

THE FINANCIAL EDGE

February 2014



Put Your Heart Into It

Personal comments by Mary

What if accounting and tax services could warm your heart?

Or uplift your spirit and energize your business?

Does that sound like a fairy tale?

My personal mission is to use my knowledge, education and talents to give hope to small business owners.

- hope that will ignite and fuel their passion.
- hope that we can reduce their stress and
- hope to increase their financial success.

My greatest challenge is figuring out how to put heart in the business. Since a business is built on relationships, my focus is how we touch the clients we serve. Thus - a smile, a friendly voice, taking time to listen, returning phone calls promptly and keeping concepts simple - all touch the heart. Focusing on the positive, staying in the solution, and being proactive add value as well as heart.

I love what I do and who I work with. I want the same for those I serve.

"Too often we underestimate the power of a touch, a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around." - Leo Buscaglia

What Our Clients Are Saying...

"You have helped me to become more creative in how I think of the business and in finding ways to become a better business person. You have connected me to incredible resource people who have also helped me to grow both our business and me personally. There is no way that I can thank you enough for bringing the people into my life that you have, and for what I have learned from them."

*From the late Greg Robinson,
Innkeeper/owner of
Astor House Bed & Breakfast*

*Your referrals are treated with utmost
care and are greatly appreciated!*



Mary Guldán-Lindstrom

"Taking care of small business owners" FOCUS\$CPA Inc

The Book Review

Title: The 5 Love Languages

Author: Gary Chapman

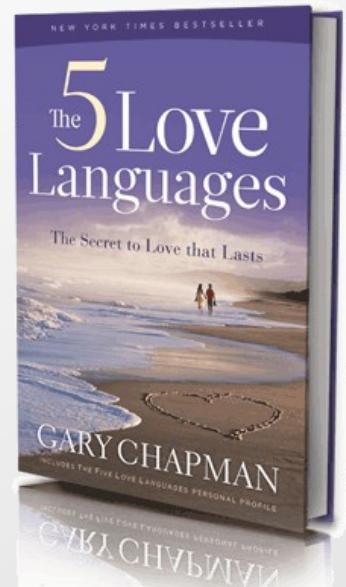
Topic: Happiness

Easy to Read: \$\$\$\$ (4 out of 5 dollars)

Applicable to small business: \$\$\$\$ (5 out of 5 dollars)

Summary: "How do we meet each other's deep emotional need to feel loved? If we learn that and choose to do it, then the love we share will be exciting beyond anything we ever felt when we were infatuated." - Dr. Gary Chapman. The book explains 5 distinct languages; words of affirmation, quality time, gifts, acts of service and physical touch. We express affection and care through these languages.

My recommendation: Relationships are the core of a business. To meet the needs of clients, customers, employees, vendors and advisors (as well as family) it is best to express care and affection in the language that they understand - that may not always be the language we prefer. This book helps bring the heart into business.



Pages: 201 | Published: 1973

Heart Verses Profits

Recently I picked up the book on Starbucks - Pour Your Heart Into it. I went specifically to Chapter 24, Lead with your heart. According to the CEO of Starbucks Howard Schultz - "for me, it's not profits, or sales, or number of stores, but the passion, commitment, and enthusiasm of a dedicated group of people."

I agree that passion, commitment and enthusiasm are a part of the business - but the time it takes to build the business does not seem worth the price without profits. Profits are just compensation for the time invested and a way to keep score.

Howard furthered stated that "Success should not be measured in dollars: it's about how you conduct the journey, and how big your heart is at the end of it."

I guess the bottom line is that we all have different definitions of success.

What is your definition of success?

Mary



Making Decisions with the Head, the Heart and Gut

By Mary Guldán-Lindstrom, CPA

Every day we make decisions - some are important and some are trivial. In my line of work, we base decisions on data. However that is only one perspective of the issues - other factors that affect the outcome are involved. Factors such as internal desires and outside forces, which are not measured with facts and figures.

When I was right out of college, I made most of my conscious decisions based on my definition of logic. After completing 4 years of higher education, I thought I would be able to use my knowledge to make a good decision. Thus, I accepted the job offer, decided where to live, got married, changed jobs and started a family all using facts and figures. I tried my best to ignore my internal desires and outside forces. The results were scattered. Looking back I ignored my heart. I did pay an unexpected price for some of my decisions. I painfully grew up. Since then I have expanded that process to include my heart and my gut. I have found that my best decisions are made when all are in complete agreement.

Let me explain my process...

- The Head – gather all relevant data available to make a decision, such as making a list of pros and cons.



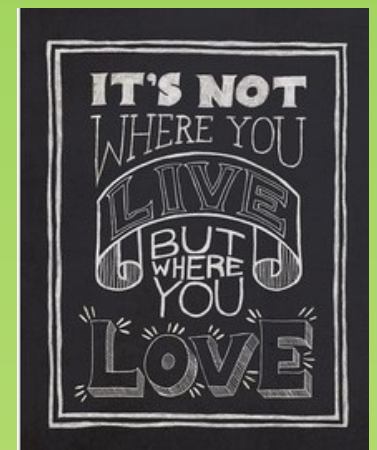
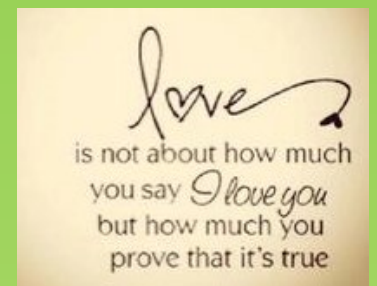
- The Heart – is using emotions to make a decision. Typically, we strive to move toward passion or away from pain. Here is a test - when you are down to two choices flip a coin. When we toss a coin - there are two possible outcomes. As you flip the coin - Pay close attention to which side you want to come up - heads or tails. The one you want is your hearts decision.
- The Gut – is opening all your senses and then sort, organize and decide using your subconscious. This may be referred to as intuition. A way to activate this reasoning is to pose the question to your mind before you go to sleep.

If I do not get the same answer with my head, my heart and my gut - I determine how important the outcome is. If it's a minor issue I go with the strongest one and accept the consequences. If it is a major issue, I hold off on the decision. I will talk to someone aloud about the issue to get another opinion to clarify my thoughts. They sound different when discussed aloud. Or hand it over to my subconscious. With a little more effort I usually have an answer I can live with.

In today's world finding your intuition is challenging. We have our peers, plenty of experts, all kinds of commercials and even the government telling us what is right for us. We are constantly on the go and being bombarded with information. It is difficult to shut off the outside world of influence and determine what is right for us.

At FOCUS CPA we use your financial information as just one perspective of your overall decision process.

"Taking care of small business owners" **FOCUS** CPA Inc



Images from Pinterest.com

At FOCUS CPA we are accepting new clients. We have very passionate, competent and caring staff that have over 30 years of experience, each, working with small business owners. Contact Jodi at 351-4842 or Jodi@focus-cpa.com to set up a free initial appointment to see how we can improve your situation.

February 2014

INSIDE THIS ISSUE



Heart Verses Profits

Recently I picked up the book on Starbucks - Pour Your Heart Into it. I went specifically to Chapter 24...



Making Decisions with the Head, the Heart and the Gut

The beginning of the year is a good time to review last year's results and plan for this year. A financial...



Book Review: The 5 Love Languages

The book explains 5 distinct languages; words of affirmation, quality time, gifts, acts of service and...



Put Your Heart Into It

My personal mission is to use my knowledge, education and talents to give hope to small business...

FOCUS\$ | CPA Inc

117A Packerland Drive
Green Bay, WI 54303
Phone: (920) 351-4842
www.FOCUS-CPA.com

This newsletter is intended for entertainment purposes only. Credit is given to the authors of various articles that are reprinted when the original author is known. Any omission of credit to an author is purely unintentional and should not be construed as plagiarism or literary theft. Copyright 2014 Focus CPA Inc.

Did You Know About...

Five Fabulous Beaches

Just in case you are tired of the cold and snow, here are 5 fabulous beaches to warm up by.

Waikiki, Hawaii - In the 1800s, it was a popular place for the royalty of the Hawaiians to visit. Activities at the beach include outrigger canoe races, hula dancing and various surfing competitions.

Fort Walton Beach, Florida - located off the emerald coast and close to Pensacola. The beach is known for white sands and emerald waters.

Maldives - The nation has over one thousand islands that boast of exquisite beaches. It became popular beginning in the 1970s and was welcomed by the deep blue ocean and white sand. Scuba diving is extremely popular, as is snorkeling.

Larvotto Beach, Monaco - features few waves and tides are quite mild. It is a very popular place to sunbathe. In fact, there are a number of individuals go topless as they soak up the sun. The beach is full of pebbles and not sand. It has special nets that protect swimmers from being attacked by jellyfish.

Ipanema Beach, Brazil - known to many from the song "The Girl from Ipanema", is located just south of Rio de Janeiro, Brazil. A bustling beach abounds with many people. There are plenty of sporting activities to get involved with such as volleyball, footvolley and soccer.

