

the VOICE



Volume 9, Issue 3

All you have to do is walk through a shopping centre to note that there are many of the same type of store and wonder, how can they all be successful?

The key to success has to be in standing out from the crowd; capitalizing on what makes you or your offering different, better, more appealing. Ask yourself those questions and build from there. That is not to say things won't evolve — they inevitably will as you make discoveries and decisions, but what makes dealing with you unique is a wonderful starting point.

At CANNP we have certainly evolved and our focus went from simply wanting to give Members value for their hard-earned dollars, to wanting to give back by pushing towards building business success.

Now we can clearly define four distinct areas that make us uniquely different from other professional associations:

1. We have legal counsel on our Board. That means that we have the advice we need to help to make sure that we can stay on top of changes in the industry and government, as well as interpreting legislative documents correctly. Having legal interpretation has made dealing with government through the CAN initiative much more interactive and accessible.

2. We have a business advisor on our Board. Always available to explore ideas and ways to expand our offerings, this is a

resource that has become invaluable.

Having a perspective that is not bound by the confines of a single industry means that we are free to explore interesting alternatives in the business world.

3. We have a responsive customer service and mentoring mentality. When you call or email, we answer. Simple as that! We make a real effort to either provide you with a timely response and, if necessary, find someone who can assist. It is one of the ways we show respect for our Members.

4. We offer benefits and initiatives like no other and often, we lead the way. CANNP has had many firsts in the industry — the kinds that make others scramble to catch up — but we also provide benefits that are absolutely related to improving your chance of success. For example, every year you have the opportunity to have a free logo/business card and brochure critique. We have an entire "Tag the Expert" series of podcasts, lots of business tools and on the list goes on — always expanding.

CANNP proudly shares these new and innovative ways to elevate our Members.

Wendy Gibson, BA, RHN, NNCP
Executive Director, CANNP

Latest and Greatest

Monsanto Becomes Bayer

Bayer is expected to finish its \$62.5 billion purchasing deal with Monsanto in an effort to rebrand the infamous company. The question as to whether this move will change the production of hazardous products and unsavory actions remains. The move appears to be one of optics in order to improve the image of Monsanto.

NYDailyNews.com
Axios.com



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Monthly Free Giveaways

The Upgrading Supplement became available to Members in May and this year, for the first time, we posted a book supplement called *Cover to Cover*. It remains resident on our site and features books produced by our own Members.

June brought Members a lengthy list of Wild, Wacky, Wonderful websites which we have accumulated over the last 10 years. A time limited offer, free for asking.

July was an opportunity for Members to tap into the expertise of our very own Graphic Artist to get a logo and/or business card critique. A high-value free offer.

Our graphic artist was available in August to offer opinions on Member brochures or flyers. Can't beat that!

In September you are invited to view and request a MV4 copy of the short presentation entitled "Seeking a Nutritionist." It speaks to what to look for and what to expect as well as potential "red flags." The intent is that Members will be able to use the video on your own site.

Our list of free giveaways is growing and, since many of these are time limited, it is important to watch eblasts for details.

Colour Your Plate

Colour Your Plate has proven to be very popular. These 1-minute movies are directed to children, teaching them about fruit and vegetables (and healthy eating more generally) in a fun way — through animated produce.

For the Member, the concept is to offer you something to share with your clients who may have children or grandchildren. Making new eating habits a family affair will encourage compliance and compliance means you will be more successful.

Much like *Newsworthy*, this series also offers you an easy and efficient way to send something monthly to your mailing list — keeping you top-of-mind.

We have offered 5 talking produce videos to date, with more to come!

Students Welcome

We opened free Membership to nutrition students so they can "test-drive" the CANNP.

While **only professional Members can access the "Members only" area** and all it offers, with free Membership, students receive the Voice, eblasts and are welcome to purchase any of the optional offerings. Students are also eligible for many of the free giveaways. Most importantly, students are able to learn more about all that is available once they graduate, making the decision an easy one.

NHP in Trouble

We have been reporting that Natural Health Products are under threat yet again. It is important to get all the latest news on this issue and be prepared to take action when requested. Tap into the NHPA website. <http://nhppa.org>.

Are you willing to help?

We don't ask much but we would really appreciate your assistance in spreading the word about the CANNP. We want to grow our email list to help share what is happening in the industry; with CAN as well as the CANNP. Please invite people you know in the industry to use the Join Email link, about halfway down on our home page (cannp.ca). Also we encourage you to use our logo on your marketing materials and social media.

Remember to change your signature to reflect your NNCP designation.

Tradeshows

CANNP offered free access to the Toronto Yoga show, the Total Health tradeshow at the Toronto Convention Centre, and of course the fabulous CHFA East tradeshow. We continue to enhance our show offerings and invite you to let us know if there is a show you want to visit.

This year we were pleased to be able to give away two free tickets to the Total Health Show Main Theatre to one lucky Member, Andrea Rossi.

Record Broken!

CANNP celebrated a record breaking month in May! It was very exciting and we want to thank our loyal Membership for on-going support. What such successes mean is that we can reach out to secure more benefits and industry support.

The Power of an Hour

We featured James Elliot discussing Results, Retention and Referrals. James discussed all that he has learned on keeping clients compliant so that results can be achieved and businesses can be maintained. The discussion was so valuable that we have James returning for a repeat performance. Reserve your space now — <http://cannp.ca/power-hour-2/>.

If you missed joining Rebecca Liston, you can review the main points about Handling Business Challenges on page 8.

Please Note

CANNP is pleased to bring you many discounts and opportunities; we encourage you to use your best judgement and discrimination when choosing to participate. We do not endorse programs; we simply make them available to you as a benefit of membership. We appreciate the generosity of all our supporters.

The content of this newsletter is for the purpose of sharing information only. Readers are encouraged to investigate all ideas, products and/or services before committing to them. CANNP will not be held responsible for any adverse consequences resulting from the use of any information in this newsletter.

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TrueView - Important Tips and Tricks

TrueView is sent to purchasing Members via email as Excel and Word documents. There is now a TrueView mini tutorial PowerPoint presentation in the Members Only area which many users are finding very helpful.

When using TrueView:

1. The factors to look at initially are those that present with the longest lines whatever they may be — do not worry about numbers. That is part of the joy of TrueView. The longest lines are the most out of balance areas. Once one area is brought into balance, others will surely follow.
2. In the Starter Kit use the “Point of Interest” form to help you identify the pieces to the puzzle. You list the longest line factors, and then using the FOCUS pages, identify the information related to root cause and what can be done. Often you will see a pattern emerge, especially when coupled with your intake form and discussion with the client.
3. TrueView is kind of like driving a car — the car has the power to take you from point A to point B, but you still have to do the work and make all the decisions. TrueView is a tool providing some helpful insight and a way to engage your client but you still have to do the work of pulling everything together to develop a protocol.
4. While you may wish to share the Chart portion with your client, we do not necessarily recommend that you leave any part of TrueView with the client. This will ensure that the results are interpreted properly.
5. TrueView is not intended to diagnose. It is a tool designed to help you locate areas of imbalance and educate the client by providing related nutritional guidance. It is always important to watch your use of language when discussing with your client whether using TrueView or any other tool.
6. Always read the Important Tips which accompanied your TrueView copy to ensure that you can continue to use the tool properly and always use the “paste special” function.

Joining or Renewing

The join/renew applications are on the cannp.ca site but you **do not need to access the members only area** to complete any application. In fact, if you have inadvertently let your membership expire, you will be denied access. **Once you complete the application, please remit payment to complete the process.**

Your package comes complete with a printed client insurance form indicating a new, valid expiry date, stickers and a tax receipt for CRA.

Insurance Challenge Update

Every week we get Claim Providers checking on the status of their applicants. Some are from insurers that have provided us with letters confirming coverage, while others are not. Some may even be companies which we have been pursuing with no luck — thus clarifying the challenge part! That said, we do find this “check-in” to be encouraging in that the word about natural nutrition is spreading and we are continuing our efforts to break down the standard claims and roadblocks around coverage.

In order for you to be considered eligible for coverage, it is important for your Membership to stay current. The insurers now have access to a Member checker that ties directly to our database. The database is automatically updated monthly, meaning that should you let your membership lapse, and the insuring company checks, your client will be ineligible.

Also, please remember that your client's employer must co-operate by including nutrition as one of the desired claims. Without that piece in place, a client who may have GreenShield coverage for example, may still not get coverage for your services.

Ways to Help with the Insurance Challenge

Here is what you can do:

1. If you are due to renew, doing so in a timely manner will help us keep the insurance companies' lists of qualifying Members current.
2. Instruct your clients to submit claims every single time — even if they are confident that they do not have coverage.
3. Suggest that your client speak with their employers directly about adding “nutritional counselling” to the company policy. We offer a letter on the website that clients can use for this purpose. They can be found in the Members section under “For Your Use.”
4. When you or your client do have contact with an insurer, please be sure to indicate CANNP and/or our logo so that it is clear that you are a part of the Association and use your entire NNCP number (letters and figures) on your claim forms.
5. Approach the decision-makers of any corporation you are in contact with and determine what insurance company offers their coverage. If you can, secure a contact name and please email it to us.

We welcome your input and creative suggestions regarding this ongoing process. Let us know about your successes also so that we can continue to build upon those.

The Label You are Eating

Much of the news and information we receive on a daily basis is from the USA and at that, much is confusing and conflicting. Sorting out the tricky distinctions around meat and poultry production in Canada required some deep digging. These are findings that we have been able to uncover, however, the whole story still seems to be a little complex. Here is our stab at uncovering the truth.

Chickens

Antibiotics play an important role in ensuring the health of chickens. That said, the Chicken Farmers of Canada are monitoring and continually seeking ways to reduce antibiotic use by implementing an Antimicrobial Use Strategy.

In May of 2014 the preventative use of Category I antibiotics, those defined as being of critical importance to humans, was eliminated. The group is now working to eliminate the preventative use of Category II antibiotics by the end of 2018. The final Category, III, is set to be eliminated by the end of 2020.

No chicken raised in Canada is given added hormones; these were actually banned in the 1960's.

Eggs

Canadian egg farmers follow feed regulations set by the Canadian Food Inspection Agency which includes compliance in use of antibiotics. Antibiotics are used when hens are sick to treat specific illnesses, though they are rarely used on laying hens and, as mentioned, the use of Category I antibiotics has been banned. It is claimed that eggs from hens who were given antibiotics cannot be sold until the residual drug is no longer present.

The use of steroids and hormones have been banned in the Canadian egg industry for more than 50 years.

All eggs produced in this country will come from hens living in free-run, free-

range or enriched housing conditions by the year 2036. To determine which eggs to purchase, review the label differentiation to the right.

Beef

Antibiotics are used in the raising of cattle to treat bacterial sicknesses, prevent disease and to enhance cattle growth.

The use of antibiotics for growth promotion will be prohibited after December 2018, except for the use of "ionophores." Ionophores are used in feed to control parasites which can affect the beneficial bacteria in the animal. Though technically an antibiotic, this is not one that is used in human medicine. Note that antibiotics will continue to be used to treat and prevent disease.

Growth hormones are only approved for beef cows, not dairy cows. Added hormones assist naturally occurring hormones to promote growth of muscle. The leaner, faster-growing animal corresponds with lower costs to the farmers and your grocery bill.

Labelling, as dictated by the Canadian Food Inspection Agency, does not allow for the use of "hormone-free beef"; any label claiming hormone-free is not possible due to naturally occurring hormones in all animals.

When you see the label, "Raised without the use of added hormones" — that is the best you can hope for on the hormone front.

As with many other industries, farming is kept on a relatively short rope with regards to standards, and it seems we are moving in the preferred direction.

<https://www.chicken.ca/on-the-farm/view/24/antibiotics-eggs.ca>
<https://www.chicken.ca/chicken-school/view/12/understanding-https://www.theglobeandmail.com/life/health-and-fitness/health/free-range-organic-omega-3-what-type-of-eggs-should-i-buy/article30827142/>
https://canadabeef.ca/wp-content/uploads/2015/04/3208_CANBEEF_factsheet_NUTRITION-2016.pdf
https://canadabeef.ca/wp-content/uploads/2018/01/3430_CANBEEF_factsheet_ANTIBIOTICS-DEC2017.pdf
<http://www.unlockfood.ca/en/Articles/Farming-Food-production/Hormones-and-antibiotics-in-food-production.aspx>

Label Differentiation

Raised without Antibiotics

Chickens are raised without any antibiotic treatment.

Hormone Free Chickens

Simply a marketing ploy since all chickens are raised without added hormones.

Organic

Though standards are determined by the Canadian General Standards Board, they vary from province to province. Generally it refers to animals raised using certified, organic feed with no animal by-product; hormone; antibiotic; or supplement. In the case of eggs, they are from free-range hens.

Free Range

No legal standards are determined though generally refers to chickens and laying hens which are allowed to graze outdoors. This may prove to be difficult in winter months so be advised to check with the butcher.

Free Run

Chickens and laying hens are not necessarily raised outside but are able to move freely within the designated barn area often with access to nests, perches and areas to scratch. Free-run hens have roughly twice the roaming area of conventionally caged birds.

Omega-3 Eggs

The laying hens are fed a diet rich in flax seed. Some feed is enriched with fish oil as well.

Grain Fed

Another marketing ploy since Canadian chickens must be given feed that is over 88% grain.

Beef cows are fed grasses as well as legume plants like alfalfa but up to 3-4 months before going to market, they are gradually switched to feed of corn or barley. Beef that are not given grain may be called grass fed.

What's Up in Nova Scotia?

by Glenn Rumbell, B.A., LL.B.

Flash back to 2009. Barack Obama is inaugurated as the 44th President of the United States and is later greeted by thousands of admiring fans in Ottawa, Michael Jackson passes away, and the Province of Nova Scotia passes a new Dietitians Act.

The passing of the Dietitians Act (2009) should have been a major event in Nova Scotia nutritional health counseling circles – but it may have slipped by unnoticed, because it was not (and still has not been) proclaimed into force. Nonetheless, it has been a shadow hanging over the industry because it is very restrictive. Among other things, it confines the practice of “dietetics” to members of Nova Scotia College of Dietitians and defines the practice of dietetics to include, among other activities:

... the application of scientific knowledge of food and nutrition to human health through (i) comprehensive nutritional assessment to determine nutritional status ... and nutritional requirements of individuals or populations related to health status and disease, and (ii) the planning, implementation and evaluation

of nutrition interventions aimed at promoting health and preventing disease,

Looking at this language, it's hard to imagine how anyone, other than a registered Dietitian, will be able to provide nutritional counselling services in Nova Scotia once this Act is implemented.

Recent enquiries in Nova Scotia indicate the ball may finally be ready to drop. I have been informed that the Nova Scotia Dietetic Association has now promulgated the rules and policies it requires to formally transition into the new Nova Scotia College of Dietitians and Nutritionists and that draft regulations necessary for the proclamation of the Act are now with the Ministry for final review. There is an expectation among dietitians, that the Dietitians Act (2009) could be proclaimed into force by the end of the year.

I have made enquiries at the Nova Scotia Ministry of Health to confirm this, and as of writing, am still waiting to hear back. I will keep you posted on the timing.

What does appear clear, however, is that

pressure continues in Nova Scotia to implement an Act which, if enforced, will make it virtually impossible for anyone other than a registered Dietitian to lawfully provide nutritional counselling services to clients in Nova Scotia.

We are concerned and you should be as well. If proclaimed, this Act will be the most restrictive nutrition counselling legislation in Canada. It hands dietitians a monopoly and is a step backwards in terms of the right of consumers to choose their health providers.

Nova Scotia members must get the message out now, before this Act is proclaimed. It is the time to form a group, write to your MPP and find an advocate in the local media with the focus on consumer rights to choose.

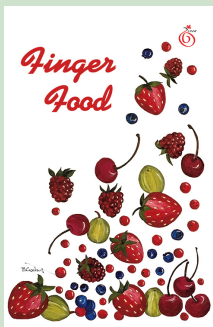
Glenn is a lawyer and founding partner of Ross Rumbell Professional Corporation, an Ontario based full-service business law firm. Glenn Rumbell is a director of the CANNP. If you have a question you would like Glenn to tackle in The Voice, send it to us at info@cannp.ca

Make Your Office Your Own — Limited Edition, Limited Offer

CANNP has been thinking outside the box again!

Made specifically for CANNP Members, we have arranged for 3 original pieces of art to be reproduced in a poster version. Each is 11 x 17 and this is a limited edition. Once these are gone, there will be no more made.

The posters are suitable for framing, colourful and speak to the principles that holistic nutritionists hold dear. You are welcome to purchase a set of 3 at \$45 (\$15 per) plus \$5 shipping (to help cover the production costs.) Just drop us a note info@cannp.ca



Titles and Verbiage

As you may be aware, some provinces have strict restrictions on what you are allowed to call yourself.

In response, CANNP has gathered a list of interesting ways to identify yourself or enhance your title. Understand that the laws vary from province to province so it is important to check that which is relevant to you. It can be found in the Members Only area, "For Your Use."

We are continually surprised by the words that we hear Members use in discussing their profession — such as "patient" and "prescribing." It is of utmost importance to understand that anything that can be construed to be diagnosing or treating or infringing on another profession, is not within scope.

As well, nutritionists must never represent ourselves as dietitians, naturopaths or other medical professionals and should make that clear in every Client Statement which is signed.

As a CANNP Member, you are required to conduct yourself with professionalism at all times and work within the Code of Ethics and Standards of Practice.

Chat Forum - Connect!

Ready Set Chat is the CANNP vehicle for Members to connect with one another. It is the place to ask questions, offer advice and explore products and services offered by one another. It is a place for Members to express themselves freely and to relate to and support one another.

We really want to encourage you all to get on board and support one another by offering your opinions.

This is also the place for you to find the best jobs suited to your nutritional skills.

Here's what to do:

1. Search for CANNP on facebook.
2. Pick Ready Set Chat and locate the request to join.
3. We accept you and you can start posting! Tada!

Make connecting with colleagues and sharing information one of your goals for this year!

You can join the Ready Set Chat FB group any time!

Let's get posting!

Mentoring

CANNP tries to match Mentors with Mentees when requested. Please let us know if you have a little time to help mentor a new grad.

What's Up with CAN

Under the umbrella of CAN, CANNP has developed and shared these documents: a) The Nutrition Industry - Differentiation and b) Elevator Speech Points. You can find these clarifying documents under the CAN logo on the CANNP home page.

Also, CANNP put forth a second appeal to change our NOC. Presently Holistic/ Natural Nutritionists are categorized under the same number as dietitians. We submitted a lengthy document outlining why we need our own classification. No response has been received at this time.

Business Buzz

Paul Fink, BA, MBA, CPA (former), is a graduate from the University of Michigan and worked as a CPA at Peat, Marwick, Mitchell (now KPMG) in Detroit, Michigan, before moving to Toronto and becoming a leader in Commercial Real Estate Brokerage. Paul shares his extensive experience in business and his expertise in financial matters with the CANNP board.

Competition is just a part of doing business. It is the way you handle having a competitor that is one of the great secrets to business success.

If you were the only game in town, that would be easy — some simple marketing strategies, get your name out there and that might just do it. When competition comes on the scene, you may be lured into thinking that the best path is to simply copy their model — but that is far from true. You may be wise to study their approach but to succeed, you need an edge. You need to better define what you do, how you do it and what makes you better or different. Only then will you be ready to promote yourself.

The business of consulting relies a great deal on the personal touch — so often there has to be a connection based on who you are and your personal story. Sometimes that is through a referral or a common element but almost all of the time, that connection provides you with just an entry. To sustain, you need to stand out from the crowd; there is just no way around that.

One of the simplest methods to achieve an advantage is to provide excellent service and responsiveness — always be punctual; do what you say you will do (eg. follow up with a phone call, forward an article, etc.); be empathic; and highlight client successes. Another technique is to clearly define your niche — claim something that is predominately yours in the market and become the expert in that area. Consider the details — small gestures like sending a holiday or birthday card produces a "feel good" moment which can go a long way. Go over and above what is expected — send your client away thinking that he/she has gotten more value than was promised, (eg. provide a giveaway like samples or a journal.) Be mindful of pricing but do not consider this the best way to differentiate yourself since your price speaks to the value of your services — besides, there is always going to be someone who will do a similar service for less.

James Dyson, highly successful owner of the Dyson Vacuums, says, "Just when you want to give up; so does everyone else making it the ideal time to ramp it up." Find the ways that will make you stand out in the crowd.

Eating a cup of blueberries each day protects against heart disease and cancer, according to a study conducted at Florida State University. Researchers conducted a double-blind, placebo-controlled trial, observing 48 post-menopausal women with pre-hypertension. Half the women were given a placebo while the others were given the equivalent of 1 cup of fresh blueberries. Blood pressure and nitric oxide levels were measured. Within 8 weeks the blueberry-eating women showed a lower systolic (by 5.1%) and diastolic (by 6.3%) blood pressure as well as reduced arterial stiffness (by 6.5%) and a significant increase in blood levels of nitric oxide (by 68.5%). There were no changes to the placebo group. Nitric oxide increases both blood flow and pressure. Result indicate real potential to reduce medication use, despite this being a very small study.

<https://www.elsevier.com/about/press-releases/research-and-journals/daily-consumption-of-blueberries-may-lower-blood-pressure>

Lemons contain compounds that have been found to fight cancer without any harmful effects. Lemons, and the peel in particular, contain key compounds to help support immunity to fight cancer. The active compound is called d-limonene. It has anti-cancer properties, potent antioxidants and anti-inflammatory abilities. Forty-three women diagnosed with breast cancer were studied at the University of Arizona Cancer Centre. They were given d-limonene every day between 2 and 6 weeks post surgery. Results based on biomarkers for breast tumours were reduced by 22%. It was also observed that this compound may also prevent the progression of the disease by stopping it from developing initially. It seems to slow down the growth of cancer cells and cause their death. Again, great health potential from a nutritional-based compound.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3692564/>

If you are familiar with those illustrations of body parts and how they relate to foods, you may recall that the walnut looks like the brain — two halves, with an uneven structure. Apparently, these nuts are powerhouses to help keep blood pressure reduced as well. Just 10 walnuts per day significantly reduced pressure according to a team at the University of Wollongong, School of Medicine in Australia. Participants (377) were divided into 3 dietary groups — one group was given general dietary advice (the control group); one group received individualized counselling; and one group received personal advice as well as 30 grams of walnuts daily. After 3 months, all groups lost weight but the blood pressure reduction of the walnut eaters was the greatest.

<https://www.nutraingredients-usa.com/Article/2018/04/11/Personalized-dietary-advice-and-walnuts-supplement-may-reduce-blood-pressure-study-finds>

There may be a quick and easy fix for nausea, commonly treated with the medication Zofran. A randomized study of 120 patients with nausea used either an isopropyl alcohol doused pad to sniff and oral Zofran; alcohol and an oral placebo; or Zofran along with a pad of saline solution to sniff. The study, published in the Annals of Emergency Medicine, found that the perception of nausea on a 100-millimeter visual scale, reduced 30 mil in the drug and alcohol group; 32 mil for the alcohol and placebo; and only 9 mil for the medication and saline. That may be very useful!

<https://www.nytimes.com/2018/03/13/well/live/a-cure-for-nausea-try-sniffing-alcohol.html>

www. Wild, Wacky, Wonderful

<http://www.greathomeremedies.com>

Wild is represented by a site compiled by a health researcher who collects interesting natural home remedies. Part of the criteria that is used claims that all have been tried by real people.

The remedies are based on a list of ailments but they also look into diets, beauty tips and herbs. This is a place to find something kind of interesting and 'out-of-the-box' to share with your clients.

<https://www.learn-about-tea.com>

Wacky goes to "learn about tea."

Hundreds of scientific research studies have linked regular consumption of tea with increased health benefits. The research findings have attracted the attention of scientists, medical professionals, holistic providers, and health-conscious consumers around the globe who are seeking natural solutions to promote wellness and address a plethora of health-related concerns. This is a site for learning as well as purchasing.

<https://qz.com/1120344/200-universities-just-launched-600-free-online-courses-heres-the-full-list/>

Wonderful! If you are interested in continuing to learn about health and a whole lot more — this is the site for you.

Two hundred universities launched 600 free (or partially free) online courses. These courses are collectively called MOOCs or Massive Open Online Courses.

In the past six years or so, close to 800 universities have created more than 8,000 of these MOOCs. This list is categorized according to the following subjects: Computer Science, Mathematics, Programming, Data Science, Humanities, Social Sciences, Education & Teaching, Health & Medicine, Business, Personal Development, Engineering, Art & Design, and Science.

Roadblocks to Success

Recently Rebecca Liston, business coach extraordinaire, led us in a Power Hour all about dealing with obstacles. Listening to Rebecca speak is inspiring, educational and always fun.

Rebecca began by clearing the air: Social media has glorified what running a business is really like! There is no real insight into what is actually happening behind the closed doors and the on-line persona. Rebecca states that like the body, a business is energetic and when there is a symptom, there is probably a deeper problem. The key to continued success is getting to the root cause.

Rebecca offered the following tactics to help solve business problems:

1. Inquire. Recognizing that there is an issue is the first step and that starts with asking yourself “what is really going on here?” When you do that, you will come to see the true issue.

2. Talk. By discussing your concern with others they will help you to reveal the true issue because sometimes we cannot see the forest for the trees. Though there is power in connection, Rebecca cautions to be mindful with whom you decide to confide. Choose someone who is unbiased and clear about your business.

3. Take a Break. A small one — a walk, a nap, read — or a bigger one — a vacation —

whatever you can do to step out of your situation and switch gears. Human nature is to analyse and resolve but that can bog us down. Breaking the pattern often opens up creative space for solutions.

4. Business Vision. As you work on your business, sometimes you lose focus of your vision. Rebecca recommends doing something concrete with your vision — write it down and stick it somewhere visible. Consider what your business looks like and what it feels like. Doing this will help you stay on track and not get waylaid. While doors open and close for your business, use this laid out goal to guide you.

5. Vision, then Plan. Once you have established a vision, then work on the plan of how to achieve the vision. It does not necessarily have to be a formal business plan, though that may be a good jumping off point. Consider what you have to do to make the vision a reality.

Obstacles that get in the way of your vision are considered symptoms.

Pricing

The price for your service relates to your value. Rebecca urges to not undervalue what you have to offer and to not undersell yourself. Research fair market value and go from there. Clients who pay for services tend to be more compliant and successful. They come to value your knowledge.

Client Relationships

Sometimes a relationship with a client is like a dance — there is an ebb and flow. When a client presents with information which is outside of your discussion or contradicts your plan for them, take back control. Perhaps saying something like, “I appreciate that you did some homework and are taking such interest in your health but it is important to trust me and what we are trying to achieve together.” Using the word “trust” establishes an emotional connection.

Client Wants to Discontinue

If a client feels that they wish to discontinue, do not refund — ever. Remind the client that they put their trust in you and you made a protocol specifically for them. Try to engage them by asking why they are not following the plan. Valuable insight may be gained.

Rebecca Liston is a valued part of the CANNP team and we so appreciate her insights. We hope to feature Rebecca again soon in an upcoming Power Hour. Stay tuned by watching the weekly eblasts.

Rebecca Liston helps clients predict, pivot, and compete in an increasingly complex global marketplace. Her clients quickly uncover the root of their challenges and know the actions to take to overcome them. A six-time nominee for the RBC Canadian Woman Entrepreneur Award, Rebecca combines business strategy with intuition. Learn more at www.rebeccaliston.com.

Collect Ideas by Saving the String

*Gretchen Rubin, author of the **Happiness Project** and **Better than Before**, thinks in the most remarkable way, producing options that are absolutely achievable in everyday life. Gretchen gave CANNP permission to share some her approaches with our*

Collecting ideas and research and little bits of interesting ways one thing associates with another is a great way to spur creative thought — but only if you can retrieve them when you want. Gretchen calls this “saving the string” — that juxtaposition of thoughts or random ideas that take you on an unexpected journey, one with a well-defined or ill-defined ultimate outcome — that’s the fun part.

These are scraps, notions, supplies, quotations, colours or pictures that appeal to you and for one reason or another, you just don’t want to lose them. A vision board and Pinterest are commonly known versions of this concept.

According to Gretchen, good tools make work more pleasurable. Here are some other ideas for collecting miscellaneous stuff. A pretty notebook is one way to categorize these great ideas. An expandable file folder would work too.

A collection of boxes, each labelled with a potential project name make this work both tidy and appealing — neatly organized but preserved.

Gretchen cautions to be picky about what you choose to keep. If you don’t collect carefully the amount of information can become very overwhelming and ultimately, unretrievable and useless.