



Phenomenal Women

We make her-story every day. Support woman-owned businesses.



We're thrilled to share that we were selected by the **WOC Star Program** to have a professional commercial produced by **Ghetto Film School**—a huge milestone in telling our story in a way that speaks louder than words.

What makes this even more meaningful?

The shoot took place during **Women's History Month**, and both the **Filmmaker, Katelyn** and **Producer, Jianna**, were leading with vision and purpose in a space where women are still the minority. Their lens captured not only our mission, but also the feedback of clients whose lives and leadership journeys were impacted through our work.

This isn't just a commercial. It's a reflection of the community we're building, the stories we elevate, and the impact that grows when we show up boldly and consistently.

🎬 Stay tuned—we can't wait to share the final cut with you soon.



Behind the Scenes: How We Help Leaders Lead Better

To Learn More, Book a 15-min Call

This March was all about **elevating leadership where it counts—on the ground, with real teams, facing real challenges.**

We kicked off the month with a dynamic **training series focused on Leadership, Collaboration, and Communication**, using the **Everything DiSC® framework** to help teams understand themselves and each other better. Through interactive exercises and targeted coaching, we equipped managers with the tools to lead with clarity, emotional intelligence, and influence.

We also hosted an immersive **offsite experience for 40 newly appointed leaders**, designed to strengthen confidence, foster strategic thinking, and build stronger team connections. It wasn't a lecture—it was experiential. From real-world scenarios to facilitated reflection, these leaders walked away ready to lead with purpose.

A mentor and friend recently asked: "How do you make money?"

Here's the answer: We help companies **retain their talent, build better managers, and improve team performance**—not through PowerPoints, but through **experiential learning that sticks.**

If your organization is looking to:

- ✅ Strengthen your leadership bench
- ✅ Improve collaboration across departments
- ✅ Equip managers with practical communication skills

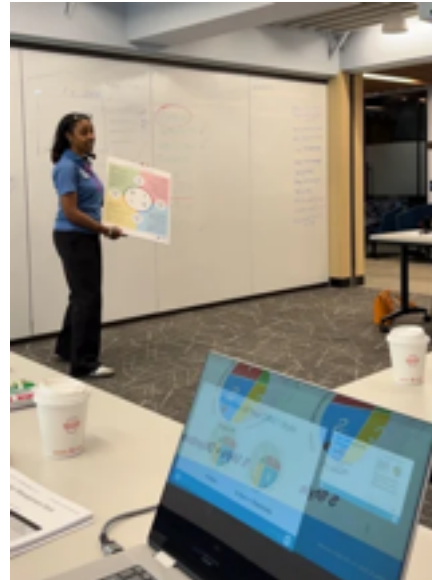
...we'd love to be part of that conversation.

🗨️ **Know someone who needs this?**

Forward this email—we welcome warm intros!

✉️ **Interested in bringing this experience to your team?**

Hit reply or [book a call with LJ Finney](#).



It's Not Just a Golf Outing—It's a Leadership Moment

Golf Season is here, Are you ready?



To Learn More, Book a 15-min Call

We help leaders prepare for more than just their swing.

When your company sends you to a client golf outing, they're not just asking you to play—they're asking you to **represent the brand, build trust, and deepen relationships.** That requires more than knowing which club to use—it requires **emotional intelligence, strategy, and presence.**

Here's the truth:

Being a better golfer doesn't make you a better person—or a better business strategist. But golf will **show you both.**

We coach leaders on how to:

- Show up confidently in high-stakes networking spaces
- Turn casual conversation into meaningful business dialogue
- Use the game of golf to reflect your **executive presence and mindset**
- Leverage every hole as a moment to build trust and unlock opportunity

Working with someone who understands **the game in your head just as much as the game on the course** is what sets our approach apart.

If your team is getting invited to more golf outings—or you want them to—

Let's talk. We'll help you turn those invitations into closed deals.

Contact us to learn how to turn your team into business development pros—on and off the course.

Any Given Monday, Every Week in April



Watch Any Given Monday On YouTube

"Any Given Monday" Season Open Sessions: Leadership Lessons on the Green
Discover how the art and strategy of golf can transform your leadership approach to managing change. Join us every Monday in April for Any Given Monday, a LinkedIn

Live series hosted by LJ Finney and IN-18 LLC, where we dive into 4 powerful leadership topics inspired by the challenges and triumphs found on the golf course.

🚩 **Weekly Themes Include:**

- 1 Patience and Precision: Before you're decent, you'll be bad.
- 2 Integrity: When you know better, will you do better?
- 3 Focus and Discipline: Master one skill, make it your strength.
- 4 Team Strategy: Leveraging collaboration to achieve collective success.

Leadership and golf may seem worlds apart, but their shared lessons are invaluable in developing adaptability, vision, and intentionality in the face of change. The golf course may teach you the mechanics, but LJ Finney teaches you the mindset. Whether you're a C-suite leader, entrepreneur, or aspiring change-maker, don't just play golf this Spring—elevate your leadership game.

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