



Preparing for 2025 On & Off the Course

Offseason Prep = In-Season Wins



To gear up for the 2025 golf season, we took a trip to Palm Springs, CA, where within 94 square miles, there are approximately 120 golf courses. If you can't travel to work on your game, stay indoors. **Indoor golf venues are changing the game for networking and skill development** in the offseason, venues like Five Iron offer a **year-round opportunity** to refine your game, build relationships, and prepare for the upcoming season. This past month, I had the pleasure of celebrating **Marty's 92nd birthday at Five Iron Golf**, a reminder that golf truly is a lifelong sport. I also attended the **ADAPT pre-golf outing social** at Five Iron, where business leaders, professionals, and golf enthusiasts connected in a relaxed, interactive setting.

If developing and retaining your leadership team is not a priority or on your "to-do" list, do not be surprised if your top talent finds a new job by this time next year.

AND if golf isn't on your mind yet, now is the time to start!



The next 18 weeks are the perfect time to improve your swing, sharpen your mental game, and strengthen key skills to enter the 2025 golf season ready to play—both on and off the course. **Start on February 1, 2025, and by June 7, 2025**, you'll be ready to play and network at golf outings.

New Offer: LINC Personality Profile



To Learn More, Book a 15-min Call

We are newly certified and offering LPP to select clients.

IN-18 LLC now offers **LINC Personality Profile Assessments**, a powerful tool for understanding how personality shapes leadership, decision-making, and team collaboration. While **Wiley Everything DiSC** focuses on workplace behaviors and communication styles, LINC goes deeper into personality-driven thinking and problem-solving. If you're looking to improve **team interactions and adaptability**,

DiSC is a great fit. If you need a **deeper psychological understanding** of leadership dynamics and decision-making, LINC provides valuable insights.

How This Fits into Executive Retreats & Team Building Through Golf

Our **golf-based leadership retreats** integrate LINC assessments to provide a unique, experiential way to strengthen self-awareness, communication, and problem-solving under pressure. By combining personality insights with the game of golf, leaders and teams can **bridge silos, enhance decision-making, and develop strategies for resilience and collaboration**—all while enjoying a dynamic, real-world learning experience.

Want to explore which assessment is best for your team?

Start the New Year with a Risk Assessment

Watch Any Given Monday On YouTube



In January we spoke with Crystal Pugh, seasoned IT professional and the Founder & CEO of Cyber Protection Consulting Services, Inc., a boutique cybersecurity firm.

With over 15 years of experience in the industry, Crystal has been pivotal in helping businesses, nonprofits, and creatives secure their digital infrastructure. She specializes in offering tailored solutions in risk management, cloud security, and compliance, especially for small to mid-sized businesses. She is particularly passionate about empowering businesses to grow while maintaining robust cybersecurity practices. Crystal's goal is to ensure that even the smallest businesses can achieve enterprise-grade security.

With the increase of cyber attacks, do you have a plan for your business?

Watch to learn about protecting yourself and [print your IT Cyber Security Checklist](#)

The Power of Interns: Investing in Future Talent & Your Business

Hiring interns isn't just about giving back—it's a strategic opportunity for business growth. At IN-18 LLC, we believe in **paying it forward** by providing hands-on experience to the next generation while simultaneously refining our own operations. Interns bring fresh perspectives, energy, and curiosity, but they also serve as a **real-world test** for your business processes. Training an intern forces you to document workflows, clarify roles, and improve efficiency. If an intern can follow your system successfully, it's a sign your processes are working. If not, it's a chance to **identify gaps and refine operations** before scaling.

Recently, LJ attended a **recruiting fair at LaGuardia Community College for SOAR interns**, connecting with bright, motivated students eager to gain real-world experience. By mentoring interns, you're not only shaping future professionals but also **enhancing your leadership skills** and strengthening your business.

Interested in hiring an interns, what is your staff development plan?



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