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THE IMPACTFUL ADVISOR

MAKE AN IMPRESSION.



Howl-ellujah! Finding Your Authentic Voice

Dear Friends,

Now that we've silenced that troublesome internal dialogue, what messages are you sending the outside world? How are you known in the world and what parts of yourself do you share with others?

I am preparing my session for an upcoming event where I will be talking about sharing your authentic voice. That follows a session I presented in June about going from "No Voice to Influencer" where I shared my own journey to figure this out.

Have you found your voice? How do you know when you do find it?

It took me a long time to figure out who I really was. In my mind, I was a shy, nerdy detail-oriented introvert. That's who I had been for most of my life. But being that person used up every ounce of energy I could muster. It took stepping outside of my comfort zone for the real voice to appear.

Finding your voice often involves recognizing what energizes you and what drains you.

What drains you?

I got the first glimpse of the real me after I left the CPA firm and started consulting as part of a PeopleSoft implementation. It was a six-month project, and my role was to teach payroll to a group of employees of National Geographic in Washington, DC.

Talk about being outside my comfort zone - it was the first exposure I had to PeopleSoft.

Luckily, I worked with a team of developers and was able to learn the product as I created the training class. After 5 months, I had completed the materials and was ready to start teaching my eight-hour class. That first day, I covered all of the steps involved in entering, reviewing and processing payroll. I wanted to make sure they understood every nuance of the rather lengthy and complicated process.

By the end of the day, I knew it was a disaster. The audience was completely lost and frustrated. I was fried and exhausted. This was the end of the week, and I had to fly back to Atlanta for the weekend before resuming the training on Monday. That plane ride was the longest of my life. I knew I was doomed, that I had failed, and would probably be fired the next week.

Lessons from Failure

Thankfully, in that moment of abject despair, inspiration struck. I could use a train analogy to communicate the process flow. I would include stops at a train station (to represent running the processing step) and go from there. When I landed back in Atlanta, I expanded on the analogy. I found train toys, train candy, conductor hats,

whistles and more. I reworked my example employees to include humorous names and addresses so that the process of loading data would be entertaining for my *trainees*. When I arrived on Monday it was a totally different experience. I engaged the team in thinking about the flow of steps as a journey by train, we handed out candy when they got the process right, we blew the whistle when we needed to "change tracks" and they learned how to use the software.

Now, choo-choo trains are not something I know much about and aren't part of my brand, BUT it was the first time I embraced humor and fun as part of my approach to "TRAINing" (couldn't resist).

That class started me on a journey to seek out ways to make boring subjects interesting, which lead to comedy training, which lead me to really see the power of owning all aspects of who you are. If there is something about you that you don't like, embrace it and celebrate it. When I moved to California, it was embarrassing to have this southern accent. But do you think I could hide it??? Instead, I worked with it, including a redneck winery, [Le Cou Rouge](#), as my case study for training classes. I use a southern dog, a basset hound, in all of my presentations. I make fun of myself as a novice wine drinker in the middle of Napa Valley as a way of making it safe for winery folks to learn accounting.

When you find your authentic voice, you feel more at ease and aligned with yourself, and your interactions with the outside world feel natural and genuine.

My initial flop as a teacher taught me the value of authenticity in communication. It's not just about what you say, but how you say it—and more importantly, how much of *you* is in it.

In the age of AI and automation, people want to relate to you as a person. Make sure they can find their way to the real you - on your website, in your social media profiles, in your communications.

I see you in all of your authentic perfection,

Geni



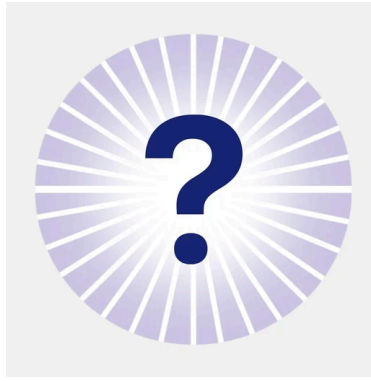
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Question of the month:

"What are you known for? What are elements of your authentic voice?"

Consider these questions as an exercise in refining your authentic self - the "voice" that you unveil to clients, co-workers, family, and friends. If you are having difficulty figuring this out, ask those close to you. Are you a Swifty? Do you love needlepoint? Are you a painter, dancer, or astrology buff? Do you raise iguanas? Like to wear converse tennies to your client meetings? Then make it known! Other people will be drawn to you.



Upcoming speaking events:

9/10 Online: *I Talk Tech with Geni Whitehouse Live on LinkedIn*

9/22-9/26 Live: ['Appy Hour Camp](#)

9/25 Online: [Insightful Accountant Future Forward](#)

10/8-10/10 Live: [AI Unchained 2024](#)

10/23-10/25 Live: [Thriveal - Deeper Weekend](#)



Listen Up

I can now check off "Dream Team" aspirations off my bucket list. [Fathom](#) has identified lil' ol me as part of their "US Dream Team" alongside [Keila Hill-Trawick, CPA, MBA](#) and [Patrick Ball, CPA](#).

Fathom's new Expert Series episode discusses how custom reporting opens up conversations and can be a 'light bulb moment' for clients, especially when demonstrating the difference between profit and cash. Check out the episode here: [Reporting remix: How advisors are customising Fathom reports for clients](#)



Olympic Grits

Powered by grits? Could be.

Who watched the Olympics? I am always astonished and impressed by the talent, dedication and **grit** these elite athletes have for their craft.

Thanks to selective recordings, I was able to see the USA women athletes score many victorious medal moments.

The overall medal count as reported by the [US Olympic & Paralympic Community](#) was 126 total US medals, 67 of which were won by the women of Team USA. Talk about **Girl Grit!**

Making an Impact

One of my favorite quotes "**While you live, shine**" comes from an ancient Greek epitaph written on a stone slab. The slab, once translated, was found to include lyrics and music and has even been turned into a documentary.

If you are in need of inspiration to be your bright, authentic self, read the story [here](#) or check out the [documentary](#).



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