



## Umoja is for Unity

From Chanukah, to Christmas, to Kwanzaa and even the fictitious Festivus, during this season we ask every leader to pause and reflecting on their own beliefs and values. We shared the principle of Umoja with everyone because it means Unity (in the Swahili language) and it is the first principle of Kwanzaa, also today. December is a great time for every business owner to evaluate what went well this year and ask, did we operate in line with the mission and values of the business?

As a firm, IN-18 believes embracing unity as a core value can help any company create a shared vision, despite having disparate views. We support organizations and leaders through professional development, both ON and OFF the golf course. Through team-building, strategic planning and leadership coaching, we focus on shifting the behavior through action. Unity requires individuals to work together toward common goals.

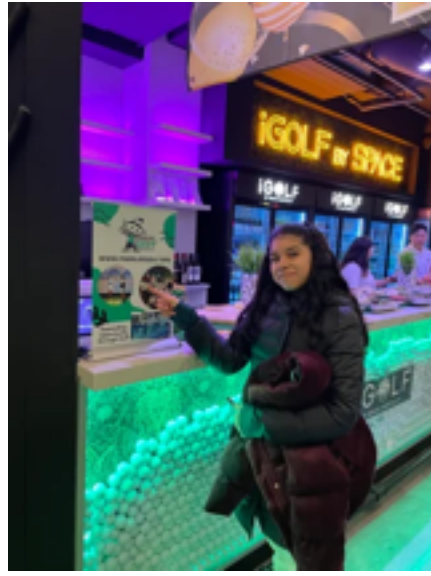
How can you promote unity in your immediate environment and the broader community, or even the world?

## Social Impact Panel at Columbia Faculty House



In December, LJ Finney had an opportunity to share a story of Social Impact Through Golf with the next generation of leaders. She shared this opportunity with visionary leaders to help inspire students consider what social impact role they will make. As the Founder of a for-profit, that supports the non-profit, Finer Life Golf Foundation, Inc. LJ spoke of a passion for golf and creating opportunity through exposure. What if transformative change, is solely accomplished by showing up in unexpected spaces with tenacity, passion and commitment to disrupting status quo? Hopefully she also inspired a few students to try golf.

## The Recap of Giving "Golf" Tuesday



Thanks to I-Golf32 for hosting and donating space for Finer Life Golf Foundation's "Giving Tuesday" event. It was an excellent opportunity to thank supporters of the nonprofit and meet a few children and parents from the program. If you supported FLGF in 2023, tax-deduction letters will be distributed shortly.

At IN-18 LLC, our mission is to create a positive impact on society and workplace engagement through golf. We engage our stakeholders, including customers, employees, investors, and communities, and incorporate their work into our CSR strategy. Through our partnerships, we address social issues together to foster a greater sense of purpose and social responsibility for the next generation. We help our clients, help children in the community through the 501(C)3 nonprofit entity, Finer Life Golf Foundation, Incorporated. As a leader in experiential professional development and team-building, we give back by extending our reach to the next generation of the workforce through youth development initiatives.

Comm(on)Unity = Community

[Watch a recap of the Summer Fun-draiser on YouTube](#)

**Can a purpose-driven company be profitable?**

**Can capitalism and change co-exist?**

We will cohost a 2-day salon-event on the art & science of social impact business.

**Request an invitation to join us in Miami, FL March 2024**

Email: [LJ@IN-18.com](mailto:LJ@IN-18.com)

## Ready for 2024 - A recap of SistahBiz



IN-18 LLC had the privilege and honor of attending the Sistabiz #GoalDigger Bootcamp in Denver, Colorado to work on our business strategy for 2024. It was an excellent opportunity to meet other female business owners and analyze the current state of our operation.

**Did you know:**

- We provide strategic planning services for organizations and facilitate executive retreats?
- We deliver lasting change in companies through a guided experience?
- Golf is the experience for our team-building and leadership coaching because people can identify and change their behavior through play?



## Happy Holidays & Happy New Year!

Please share this newsletter with colleagues and on social media.