



Thank you for your support in 2024

This year marked a milestone as we celebrated our 5th anniversary in business! Whether we've collaborated, partnered, or simply connected, we extend our heartfelt gratitude for your unwavering support.

The pinnacle of 2024 was discovering innovative ways to build meaningful relationships, deliver impactful services, and create lasting change. Golf was and still is our powerful medium—it is a tool for introspection and a mirror of personal confidence. Our clients wanted to master golf for reasons they often kept to themselves. Through coaching, we unlocked their deepest aspirations, transforming their approach to both the game and life.

Our insights from 2024 revealed a universal desire for community, inclusion, respect, visibility, and being in the right place at the right time. Mastering golf was more than gaining a new skill or hobby to talk about in public; it became a pathway for leadership growth through the game. Anyone who has spent decades behind a desk, like LJ, appreciates the simplicity of solving problems outside the office.

In 2024, IN-18 LLC emerged as a strategic ally for company leaders, empowering them to redefine leadership and embrace our proven approach.



Final group coaching session of 2024.

To Learn More, Book a 15-min Call

Catch-up on Our Content

Have you listened to our podcast TeesMe? We invite you to explore our podcast, TeesMe, which delves into the strategic role of golf in the business sector. This series goes beyond the sport itself, focusing on the strategic decisions made on the golf course that can significantly enhance your professional trajectory. Tune into our episodes to understand the critical importance of golf in both professional and personal contexts, and discover how to leverage your time on the fairway to unlock new business opportunities. TeesMe is the intersection of golf, business, and personal development.

Or catch-up on past episodes of Any Given Monday where we interview thought-leaders in business on topics to help entrepreneurs and those considering leaving Corporate.

Listen to TeesMe on Spotify

Any Given Monday On YouTube

Holiday Rewind

Giving Back and Saying Thanks.

Recently, LJ led a playful ice-breaker session with clients, sparking connections through the joy of play. Do you have a cherished toy or game from your childhood that still brings a smile to your face? Perhaps one that revealed something about yourself or influenced the person you've become? For LJ, it was the Day-To-Night Barbie, a powerhouse with her cellphone, briefcase, and heels.

What cherished memory will guide your journey into 2025?



Keep Moving Forward, Step Into the Arena

As the year draws to a close, we encourage our clients to conduct a calendar review and photo export to capture those often-overlooked victories. Reflect on your journey and celebrate every triumph, big or small, because you are truly IN THE ARENA!

“It is not the critic who counts: not the man who points out how the strong man stumbles or where the doer of deeds could have done better. The credit belongs to the man who is actually **in the arena**, whose face is marred by dust and sweat and blood, who strives valiantly, who errs and comes up short again and again, because there is no effort without error or shortcoming, but who knows the great enthusiasms, the great devotions, who spends himself in a worthy cause; who, at the best, knows, in the end, the triumph of high achievement, and who, at the worst, if he fails, at least he fails while daring greatly, so that his place shall never be with those cold and timid souls who knew neither victory nor defeat.”

—Theodore Roosevelt

Speech at the Sorbonne, Paris, April 23, 1910

Even if 2024 had its challenges, like the Jets' season, you had some impressive touchdowns. Wishing you success in the New Year!



Feel free to **share** this newsletter with colleagues and on social media (@in18llc)