

Words matter. Meanings matter. Understanding Matters.

Let's get to know the language of LeTip. My blog is changing for the next year to focus our discussion on the words that we use in our relationships within LeTip; the LeTip Language. I hope to start a conversation with you and other members. LeTip says, "It's great to be in business for yourself, but not by yourself. Be in business with LeTip." Let's get to know the words that are the ground beneath our feet in building this idea.

In this series of six articles over the next 3 months, we hope to expand your understanding of the Core Values that LeTip has chosen. We are going to use some of our own words, but we have also found blogs that we believe tie into our beliefs. We hope these words have been and will always remain more than just words on our website. We want you to think of these ideas as you interact with our employees and our members within LeTip.

LeTip Language: "Integrity"

POSTED NOVEMBER 16, 2018 | ARTICLES | KIM MARIE'S BLOG



LeTip Language "Integrity: Honesty in all actions. "Do the right thing."

LeTip has always worked to have ***Integrity at the Core*** of how we perform for our members and within our daily business operations. Linda DeTore, former President of LeTip of Freehold, and a current New Jersey Area Representative for LeTip once said; "We need leaders with strong core values such as **Integrity, Loyalty, Passion, Commitment, Accountability and**

Excellence. Holding a board position is a tough job that takes selfless dedication and commitment without the expectations of praise.”

Linda grabbed hold of one of the key focuses of LeTip’s Core Values. **Integrity** is doing what is right because it’s right, not because someone will see you do it, or give you payback for doing it – as Linda says, “without the expectations of praise”.

We commend all our members and employees who selflessly go the extra mile to build the LeTip culture that makes all of us more successful.

[To follow-up here is a great article from Larissa Gomes which includes her top 7 blogs about Integrity.](#)

LeTip Language: “Loyalty”

POSTED DECEMBER 3, 2018 | ARTICLES | KIM MARIE'S BLOG



Is **Loyalty** a two-way street? I don't think so. **Loyalty** at its core has to be based on something other than mutual agreement or benefit. If someone is not loyal to me, should I stop being loyal to them? If so, I don't think I have the definition of **Loyalty** correct. I recently read a blog about how **Loyalty** ties into ethics. I hope you enjoy it as much as I did and hope we can continue a discussion of what **Loyalty** means within our LeTip family.

Loyalty is the very thread that sews our actions together. It defines our commitment to each other, our chapter and our community and our country. Loyalty builds mutual trust. Believe in and devote yourself to others. When practicing loyalty, we live a life that is greater than ourselves.

I recently read a blog about how to gain loyalty written by Vicky and Martin Webster, editors at “Leadership Thoughts”, and also talks about ways to strengthen your team through loyalty and why loyalty is important. I hope you enjoy it as much as I did and hope we can continue a discussion of what Loyalty means within our LeTip family. [Click here to check it out.](#)

LeTip Language: “Passion”

POSTED DECEMBER 13, 2018 | ARTICLES | KIM MARIE'S BLOG



For those of you who have met me, you know I’m full of **passion** for LeTip. I began my LeTip adventure as a member in the Banker category. Before long, my enthusiasm caught the attention of LeTip’s founder, Ken Peterson. Ken invited me to the corporate offices in San Diego. Within hours of meeting with me, he offered me the position of Regional Director/Arizona. Within two years, I took over the title of National Training Director, then Executive Vice President. In the fall of 2005, I took over the reins as President.

It was a whirlwind adventure to that point, but nothing compared to the start of what happened in February of 2008. I became the new owner of LeTip and began to face the challenges that many of our owners in LeTip face every day. These last 20 years are what has built my **passion** for everything LeTip. Sometimes I am at a loss for words about what passion means to me, so I was greatly surprised when I found these words by Dr. Brad Poppie. They were so aligned with my views.

Dr. Brad Poppie says [in a recent blog](#):

*“How often have you heard the phrase, “**Passion** is the key to success?” So, does this mean that **passion** is the key to entrepreneurial success?”*

As a budding entrepreneur, such a phrase may be the guiding light for the work you do. Yet, as I explain in Chapter 3 of my book, The Poppie Factor, it takes more than merely loving what you do, and being good at it, to build a business.

*The successful entrepreneur not only has a passion for doing certain things, she or he will also have what I call “**Business Passion**”; the intense desire and irresistible motive to put forth 150% of your time and energy to build a successful business entity.*

*In other words, whatever you have to offer that has created that irresistible enthusiasm within you, must be subsumed by a matching need to develop a way to bring it to others; in this case, a business entity that presents your idea to the marketplace. Without this corresponding **passion** for business, you’re likely to give up when times are tough – which they almost inevitably will.”*

As Dr. Poppie states, I have a “need” to bring to all of our members what LeTip brought to me as a member. First, new business. Second, a family of like minded business people. Finally, a way to improve my self in public speaking, ethics. These are the **Passions** that I bring to work every day!

LeTip Language: “Commitment”

POSTED JANUARY 7, 2019 | ARTICLES | KIM MARIE'S BLOG



When I am asked about what **Commitment** means within LeTip, I come up with two answers. The first is our long-standing members like Barbara Bertran who has been a LeTip member since 1981. I have only known Barbara since 2000, when she had already been a member for 19 years. When reached out for a comment about **commitment** and her experience with LeTip, Barbara responded back to me with the following:

“LeTip afforded me the opportunity to allow my family to participate in the business. I have 6 children and all have worked for me one time or another. Today two of my daughters continue in the floral business and one daughter now runs and owns 4 Season’s Shop, the family business. I was committed to my small business and to my LeTip chapter. I am 82 and still attend my LeTip Friday morning meetings every week. These have been the best friends I ever made! The best thing I ever did!” -Barbara Bertran



My second thought goes to one of [LeTip's long-term employees, Scott Jones](#), who this year has worked for LeTip for 15 years. Scott is always available to do anything that LeTip needs. His commitment is best described in the words I found in a recent Disney Blog. Disney has long been known as a company that has employees who are committed to its culture. We believe this blog speaks well to LeTip's **Commitment** also and is exactly the type of culture that we hope to help our members create within their Chapters. [Click here to read it.](#)

LeTip Language: “Accountability”

POSTED JANUARY 21, 2019 | ARTICLES | KIM MARIE'S BLOG



For this weeks Blog, I want to tie together LeTip’s Core Value of Accountability and last year’s theme for our Spring Board of Director Training sessions, which was Goal Setting.

I’ve heard people say that Accountability is a punishment word, while others say it is about empowerment. These sound like opposites, so how can people think both ways? Greg Bustin, a business consultant who often speaks on Accountability, spoke to a Vistage audience last year. [You can find a short outtake of the speech here.](#)

Greg’s first point, that Clarity Creates Confidence, ties directly into our training focus last year. Each chapter must have goals so that as the Board works to serve its members, they have clarity in where the chapter wants to go. The Board Members can’t be Accountable to the Chapter unless there is clarity in these goals. In the same way, I have been working with my team of employees to make sure that we have clear goals that are aligned with building a better LeTip for our members. I have felt much more accountable to my employees and them to me this year as we worked on this specific Core Value.

In order to be Accountable, we then need to track our progress. Greg calls it “Tracking does the Heavy Lifting”. If your measurements are the right ones, your employees (or chapter members) will see them as empowering. I believe the top goal for each chapter is to put more dollars into the pockets of the members. Hopefully, your board empowered all our members last year with Clarity around the chapters goals and the right measurements were set to do the heavy lifting of accountability.

At the beginning of this year, you all received a letter from me talking about 2019. LeTip is bringing back some of the basics to help our chapters achieve and increase their goals. If you missed it, look for the email sent on 01/03/2019.

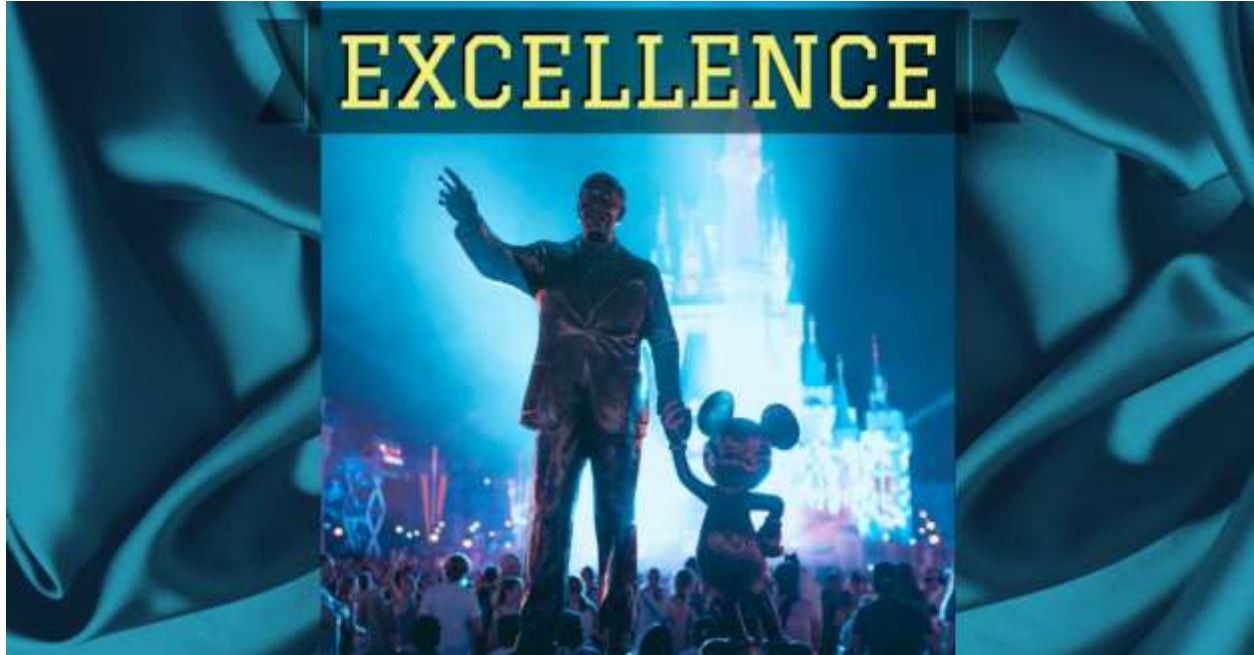
Greg's final point in this video is to "Lead with Questions". This is where I want everyone to revert to today. Figure out what questions are unanswered in your chapter for attaining it's and your goals. I'll be asking a lot more questions of our members and chapter boards over the next couple months to make sure that I am helping hold you accountable to each other and that you are holding me accountable to all our members.

One of our members, Robert S. Chun, of RSC Business Group, also has a great definition of accountability in his company's defining words. I'm sure Robert would be happy to talk more about his company's ideas on Accountability if you reach out to him.

I look forward to meeting many of you at board training this year. Don't miss it, it is being designed to bring you up to speed with technology and [accountability](#).

LeTip Language: “Excellence”

POSTED FEBRUARY 4, 2019 | ARTICLES | KIM MARIE'S BLOG



LeTip Language: “Excellence” Performing above and beyond normal expectations while adhering to the highest standards. The best—without peer.

Excellence can be achieved by an individual with great effort. **Excellence** can only be achieved in an organization through planning, action, measurement and feedback. LeTip set up the chapter processes for just this purpose. Every page on the flip chart was created to guide chapters towards excellence. We strive to teach these processes through our Spring and Fall Board Training as well as in our Network Training Seminar (NTS).

I recently read a blogger who identified 5 summarized pre-requisites from the over 70 frameworks that can be found in modern theories of Operational Excellence (i.e., World Competitive Manufacturing, Just-In-Time, Best Practice, Total Quality Management aka “TQM”, Six Sigma, Agile, Business Improvement, Process Improvement, Business Transformation and Lean Thinking):

1. **Shared Strategic Direction**
2. **Process Design & Improvement**
3. **Performance Measurement & Feedback**

4. Knowledge Capture & Leverage

5. Leadership & Management of Change

First and foremost for all businesses is setting a **shared strategic direction**. Each LeTip Chapter should have a set of goals that are set by the board of directors, but which are bought off on by the entire membership. The chapter is in this together and rarely does a chapter succeed when the members have disparate ideas on what they need to succeed. All chapters received an election package earlier this month with a goals page. Ask your board when they will be setting a **Shared Strategic Direction**.

Once the direction is set, everyone is responsible for **knowing their role in the process**. Maybe in the past year (or more), your chapter has forgotten about some of the key design aspects of the flip chart. Look at where your chapter didn't succeed as well as it could have last year and seek out improvements to your chapter meeting design. Your regional VP or Area Rep can offer great resources. If you have specific questions that you would like to discuss in Spring Board Training, make sure we hear from you early enough to add to the agenda.

We are re-building LeTip Wired and one of the key objectives is to improve the ability for chapters to receive **Performance Measurement and Feedback**. It is key for the Board and for all members to understand how they are doing as well as the rest of the members in the group. Remember to "Give, Get, Grow... Repeat!" "Give" is where we start in LeTip.

Reports shouldn't just be for measuring performance, they should provide **leverage for where your chapter can grow**. An example of leveraging is when you use the average value of a seat in your chapter to convince guests to join. Each time your chapter grows, the opportunity for additional business referrals grows.

The Board of Directors has been set up to be the leadership of the chapter. All members are encouraged to participate in a committee. More hands and feet lead to more activity for the chapter, which should lead to success if you are following these 5 pre-requisites. **Want to learn more? Attend the Spring Board training coming in April and May of 2019.**