder@columbushospitality.com

Director of MidAmerica
Lori Stickey CMP CASE
Manager, Global Accounts
Helmsbriscoe
13635 Coddington Rd.
St. Paris, OH 43072
Phone: 937-206-1726
lstickey@helmsbriscoe.com

Chapter Administrator
Jessi Konnagan
Association Connection
4010 Executive Park Drive
Suite 100
Cincinnati, OH 45241
Phone: 513-563-8674
admin@mpioh.org

MPIOH Mission Statement:
To enhance the overall quality and awareness of the meetings industry by ensuring the professional development and growth of its membership through targeted educational programs and networking opportunities.

MPIOH Executive Office
Jessi Konnagan
4010 Executive Park Dr. Suite 100
Cincinnati, OH 45241
Phone: 513-563-8674
Fax: 513-563-9743
Email: admin@mpioh.org
President’s Column

Jennifer Veselko CMP
National Sales Manager, Caesars Entertainment, Inc.

Off To A Great Start!

Hopefully everyone is staying warm during the brisk, winter months and making plans for a prosperous 2017—both personally and professionally.

Our year kicked off with the Board full speed ahead on renewed strategic plans, after a productive leadership retreat in late December. Some of the great NEW events that resulted were the 2nd Planner Forum, hosted on February 10th in Cleveland at Metropolitan at the 9. And the first annual family MPIOH social networking night at the Columbus Blue Jackets game on February 19th at Nationwide Arena. We hope that our members will plan to attend these events and let us know how they enjoyed them!

One of the largest and most important meetings of the year is our Mid America Conference, in partnership with the MPI Kentucky Chapter. This annual conference will be held in Louisville, Kentucky at the Galt House, February 26-28, 2017. Both chapters have collaborated together to improve upon and expand this conference to give our attendees the maximum ROI out of their attendance. Currently, the attendance is pacing upwards from last year’s and we expect record trade show and planner attendance, as well. Hope to see y’all there! A look ahead for 2018—next year’s MAC conference will be back in Ohio in Columbus.

As we move into Spring, we are planning a very exciting NEW event on May 13th, Striding Into The Light—5K Run/Walk. This special fund-raiser will benefit the MPI Foundation, which funds all chapters’ MPI education and pan-industry research that aid in driving the success of meeting professionals. In addition, we are partnering with Out of Darkness, our charitable partner for 2016-2017. A portion of the proceeds will help fight against the epidemic of human trafficking in Ohio and other outlying areas. The event is also being supported by the OHLA community and we really encourage members to invite family and non-members to join us for this important cause. I encourage individual hotel sales to join together in teams and help us raise awareness of a problem that sadly intersects with our hospitality community every day. We appreciate anyone interested in volunteering on the Striding Into the Light committee, please reach out to Heather Gortz (Director of Special Projects) for more details.

In February, the annual member survey will be coming from MPI Global via email. The Board appreciates the time everyone will spend in measuring how the chapter is doing, what we can do to improve and the direction we want to take in the future. So, THANK YOU in advance for your suggestions.

As a final note, I would like to acknowledge membership and how important it is to our Chapter. I would like to remind everyone that we have scholarships available for current members and non-members on everything from monthly chapter luncheons to annual membership dues for planners and suppliers. Anyone interested in applying can find a scholarship application on the website or can contact Abbey Border, our Director of Member Care. We welcome questions anytime and are happy to assist with discussing the benefits of MPI membership.

Sincerely,

Jennifer Veselko
What It Takes to Win

By Jerome Wade

Winning is fun! Losing, well, not so much. I played soccer at Caprock High School in Amarillo, TX in the mid-eighties. I hate to say this but our soccer team was not a winning team, in fact, we were more like The Bad News Bears of soccer. I have to admit that our three-year losing streak was miserable. While we played to the best of our ability the other teams were just better at winning and we were better at losing.

One of the unforeseen benefits of playing on a losing team is that I knew first-hand what it felt like to be a loser (think agony of defeat). I did the walk of shame on numerous occasions as we walked off the field and onto the bus, heads bowed and hearts cowed. Can you relate? What I couldn’t know at the time was that being a loser was actually a gift that I would come to leverage to lead me to success in my adult and professional life. The gift was in losing and knowing intimately the pain and anguish that accompany it. The gift was in the embarrassment and pain of being a failure.

Losing made me a winner! As I turned the corner into my adult and professional life, remembering my past losses fueled me to find ways to win. Losing was actually an advantage, it motivated me to get better, become a bigger person, and learn ways to succeed.

Here’s what I have learned about What It Takes to Win:

1. WINNERS KNOW WHAT THEY WANT.
   
   Knowing what you want is the first step in achieving any level of success personally or professionally. As an executive coach, I have coached numerous people through the years and the common denominator of those who win and those who don’t is the level of clarity they have in what they want. Here’s why this is important: when you know what you want you can focus your efforts and attention to achieving a specific outcome. If you only have a general idea of what you want, you minimize the odds that you will achieve anything of any significance. It’s when you specifically know what you want that you are able to get specific results that lead to your success. What specifically do you want?

2. WINNERS ENDURE THE SUFFERING AND SACRIFICE THAT WINNING REQUIRES.
   
   One thing for sure about winning is that if you are not willing to pay the price through sacrifice and suffering you will not achieve any significant level of success. Winning comes with a price and sometimes that price tag is profound. Winners learn to push through the pain to achieve their dreams. Winners discipline themselves to make the sacrifices so that they can achieve their dreams. Your winning season is waiting for you to endure the demands of success so that you walk home a winner. How committed are you to winning?

3. WINNERS FIERCELY LEAN INTO THE FIGHT.
   
   I have yet to win a battle that didn’t require a fight: losing weight, starting a business, forgiving someone, charting a new course, or making simple changes. Winners do not shrink back, they fiercely lean into their fight even when facing seemingly insurmountable barriers and even more losses, they keep fighting. Sometimes you will find luck opening the doors for you but most of the time you will be faced with struggle and challenge. What differentiates winners from losers is their ability to put up their dukes, get in the ring, and battle it out. I know that the battle can be intimidating and our opponent can be menacing but winners are fighters. How fiercely are you leaning into your fight for success?
Each year our MPI Ohio Chapter hosts an Annual Recognition Event to celebrate and honor our wonderful members with a number of awards. For the past several months, our Recognition Committee has been hard at work designing this year’s program to be extra special!

We are thrilled to announce exciting enhancements to the existing awards as well as two new ones. Based on your feedback, we are giving you the opportunity to spotlight your accomplishments, not only as a member of the MPI Ohio Chapter, but as a dedicated professional in the meeting industry.

Also, new this year, you will be able to experience a new and enhanced process to make your voice heard. All nominations can now be quickly and easily submitted online.

Additional details about this event and how to submit nominations will follow in the coming months. Be sure to mark your calendars to join us on Wednesday, June 14th and come celebrate You!

NEW AWARDS:

Leadership Award: This award goes to the MPI Volunteer whose efforts, initiatives and creative ideas have resulted in significant contributions to the chapter.

Rising Star Award: A rising star is a member who is currently a student or new to the industry (less than 5 years of experience). He or she is dedicated to learning about the industry, continues to work on his/her education, active in the community and shows high potential as a leader. Do you know someone like this?

CONTINUING AWARD:

Christy Selby Lifetime Achievement Award: this award was created last year in memory of member Christy Selby who lost her battle to cancer. The Lifetime Achievement Award is thoughtfully selected by your MPI Board members and presented to an accomplished meeting professional and longtime, outstanding member of the MPI community.

ENHANCED AWARDS:

Planner / Supplier of the Year: Yes, you CAN toot your own horn! We want to hear about you. This year our Planner / Supplier of the Year award will be self-nominated! This is your opportunity to share your career accomplishments within the industry and in your own community.

Committee of the Year: Make your voice heard and show us what matters most to you. Committees will highlight their accomplishments and ask for your vote.

Venue of the Year: Throughout the year, a number of venues provide support to our chapter by not only providing a location for our events, but services that create a memorable experience. Vote for the venue whom you felt provided superior execution, service and creativity.
WAS YOUR MEETING A PROVE IT!

Oh, the age old question.
How do we measure the ROI of a meeting?
How can we justify the budget for an upcoming event? How do I know whether I’ve won or lost after the last attendee leaves?
These are all excellent questions. And today, I have a few answers.

Not everything will work for everyone, of that I’m sure. However, I promise not to spend these next few hundred words lecturing about things I’ve read in a book or about the importance of event registration spreadsheets. I’m here for action, and for the 1-2 measurables that maybe, just maybe, you can begin to implement right away.

I’m sure you’re already taking steps to determine meeting success, quantifying impact and justifying future spend. But what if there was a more defined system for doing so? What if you could pass each meeting through the same filter? If that interests you, I challenge you to read on.

STEP 1. DECIDE WHAT YOU WANT FROM THE MEETING.
For example:
• To achieve a certain # of registrations
• To make key decisions
• To solve important issues
• To provide a unique experience
• To create loyal clients
• To impact participants beyond that day
• To market or sell products and services

STEP 2. DECIDE YOUR METRICS.
For example:
• I want to have 100 people sign up for the event. This is the number of paying attendees that will make it profitable or will enable us to hit our fundraising goal.
• Most meetings have an agenda. If you identify the big decisions that need to be made in advance and put them on the agenda, you can accurately say after the meeting whether each one was made. Sometimes, making one big decision at a meeting makes the entire thing worth it. Measuring this can be a simple “Yes, we decided that,” or “No, we didn’t decide.”
• How many issues did you solve during the meeting? Write out an Issues List before/during the meeting and physically cross them off as you go. Maybe your goal is to knock out 10 issues during a meeting. If you do that, then you will consider it a success.
• If you want to know whether a meeting experience was unique, fun or meaningful, a follow-up survey or questionnaire can do the trick. Keep it brief, five (5) questions or less. To make this quantitative, set your goal for 80-90% of responses to be an 8-out-of-10 or a 4-out-of-5 on each question.
• If you want to know what people honestly think about your meeting, ask them at the end. For smaller events (25 people or less), this can be done aloud. “On a scale of 1-10, how effective was this use of your time? And if you can’t answer a 9 or a ‘10,’ you have to give one reason why.” This real-time feedback will tell you where you stand and give you suggestions on how to improve the experience next time.
• 30-Day Check-In: After a month, follow up with your attendees. Ask them if they have done anything different since the event. Have they instituted a new habit, kept a commitment, or changed their behavior? In their opinion, has this resulted in value for the company? How and how much?
• How much money, or how many deals do you plan to make at this meeting, within one week after, 30-days after, or for the rest of the year? The measurement doesn’t need to stop the day after you get home.

STEP 3. DECIDE WHO OWNS EACH MEASURABLE. One person must be driving each number and be accountable for its result. Remember, it must only be one person per metric. If multiple people own something, nobody owns it.

CultureShoc hosted an October 2016 event in Cleveland. It was a workshop designed to introduce the Entrepreneurial Operating System (EOS) to small and mid-sized businesses in Northeast Ohio, and to refresh companies that were already using EOS.

One of our team members was responsible for getting 100 registrations. Someone else was to achieve X number of new prospect meetings within 30 days. Another person’s job was to manage the budget, staying underneath a goal number. Yet another team member was responsible for a thank you note goal (at least 50, for example).

Overall, we had a targeted scorecard that helped us determine the success of the event. Within 30 days, we were able to definitively say whether it was a good use of our time and resources (it was!), and I attribute that clarity to the measurables we set up. Everyone knew what they were responsible for, and what needed to be achieved to “win” the event.

Regardless of your style of meeting, conference or retreat, there are measurables out there to help you determine its success. If you’re willing to ask questions, set the metrics and hold your team (and yourself) accountable to them, you’ll never worry about being asked for meeting ROI again.

Pete Honsberger is the Director of Client Services for CultureShoc, a meeting facilitation and culture development firm. Reach Pete at 844-336-SHOC or drop him a line at pete@cultureshoc.com.

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Let’s all give an #MPIOH welcome to one of our newer MPI of Ohio members. We are excited that you have become a part of our organization and look forward to helping you grow and reach your goals.

Here’s some information about Susan – and if you get a chance introduce yourself the next time you see her.

NAME: Susan Valentine

WHERE DID YOU GROW UP? Jeffersonville, Ohio

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? My son

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE? Holiday Inn and Roberts Centre

HOW DID YOU GET TO WHERE YOU ARE TODAY IN YOUR CAREER? I started in sales and worked up and became a General Manager and then decided to go back into sales as a Director.

WHAT IS THE BEST THING ABOUT YOUR JOB? The relationships and the networking

WHAT IS YOUR PROUDEST MOMENT? Holding a presidential rally for president elect Donald Trump. We had 3 days to make it happen and we pulled it off without any issues. What a historic moment for me. He and his staff were awesome to work with.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Leadership, organization and detailing

WHAT WOULD YOU LIKE TO BE DOING IN 5 YEARS? Still holding a leadership role and pursuing what I love most..... sales!!

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? Listen, listen and listen some more. Imperative to be a good listener to your clients, really hear them and value their needs. Success is way more than the event, it is the relationship you make while building up to it.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? Snap my fingers and be where I need to be in a matter of seconds.

Susan.valentine@robertscentre.com
It’s no secret Millennials (born 1980-2000) are taking over the world, I mean the workforce, becoming the majority of employees by 2020. But what meeting planners continue to ask me is what to do about it. As a former conference director turned speaker (and a Millennial myself), I’ve seen the expectations of young professionals evolve dramatically over the last 10 years.

In my mid-20s, I became the Education Director for a state association running two large conferences, a trade show and nearly 100 days of stand-alone educational programming. I learned that our black tie gala and formal awards banquet offered the same agenda and brought in the same attendees for decades, but attendance was dropping. I remember questioning all the long-standing traditions asking why we did things the same way. I drove our leadership crazy, but I was simply giving them a taste of the evolving expectations they were about to face as our attendees got younger every year.

So, why is it that Millennials think and act so differently than previous generations? Here are a few examples of things that have changed during our upbringing, which impacted the way Millennials see the world:

**CHANGING WITH TECHNOLOGY**

We don’t embrace change, we expect it, and we evolve with it. We grew up with the latest technology revolution and expect to adopt new things all the time. Remember, we were forced to throw out our cassette players when CDs were released as boom boxes got smaller. Then MP3 players quickly replaced our CDs. We don’t hold on to the past for long, because we know we have to stay ahead of the curve to remain relevant.

**EVALUATING TRADITION**

Because things in our lives have changed so quickly, we don’t look back to the past much. For this reason, accepting tradition for tradition’s sake is hard to find within my generation. From wedding rituals to black tie gala formalities, traditional customs mean little to most Millennials. Keep in mind, we don’t know the guy your big award was named after, and they nicknamed us “Generation Why?” for a reason. Millennials rarely accept responses like “because I said so.”

**EVERYONE’S EQUAL**

Millennials were raised as children with a voice, unlike most kids from previous generations. “What do you want for dinner, Cara?” “Where do you want to go on vacation, Cara?” Our parents asked our opinions most days, so as adults it makes sense that we are extremely egalitarian, believing everyone is equal and our voice carries just as much weight as the next person’s.

This also means we don’t believe “expert” speakers are any better than we are. Just because someone focuses their work and can speak intelligently about a specific topic at a conference, doesn’t mean they’re smarter than their Millennial audience, who often prefer to remain generalists. Previous generations put speakers on a pedestal like a rock star for the day, but they don’t carry that type of weight for most Millennials, unless they’re really famous.

So what can planners do differently to ensure Millennials sign up, enjoy the meeting and come back next year? Here are a few tips:
1. **DON'T RELY ON TRADITION.** If you do anything solely because “you’ve always done it,” that won’t be a good enough reason for younger folks to attend. It may mean challenging the political powerhouses who want it to remain that way, but it can be worth it to gain Millennial involvement.

2. **THE “WHAT'S IN IT FOR ME” (WIIFM) FACTOR HAS NEVER BEEN GREATER.** Ensure you share with Millennials how the event will help advance their career. It doesn’t have to lead them toward an immediate promotion, but do you offer relevant learning opportunities that will enhance their skillset, connections to expand their network, or just fun to escape the real world? (That’s okay too!) Be sure your promotions explain what attendees will walk away with that’s beneficial to their careers?

3. **SERIOUSLY VET YOUR SPEAKERS!** Require multiple video clips for review, and ask what their relevant takeaways are for participants. (Don’t accept generic answers!) And contact someone who’s used them before to get feedback. Attendees sit in the back row first for a reason. They want to be able to escape if they don’t like the presenter.

4. **SHORTEN YOUR SESSIONS AND FOCUS ON OUTCOMES.** Attention spans are getting shorter, and people want content faster. If you’re going to hold sessions longer than 45 minutes, be sure the speaker has a plan for interaction. And tell speakers not to give their background story during their presentation; that’s what the speaker intro is for. They need to get to the meaningful stuff more quickly!

5. **ENCOURAGE SOCIAL MEDIA POSTS.** Be sure you have an event hashtag to gather thoughts, memorable moments and photos from attendees leading up to and throughout the event.

6. **WANT THEM TO POST PHOTOS?** Offer a photo-worthy experience! I recently spoke at a conference where they printed the event logo on the desserts. Tons of people tweeted pictures of their cheesecake with the event hashtag, so it was totally worth the extra cost for that exposure! Also, designate a specific place for taking fun on-site photos. Use a red-carpet-esque background with your event theme and/or giant picture frames and accessories like at photo booths.

7. **MOBILE APPS ARE A MUST.** Make everything mobile friendly from registration to speaker evaluations and everything in between. Include ways for attendees to reach one another too!

8. **NEVER STOP WINNING OVER YOUR ATTENDEES.** Don’t think once they’ve registered or arrived, you’ve got them. They need to be continuously “wowed” if you want them to say great things about your event and come back again next year.

9. **WI-FI AND CHARGING STATIONS ARE A MUST.** Many groups are able to get a tech sponsor to cover these costs and you can make cool kiosks extending your event theme. Don’t make us use our data!

10. **HIGHLIGHT HOW COOL YOUR DESTINATION IS.** If it’s in a cool city, that’s easy. But if it’s not a tourist hot spot, make sure to emphasize the unique amenities the area has to offer that attendees can enjoy while there’s downtime. Lots of Millennials are foodies, so tell them where the best local joints are to grab a bite. (The local CVB will have recommendations!)

So you’re thinking, “This isn’t specific to Millennials. Attendees of all ages want this stuff.” And you’re absolutely right, which is why it’s critical to implement many, if not all, of these strategies. But it’s important to realize, non-Millennial attendees will usually keep coming back if they’ve attended for years, but the Millennials will not, if it doesn’t meet their expectations. Their demands tend to be greater and their tolerance for mediocrity much lower, so less-than-stellar meetings aren’t going to cut it if you want to attract young, talented attendees. Happy planning!

Cara Silletto, MBA, is a former state association conference director turned highly-sought-after national speaker/trainer on understanding the Millennial mindset and reducing unnecessary employee turnover. She works with leaders in nearly all industries to understand the impact of the shifting workforce and their expectations. Visit www.crescendostrategies.com for more info or contact her at cara@crescendostrategies.com.
Many people come up to me during my live events or contact me on social media and say something like this: ‘Noah, I’m stuck. It seems like I’m working harder and harder just to stay in place. Can you help me get unstuck?’

It happened so much that I began extensive research to answer two basic questions:

1. What does “being stuck” really mean?; and
2. How can I help people get unstuck?

Through the course of my research, I’ve discovered 7 costly mistakes that are keeping many people stuck. See how many of these you recognize…

Mistake #1: Lack of Belief in Yourself

The first mistake I see people making is a lack of belief in themselves. That means people just don’t have enough confidence to think they can do it.

That leads to many missed opportunities, because they’re telling themselves that they’re not good enough or they need to be ‘someone else’ in order to have the success that they want.

Mistake #2: Lack of a Support System

This is closely related to having a lack of a belief in yourself – because if you don’t have the right people in place who can help you fulfill your dreams, it’s awfully hard to believe in yourself.

You might feel lost and alone, and feel like you’re swimming upstream. That’s going to make it very hard on you, and people might even make fun of you when your results don’t come right away.

Maybe when you share your dreams with the people in your life, they say things like, ‘Are you kidding? That’s impossible! No one in our family has ever done that! What makes you think you can do it?’ They just shoot you down, and that can really hold you back. I’m not saying that’s your fault, but you’ve got to be aware of it, because it could be costing you big time.

Mistake #3: Fear of Failure

That often leads to paralysis by analysis, waiting for everything to be perfect before you take action. In business, just like in life, nothing is ever actually “perfect”. You’re never really ‘ready.’ You just have to act anyway!

I have failed I can’t tell you how many times. I spent a quarter of a million dollars to learn how to run a profitable company and be successful. You can’t let the fear of failure stop you. Just because you fail, doesn’t mean you’re a failure.

Mistake #4: Fear of Success

The fourth mistake, ironically, is the fear of success. This means that you’re waiting again – like when you have the fear of failure - but in this case, you are afraid of success. Maybe you’re afraid of losing your so-called “friends” when you become really successful.

Can you see how many of these costly mistakes are related to that lack of a support system? The fear of failure, the fear of success – it sounds counterintuitive, but they really go hand-in-hand.

Mistake #5: Lack of Organization

Many people have clutter in their home or office, which leads to things like chronic lateness, constantly feel overwhelmed, and so on. You can see if you’re suffering from this if you have trouble finding important papers, files, your keys or even your computer! I’m not kidding. We actually had a client who came to me and told me that she had trouble finding her computer because her office was so cluttered. Now certainly that’s an extreme case; but disorganization will cost you, even if it’s not that extreme.

If you’re unorganized, you’re essentially reinventing the wheel each time you need to do something, find something, or launch something – and that’s going to directly affect your bank account.

Mistake #6: Lack of Effective Strategy

That means you’re just not sure what to do next, and spend a lot of time wondering what you’re supposed to be doing.
You’re working really hard, but seeing others who are less qualified than you are, getting ahead of you. That’s one of the worst pains there is -- seeing people who aren’t even as good as you, become more successful than you! That hurts, but that really is a function of not having the right strategy in place.

Mistake #7 Failure to Take Appropriate Action

That’s when you’re just not taking action, and that leads to bad habits like procrastination. You’re putting off things that really can help you reach your goals -- your personal goals, your financial goals, your business goals, your life goals.

You overwhelm yourself with all those choices that are out there because, of course, there are millions of things you could do, but are you doing the appropriate things and doing them on a daily basis?

Are you struggling with any of these costly mistakes - lack of a belief in yourself, lack of support system, fear of failure, fear of success, lack of organization, lack of effective strategy, or not taking appropriate action?

By the way, I’ve made all of these mistakes at one point in my business. The first step is to recognize these mistakes and then take steps to stop doing them. That takes time, patience — but most of all, it takes having someone there to support you and show you that there is a better, faster, easier way!

About Noah St. John

Noah St. John is a keynote speaker and best-selling author who is famous for inventing Afformations® and helping busy executives and mission-driven entrepreneurs enjoy emotional and financial freedom. His sought-after advice is known as the “secret sauce” in personal and business growth.

Noah’s dynamic and down-to-earth speaking style always gets high marks from audiences. As the leading authority on how to eliminate limiting beliefs, Noah delivers live programs and online courses that have been called “the only training that FIXES every other training!”

Get Noah’s new book Mastering The Inner Game of Success FREE at www.NoahStJohn.com
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**WEBSITE BANNERS**

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**Weekly eBLASTS**

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aglowsk@bgsu.edu

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Iacono Productions  
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mlacono@iaconoproductions.com

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Northern Kentucky University  
859-572-6403  
abukhaterj1@nkku.edu

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LML Communication Management LLC  
216-228-9756  
lori.lavinski@gmail.com

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Class Acts Entertainment  
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tori@class-acts.com

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Cardinal Health, Inc.  
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shana2013@msn.com

ALI MOLLET  
330-806-5028  
amollet@bgsu.edu

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Hilton  
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jennifer.mowrey@hilton.com

CAROL PNIEWSKI  
Radisson Hotel Cleveland-Gateway  
216-377-9000  
carol.pniewski@radisson.com

HEATHER POHLMAN  
419-204-4829  
heathcp@bgsu.edu

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Kings Island  
513-667-3149  
Heather.Powell@visitkingsisland.com

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Vantiv  
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lynn.rhoads@vantiv.com

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cindy.simonelli@radisson.com

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