

# Welcome to 2020. A New Year and A New Decade

Happy New Year! Thank you for staying on this journey with me. Yes, I made resolutions, maybe you did too. I resolved to lean into a vision and my passion unapologetically. It is time to share what IN-18 does.



## IN-18 holes of golf, what could you learn about a person? What would a person learn about YOU?

We are in a **client-facing society** and the work we do is to close deals and make a sale. The client-facing roles like finance, legal, sales, fundraising, and advertising recognize the benefit of **uninterrupted face time** with business **prospects**. These are our clients.

Imagine being invited to play at a golf fundraiser and the most difficult client is in your group, how should you spend the time? Use a five-hour round to **deliver** the ultimate pitch and show your character. We teach you how.

### Learn how to close deals on the golf course with IN-18.

Our mission is simple, *Teach the Art of Business and Networking on the Golf Course*. We train corporations, industry affinity networks, Employee Resource Groups (ERGs), collegiate academic programs, the places where mastering the art of golf is as useful as mastering Microsoft Word or Excel. IN-18 teaches people how to use golf for purposeful networking, self-promotion, to understand the needs of others, and self-awareness on the course. The golf course is where we facilitate "the program" and where you interact with managers, peers, subordinates, and company leaders. Training talent improves employee retention and helps develop the skills of their talent pipeline.

### How do you make an authentic connection?

1. 15-second elevator pitch
2. 15-minute coffee chat
3. Hours watching a sporting game
4. **A round of golf (correct answer!)**

### Closing the Deal

Beyond sales, IN-18 understands that professionals aspiring to climb the corporate ladder need to be equipped with soft skills. Golf is a tool that requires participants to communicate, use interpersonal skills, practice discipline, demonstrate respect for the environment, peers, and oneself.

Clients can select a customized workshop series or choose from our signature programs. We can accommodate 16 to 72 participants. To achieve the most effective result, we recommend a frequency of quarterly engagement activity to include new participants.

We provide:

- Interactive professional development training
- Team building activities
- Golf outing and tournament planning
- Social golf events and brand activations

Let's work together, contact [LaToya@IN-18.com](mailto:LaToya@IN-18.com).



## You Gave Back

A very special word of thanks for everyone that gave on #GivingTuesday. Your donations are critical for the success of our programming and **100%** of the money collected will be allocated to the named campaigns. Stay tuned!

[It's Not Too Late - You Can Still Give](#)

## TeesMe Podcast

What if I told you the promotion you sought, the client you pitched, or the legislation you wrote was already determined before you entered the room? You want a seat at the table but here's the secret, the decisions we thought were made in the office, are also made on the golf course. Listen to conversations about all things golf, life, and business.

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