



## What's Fresh & New in 2024

It is the last day of January of the new year and we are actively executing the 2024 plan, build leaders ON and OFF the golf course.

People often ask, what exactly do you? We spent the last month assessing what we do best and why. We build better leaders, both ON and OFF the golf course. A strong, strategic, impactful leader is also an empathetic and inspirational leader.

Thank you for resubscribing to our newsletter. Stay tuned for updates about upcoming events, networking opportunities and ways you can give back through our commitment to the community through [Finer Life Golf Foundation](#). Through strategic planning, team-building and leadership coaching, we change behavior through action. People are returning to the office, quell their anxiety with training to refresh their interpersonal skills.

Good company culture, is good for your bottom line.

## Upcoming Event Thursday 2/8



**Macaela MacKenzie**  
Journalist and Author of  
**MONEY, POWER, RESPECT**



**LJ Finney**  
Executive Coach and  
CEO, IN-18 LLC



**Yael Averbuch West**  
GM and Head of Soccer  
Operations, Gotham FC



**Madison Packer**  
Professional Ice Hockey  
Player, PWHL, New York



**Moderated by Emma Hinchliffe**  
Journalist and Senior Writer  
at Fortune, Author of The  
Broadsheet



**ADVANCE**

**MONEY, POWER, RESPECT:**  
How women in sports are  
shaping the future of feminism

**Thursday, February 8th**  
**5:30 PM – 7:30 PM ET**

\*Virtual event portion will start at 6pm ET  
Hybrid Event

Register Online

Sports are one of the most powerful cultural tools we have for shaping perceptions of women. Through the very public battles for equal pay, equal investment, and the right to play, sports have a real way of telling us not just who belongs but how much they are worth. As journalist **Macaela MacKenzie** argues in her book [MONEY, POWER, RESPECT: How Women In Sports Are Shaping the Future of Feminism](#), there is much we can learn from women's sports and the athletes championing the fight for equality.

Join MacKenzie, journalist **Emma Hinchliffe** (author of The Broadsheet and co-chair of Fortune's Most Powerful Women summit), **LJ Finney** (avid golfer, CEO of [IN-18 LLC](#), Founder of [Finer Life Golf Foundation](#) and executive coach), **Yael Averbuch West** (Gotham FC's GM and former USWNT player), and **Madison Packer** of the newly formed women's pro-hockey league (PWHL) to discuss the power of sports through the lenses of the motherhood penalty, transphobia and misogyny, and sports as a leadership pipeline.

## What is YOUR VISION for 2024?



This month business owners from the Essential Connections group gathered at the Tech Incubator at Queens College to create our business / personal vision boards.

*We believe in visualization and the law of attraction!*

### What Is a Vision Board?

"A vision board is usually a collage of images that represent goals and dreams. It can include cut-out pictures from magazines and words that help inspire you to manifest your dreams and get where you want to go. . .Vision boards may also help us imagine what a positive future could look like for us. Imagining a positive future is a helpful way to increase positive emotions and optimism And positive emotions often create opportunities and increase the chances of success."

- **Start by exploring your values.**
- **Think about what motivates you.**
- **Set priorities.**

- [source Psychology Today](#)

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

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

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

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

**\*\*Date change\*\* April 2024**

**Miami, FL**

## Defining YOUR Authentic Leadership



In January, LJ had the pleasure of presenting to NYU scholars on defining their pathway to leadership and how to get there. Of the content shared, the most important takeaways we delivered:

**Even without a title, we are leaders every single day.**

**Be the leader you want to follow.**



### Learning and Networking at the [New Renaissance Harlem Hotel](#)

As entrepreneurs, we are always learning, networking, and many of us pay it forward. The Bradhurst Merchants Association of Harlem hosted an education session on making the best of MWBE certification. Lachena Clark, President and Craig Livingston, Funder and Real Estate Developer of the Renaissance Harlem Hotel, opened the session and Keyla Marte trained all attendees on the art of navigating NYC contracting platforms.

Please share this newsletter with colleagues and on social media.