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HAPPY EASTER! While many of us will celebrate Easter with our families, complete with chocolate bunnies and colorful eggs, Easter is a marked occasion for rebirth. It is a religious holiday for some and an occasion to recognize the onset of spring, welcoming the blooming flowers and trees, as well as warmer weather.

It is my wish for you that you will enjoy the season, embracing its personal significance for you, and be joyful for life and growth!

Helanie Scott



Giving Back - for the Greater Good



It is no secret that we are all in business to profit. In fact, we are all participating in this thing called 'life' in the hopes that we will profit. Yet profit is more than money, isn't it? Profit is healthy relationships, and self-fulfilment, and knowing that we have purpose and value; much more than can be measured by money alone.

However, in order for anyone to profit, there must be someone, on the other side of the coin, who is willing to give - give time, money, love, support, emotion, direction, encouragement, criticism, guidance and the list goes on and on. So this begs the question: which came first? The giving or the profit?

Regardless of how you answer that question, it should certainly spark thoughts about your own profit and your own giving. So whether you are a leader of many or an individual contributor, there should be a balance among the two that will lend itself to your profitability, producing for you and your business, not only

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money, but healthy relationships, self-fulfillment and recognition of your purpose and value.

And as your profitability portfolio grows, ensure that you take a moment to give back. Give back to your subordinates, peers and leaders, your family and friends and to community and society. Be part of the rebirth that this season brings. Be the symbolic gift of color and life that is the Easter egg.



At Align4Profit, whether we are coaching leaders, training organizations, teams or individuals, we strive to help others experience a rebirth of their own. Setting them on a new path, enlightening them to a new skill or simply helping them uncover one they hadn't used in a while. Outside of that training, we recognize our good fortune, the importance of human connections, the value of our community and we strive to do our part in giving back.

As is part in any giving, one must decide how and to whom they would like to give, and the truth is, there are many organizations that are worthy of time and money. For Align4Profit, we have selected **My Possibilities** as our charity of choice, as they represent values that are so closely linked to the values we teach through our programs.

My Possibilities is a non-profit, charity, for young adults with disabilities (Autism, Down Syndrome, Aspergers, Prader-Willi, Head Injuries, etc.). They are the FIRST full day, full year program in Collin County, Texas for adults, who have "aged out" of secondary education, where they can build independence and pre-vocational skills in a safe and nurturing environment.

So, while my newsletter is meant to bring you useful tools and reminders on your leadership journey, I would be remiss if I didn't take this opportunity to make you aware of just one of the organizations that is focused on the rebirth of others, such that they can live independent lives, yet they can't succeed without those that are willing to give. Just as John Maxwell says, "True leadership must be for the benefit of the followers, not to enrich the leader".

I encourage you to think about how you can impact the rebirth of someone or something in this spring season and I would also like to invite you to visit the My Possibilities website at www.mypossibilities.org. While there I hope you'll decide to become, but one of their "Million Possibilities", contributing to your own personal profit portfolio.

*For I remember it is Easter morn,
And life and love and peace are all new born.*

~Alice Freeman Palmer