



Flashback for February

At IN-18, we are breaking new ground every day. Not because it's a leap year, not because it's Black History Month, but because we are forging connections between passion and purpose.

Who do we serve?

The leaders who may have a solid strategy in place, but struggle to bring it to fruition or implement it according to their vision.

This is the crux of the issue. They desire it. They are eager to bring their strategy to life or implement it successfully, yet due to various obstacles, such as the unsupportive culture or ineffective team management, they are unable to progress.

There are numerous barriers hindering their journey from point A to point B.

Our expertise in strategy and culture transformation is the key reason companies turn to IN-18 LLC. "This is my specialty, I assist individuals in achieving their strategic goals and executing them effectively. Incentives aren't enough, team-building and coaching is only the beginning, and change takes time." ~LJ Finney

We build leaders ON and OFF the golf course.
Good company culture, is good for your bottom line.

Save The Date - Saturday, 03.23.24 A Soft-Season Opener Golf Event



Join us for an informal season opening event for friends of the game.
What better way to jumpstart your golf journey this season?
Location to be announced. Time 12pm-2pm, rain date 3/30
Click here to join the waiting list.

This event is open to women and men, all levels are welcome.

Even without a title, we are leaders every single day.
Be the leader you want to follow.

Front & Center in February

Throughout the month of February, we dedicated ourselves to rekindling our passion and bringing our vision for 2024 to life. The guiding theme and my word for 2024 is **BLUEPRINT**. What many may not realize is that the foundation of IN-18 was laid over a decade ago, but it was just the beginning of our journey. It's no secret that I have a love for golf, and a passion for continuous improvement, but our true expertise lies in fostering connections and driving change through real-life experiences.

For the past two decades, I played a crucial role in bridging the gap between technology and business leaders. The key to success is acknowledging the importance of truly understanding the individuals responsible for carrying out tasks. Reflecting on past successes, triumphs and lessons learned, serves as fuel for conquering future goals. There is the power in leveraging flashbacks.

Recently someone asked us, what about the children? Have you considered developing their leadership skills? Of course and we have taken a fresh approach in engaging with the upcoming leaders of tomorrow, redefining how we nurture their leadership skills through golf. Stay tuned.

Did you catch up with IN-18 LLC in Albany?



LJ Finney had the honor of moderating a panel Diversifying the Business of Golf in New York State hosted by Assemblymembers Chantel Jackson and Amanda Septimo. It is a topic we have been passionate about for many years, the intersection of business, life and golf (check out archived episodes of [TeesMe](#)) .

Panelists included Hope Knight, Commissioner and CEO of Empire State Development (ESD), Aldrin Enis, President of One-Hundred Black Men, Kendra Brim, Principal Consultant of K. Savannah Consulting and Andrew Haynes, VP Executive Creative Director at Fairgame.

If you missed us in Albany and would like to connect, [let's chat](#).



Shining Bright Is Being Luminary

Confession, before the panel I was nervous. We were sitting in the green room alongside author of Money, Power, Respect, Macaela MacKenzie, journalist Emma Hinchliffe, Yael Averbuch West (Gotham FC's GM and former USWNT player), and Madison Packer of the newly formed women's pro-hockey league (PWHL) preparing to discuss the power of sports. We did not know who was in the audience and I wondered how my contributions to the conversation would resonate.

When we entered the room, my first thought was, what has golf taught me?

Answer: Don't overthink, just hit the ball, like you always do.

Sitting on panel, I immediately knew what my contribution would be, real life scenarios, encouragement for others to try golf and a bit of humor.

My words of wisdom for the audience, "At this point in your life, you may never become a professional female hockey or soccer player, and best wishes to you if that is your goal, but there's still time for anyone here to be a golfer, who has a professional career."



Can a purpose-driven company be profitable?
Can capitalism and change co-exist?
We will cohost a private salon-event leading up to
Social Impact x Tech Miami 2025 ~ the preview
Email LJ@IN-18.com
****April 15-18, 2024****
Miami, FL

Feel free to share this newsletter with colleagues and on social media.