



Who's Got Your Back Philosophy

Ever wish someone "had your back" in a difficult time? Sometimes we take for granted the way we operate, but it takes someone else to articulate it for us. This happened for us with Keith Ferrazi's *Who's Got Your Back?* We instinctively connected with his concept of Lifeline Relationships; essentially, that individual and team success comes from having trusted relationships with people "who have our backs." They push us to be better, challenge our thinking and offer insights we're too close to see for ourselves.

Mr. Ferrazi points out that in today's world we're going it alone more than ever, and that's not conducive to making informed decisions or to building effective teams. With Lifeline Relationships, we have a strong team or a trusted circle of advisors and supporters who demonstrate four mind-sets: Generosity (expecting to give more than what we get paid for), vulnerability (respecting yours; divulging when we are not the right help), candor (honesty and integrity in our opinions, delivered with respect) and accountability (delivering what we promise).

We've been applying these mind-sets within our own practice, and with our clients. They lead to greater personal and business success. Teams talk at a deeper level about real issues. Good resolutions to difficult challenges come faster and easier.

It's a core value and goal of ours to bring this level of integrity and honesty to our relationship with you.