

BUZZ BRIEF

September 2023

SUCCESS UNLIMITED

50+
BUSINESS OWNERS

on

DEFINING SUCCESS

BUSINESS OWNERS IDENTIFY AND SHARE WHAT IT
TAKES TO DRIVE SUSTAINABLE SUCCESS.



+ ***PLUS***

How individual training and development impacts performance and profitability.

EDITOR'S NOTE

In this issue, influential business leaders from various industries share their personal insights on how they define and achieve success. As we explore the multifaceted concept of success, we are reminded that success is a destination we all strive to reach, but its definition varies from one person to another, and it can transform over time.

Whether you're an entrepreneur, a seasoned executive, or an aspiring professional, we invite you to join the conversation on what it truly means to achieve success in the business world.



Janine Hogan
MAGAZINE EDITOR

MEET OUR CO-AUTHORS



SHERRIE CLARK **STOREHOUSE MEDIA GROUP**

Storehouse Media Group is a full-service writing, award-winning publishing, and results-driven book-marketing company. We capture your voice and provide you with a page-turner book that connects you with your audience.

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DAN BEAN **LAWYER AT ABL LAW P.A.**

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www.abilitiesworkshop.com



JENNIFER FILZEN **ROCK STAR MARKETING, OWNER**

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www.rock-star-mktg.com



JACK SEARS **BOYSCOUTS OF AMERICA**

A dedicated leader with an illustrious 37-year career at the Boy Scouts of America. During his tenure, he achieved remarkable growth in program delivery and youth membership. Recently retired, Jack founded JLS Advisors, LLC, to extend his expertise in leadership and fundraising to help organizations reach their philanthropic goals.



WENDY NORFLEET **CEO, NORFLEET INTEGRATED SOLUTIONS**

Norfleet Integrated Solutions specializes in creating custom training and learning solutions. We develop and provide training and eLearning, leadership development and career coaching. We work with individuals as well as corporate partners to deliver industry-leading customized services that uniquely fit our clients' needs and goals.

www.norfleetsolutions.com



WALLY CONWAY **OWNER, HOMEPRO INSPECTIONS**

HomePro Inspections has been providing excellent inspection services in Jacksonville and the surrounding areas since 1994. Our team of certified inspectors is committed to delivering industry-leading inspections and top-notch customer service.

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DAVID SILLICK **SILLICK, INC- PARTNER, FACILITATOR COACH**

Sillick, Inc., is a consulting practice specializing in helping businesses "connect the dots". As a certified facilitator and business coach, he offers guidance on a selective, industry-exclusive basis in strategic planning, talent assessments, business development, vendor evaluations, and capital acquisition.

www.sillick.com



CHUCK COKER **LIFETHRIVE**

LifeThrive provides data-driven solutions for every stage of the Employee Growth Lifecycle and delivers the people insights your organization needs so that you can optimize your team's productivity and performance to drive profitable growth.

www.lifethrive.com



BEN GLYNN **THE GLYNN TEAM**

The Glynn Team is a team of dedicated real estate professionals specializing in residential real estate and relocation in Northeast Florida.

www.theglynnteam.com

Persistence and Grit

Success is rarely immediate; it demands unwavering persistence and grit. Individuals who value perseverance keep moving forward, even when faced with daunting challenges, ensuring that setbacks become stepping stones on their path to achievement.

Balance and Well-being

Success without health and happiness is empty. Valuing your physical and mental well-being, along with maintaining a work-life balance, is crucial for sustainable success.

Giving Back

A truly successful person understands the importance of giving back to society. Contributing to causes you believe in and using your success to make a positive impact reflects a deeper level of achievement.

Summary

Defining success goes beyond the surface-level markers of wealth or prestige. It is about living a life true to your values, purpose, and principles. Success, when grounded in integrity, resilience, empathy, and a commitment to continuous growth, becomes a beacon guiding you toward a life that is not only prosperous but also meaningful and fulfilling. So, as you embark on your journey, remember that success is not just about what you achieve; it's about who you become in the process.

-JKH

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DEFINING SUCCESS

Explore the many ways industry professionals define success.

ERIC MANN **FIRST COAST YMCA**

Development of a strategic plan and executing the plan.

PHILLIP BLACHA **AIKEN HIGH SCHOOL**

Growth and involvement.

JASON STRUNK **SOMERSET ISD**

Setting goals and achieving those goals through hard work, while always operating with integrity and character.

AARON NOWELL **MEXIA HIGH SCHOOL**

Where are your players 5-10 years after they graduate? The impact we have on young people is so much greater than win and losses. Are they accountable?

GRANT NEARY **SAINT PETER'S UNIVERSITY**

Walking away from something with a sense of accomplishment.

ZACHARY ZAWILLA **DISTRIBUTED POWER SOLUTIONS**

Success is a combination of goal setting, overcoming challenges, personal fulfillment, and impacting others in a positive manner.

STACY HANSON **GAIN LIFE**

In business I define success by supporting my customers goals in achieving their definition of success. Success can not be defined the same for any business, it needs to be highly customizable and only comes from genuine conversations to understand each clients goals.

PHILLIP BOGOLUB **BOGOLUB RECORDS**

When we all learn to empower others which will in turn empower ourselves!

TRAVIS CUZICK **CODEBUDO CONSULTING**

Freedom - the ability to work when I want, where I want, and on what I want.
Fulfillment - seeing a tangible, positive impact form my work.
Financial well-being - not my top priority, but enough that money doesn't become an all-consuming distraction in my life.

ALICIA NICHOLS **CERTIFIED NATURALIST INC.**

Colossians 3:23-24 NIV.
Whatever you do, work at it with all your heart, as working for the Lord, not for human masters, since you know that you will receive an inheritance from the Lord as a reward. It is the Lord Christ you are serving.

EVAN DECOSTE **VIMANA TECHNICAL SOLUTIONS/NATURALIST INC.**

Success in this industry revolves around relationship building and understanding people at a personal and technical level to ensure the correct matches are being made.



**IT'S TIME
TO REALIZE
YOUR
DREAM.**

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ANDY CHERRY TOURISMORA

Success for me is about making the people around me better, putting them in position to succeed, and delivering a high quality product.

JUDI MOISE SKIN FETISH LLC

I define success as first achieving your best self in every aspect of life. That allows you to be more creative and make a positive impact on others.

LATONYA SUMMERS LIFESKILLS CARES, INC

I truly believe that success is obtained by navigating the pathway of pain. Generally, I say it in this way, "Pain is the pathway to greatness and success."

THOMAS DUQUEMIN STANDARD DATA, INC

Success would depend on your goals. Professionally, my goal is to provide top-tier IT services to great clients. That might be hard to measure quantitatively, but verbal feedback is a pretty solid metric.

PAT FLYNN TURBA SPORTS

Bringing in new revenue or a new partner to a client that previously did not exist.

KATIE CLINE CHEERS 904

Success to me is more of a feeling than a status. Providing entertaining services to our guests is something I am passionate about and when I leave an event or a job feeling like I made good conversation and everyone left happy, that is success to me.

JEFFREY SHAW JEFFREY SHAW LLC

Success is defined by having time to do what you love. Many business owners get stuck building their business so much that the things they love doing get pushed aside. Success is the choice and financial means to prioritize personal life and live the life of my dreams.

JULIA BLISS NAVY RECRUITING RESERVE COMMAND

Success is so subjective. I define success as being content, happy and fulfilled in whatever I am doing in my life.

BRUCE LANCASTER ADONIS PARTNERS

By helping our clients achieve and sustain optimal performance by cultivating a working relationship between the people, processes and technology at work.

CHRIS BUDIHAS GUARDIAN'S FORTRESS

Success is making a positive impact on the lives of others and our communities, so everyone can lead their best possible life. This company's mission is an effort to protect those that are most vulnerable against active shooter and other violent incidents.

JOSEPH GEORGE GEORGE & GEORGE ADR GROUP

Serves as a means to demonstrate your commitment to aligning with your company's objectives, your dedication to vigorously pursuing those objectives, and your commitment to ongoing growth and enhancement in your professional endeavors.

DAVID STIEGLITZ OASIS SENIOR ADVISORS

Our clients are happy and thriving 6 months after placement.



DEFINING SUCCESS

SADIE SCHULTHEIS **BALANSERA THERAPY** **GROUP**

Waking up and doing what you love every single day and finding your passion in life because life is too short to not do what you love.

CHANTEL BENDOLPH **RELEASING2ACCEPTANCE**

Despite the challenges I have faced in my life, I am still capable of acquiring knowledge, which is evident in my achievements.

GREGORY PHILLIPS **GPROPERTY LIFESTYLE** **AND FITNESS**

Success is not defined by what you have, but the impact on others that allows them to pursue their mission.

LINDA FORDE **THE FORDE FIRM**

Success is when a client of any type feels more confident in their decisions and more comfortable with their situation.

KAREN OBRIEN **ARTIC SOLAR INC**

Of course by making sales and more importantly greening up industry by reducing their CO2 emissions which cannot be done unless they address their heat needs.

JESSIE MILLER **EPIC OUTREACH**

Success is an inside job, if you're happy and living a fulfilled life every moment of everyday then I believe we are all successful!

JOSHUE WICKE **NIGHT CLUB**

Unity. That's it. That's all. One word.

JANAE POLLARD **FAITHFUL FINANCES**

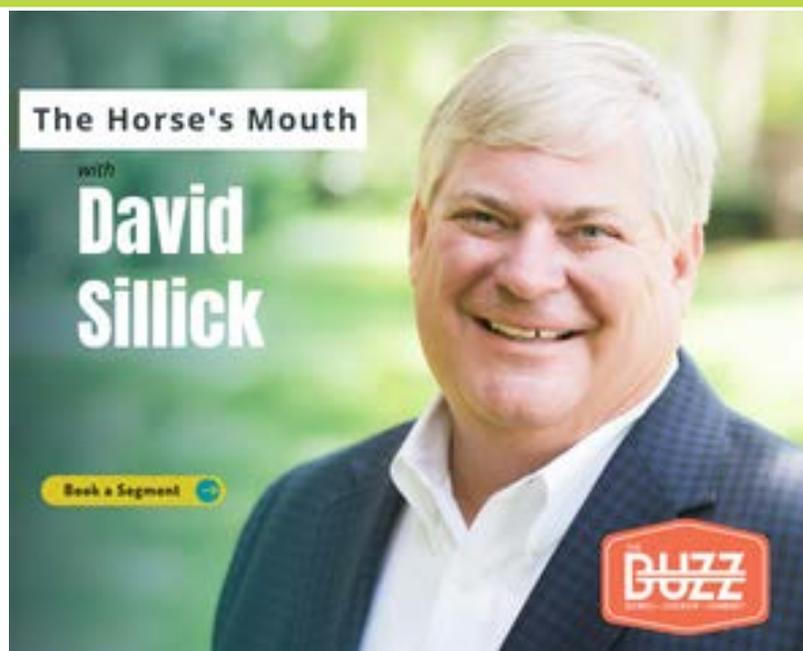
Success is the manifestation of both the current and future state of joy, love and discipline.

AL BAGOCIUS **OASIS SENIOR ADVISORS**

Exceeding customer expectations.

JULIUS RICHARDSON **SUNRISE TALENT** **SOLUTIONS, LLC**

Our definition of success starts at meeting the standard of customers and clients' expectations, and to exceed them.



BRIAN UNDERDAHL

NUVO CAPITAL PARTNERS

Success is the harmony of achieving one's goals while uplifting others, guided by the unwavering compass of core values. It's the art of turning challenges into stepping stones, transforming both oneself and the community in the process.

DANYUELL NEWKIRK

DRU RELAXATION STUDIO LLC

I define success by the level of happiness and joy that I have in doing what I love. I've been in the service industry for 30 years and I love helping people.

CINDY LESLIE

BEYOUTIFULLY UNCOMMON LLC

The way I define success is not solely measured by only financial gain. It's about the impact we make on the lives of others. It's about leaving a positive mark on the world and making a difference in the lives of those around us.

KERRY TIBOR

FUNNEL CHEF

Success, generally, is when you achieve a specific goal for yourself. For me, success is a way of life. It is a series of small goals that I set for myself and achieve every day to bring me closer to my ultimate goal of helping good people do great things.

PRINTELLA

EBSS SECURITY INC.

Doing something that you love doing, and making a living from it.

JOHN GREEN

OPERATION BARNABAS

Helping others become whole.

JACKIE KOTOS

FIREHOUSE SUBS PUBLIC SAFETY FOUNDATION

Waking up every morning with a purpose and working towards that goal.

CHELSEA

FITZSIMMONS ORGANIZE LLC

In my personal and professional life, being successful has always meant just being happy. The goal is to feel fulfilled when I am working so that I can have a good work life balance and maintain overall great health. I think being financially stable is also up there too!

DON SMITH

SALVACION INTERNATIONAL, LLC

Success is about setting up a strategic plan with actionable goals and timelines and then knocking them down one after another. Sometimes, you fail to hit a milestone, but you can reassess, reset, and resume. Success doesn't look the same over time. New information and events lead to changes in the plan, and that's ok. Just keep executing.

CINDY VILLANUEVA

KNOCKOUT MARKETING STRATEGIES

What advice would you have to people who manage teams?

One size does not fit all! You are in business, but you're also in the business of people. Listen, listen, and then listen again. People want to be heard--and then they will give you their best.





Amber Carlson-Hays

ARCHWAY LEARNING SOLUTIONS, LLC

What advice would you have to people who manage teams?

My advice to those managing teams is to recognize the uniqueness of each team and team member. Take the time to genuinely know your team and care about their growth. By investing in building relationships, actively listening, and providing personalized guidance, you unlock their full potential. Be okay to have the challenging conversations that require direct and empathetic feedback and create a safe place where feedback is welcomed by everyone on the team (including the leader). Creating a culture of trust and collaboration leads to mutual success. Remember, understanding and supporting your team's individual needs ultimately strengthens the entire team.

TJ WARD

PROJECT OPIOID AT JAX CHAMBER

What advice would you have to people who manage teams?

Only do what only you can do, and delegate everything else. If you're the pointleader of your organization, or your department, or your team, you're the only one can can fulfill that role. Focus on making that your priority.



UNVEILING THE SECRETS OF EFFECTIVE LEADERSHIP AND INDIVIDUAL DEVELOPMENT

Insights from Chuck Coker, CEO of LifeThrive

In this interview, Chuck Coker, CEO of LifeThrive, an organizational development consultancy that uses human data to accelerate the growth, productivity, and development of the organization, explores the secrets behind effective leadership and individual training and development and how it impacts performance and profitability.

INTERVIEWER: Chuck, what would you say is the biggest problem your clients are facing today?

Chuck Coker: The problems I'm most often asked to address are people issues. A number of years ago I did a study with the executive teams of 1,483 companies. There were eight common factors in 1,200 of those companies, 75% of which are people issues. People are our most valuable resource and when you cannot shape and mold them into engaged employees, you have what's called leakage, which is the money going out that you don't know you're missing. So, when they call me, it's almost always a people issue.

INTERVIEWER: Where do you find those people's issues stem from?

Chuck Coker: We find organizations haven't had real success with what they are previously or currently doing when it comes to training and development. I believe we have the key, or shall we say, the secret, to accelerating that development and really bringing an ROI to the organization.

INTERVIEWER: Can you share your secret?

Chuck Coker: We assist in the organizational development area by helping an organization understand its greatest resource, and that's its people. If they understand their people, they can develop them in a way that increases their emotional intelligence, and when they do that, not only do you get a better employee, but you get a better person, and once that person has seen the engagement process work, they're going to go the extra mile for a company. The solutions we provide are unique to each individual.

INTERVIEWER: Can you tell us more about the impact emotional intelligence has on an organization?

Chuck Coker: We focus on making sure that the individual and the job actually match psychologically. In the training and development stage, we take the human data that we've gathered from their assessment results and identify where they need some help. By doing that we now begin to increase their emotional intelligence, and as we increase their emotional intelligence, we help them understand that we are helping them build their resume for the future, and in doing that they don't want to go any place they want to stay, someplace where there's an investment in them.

Unveiling the Secrets of Effective Leadership and Individual Development

With Chuck Coker, CEO of LifeThrive

INTERVIEWER: It sounds fascinating.

Chuck Coker: Oh, it is! Most people don't understand that you can actually increase your emotional intelligence. Where IQ may be somewhat set, emotional intelligence can grow, and the exciting thing about it is if you follow the stages of how emotional intelligence develops. It's really a very simple process because most of our customers experience anywhere from an 11% to 15% increase just in a matter of six months.

INTERVIEWER: What kind of individual can benefit from your program?

Chuck Coker: It's a question that's very hard to answer because we have seen a strongly introverted, self-loathing individual take the material and see their value grow in a very short period of time. That brings them to a whole new level, to where they want to grow and develop. In a survey that we did in the United Kingdom that was validated here by Florida State University graduate students, we saw a 15% uptake in self-esteem, we saw a 17% increase in love of learning, we saw a 16% increase in resiliency and the ability to cope.

Now, on the other hand, for that career-oriented extravert out there, this can do nothing but increase their emotional intelligence and take them to a level where they are not condescending to the people that they work with, but are actually encouraging them and putting some soft edges on some hard-edged stuff. Regardless of whether you feel challenged in your abilities or whether you're confident in your abilities, increasing that emotional intelligence is only going to make you better and as you get better as a person, you become a better employee for your organization.

INTERVIEWER: If there's one thing that sums up how LifeThrive impacts an organization, what would that be?

Chuck Coker: The solutions we provide to an organization are unique to the people within that organization. Every organization has a culture, and so, by identifying the mental culture of that environment, we are able to customize and focus the attention on the needs of the organization and in doing that we build self-esteem and we develop a deeper culture of wellness within the organization.

■



LIFETHRIVE

LifeThrive believes that the true power of any organization lies within its people. We are passionate about assisting organizations in unlocking the full potential of their greatest resource – their employees. With a deep understanding of the pivotal role human capital plays in driving success, we are here to guide you every step of the way. We help an organization understand the three stages of an employee's lifecycle:

- Hiring and Onboarding
- Training and development
- Retention

For more information visit www.lifethrive.com.

DEFINING SUCCESS

DEREK SAWYER

ALL22

Global adoption of the game.
What's a pressing challenge you face in implementing a strategic plan?: Connecting with investors/partners that believe in the globalization of the game.

CLARIBEL CORONA

CLARITY WITH CLARIBEL

I define success by continuously learning, growing, and rediscovering new skills, and redefining yourself through the ups and downs of life!

MICHAEL COLE

TULSA WELDING SCHOOL

The achievement of your goals that lead to you being happy.

CLEANTHA MICHAEL

SET YOURSELF FREE LIFE COACHING LLC

Success to me is happily living my purpose and being in balance with my mind, body, and soul.

LASEANE PLATTS

HEALING HANDS HOMECARE

To me, success is measured by the impact you have on the individuals around you and the lives you touch and the people you inspire.

JESSIE MILLER

EPIC OUTREAC

Success is an inside job, if you're happy and living a fulfilled life every moment of everyday then I believe we are all successful!

ADRIAN PETTY

JERICHO PROJECTS

Success is where you reach the point where you should give up and you choose not to.

DARIEL WILLIAMSON

LAYA'S LOVING CARE

I do not define success by one's material wealth; instead, I ascertain success through the transformative impact an individual bestows upon others.

MAURI MIZRAHI

RIVER GARDEN

When the goals I have set have been achieved.

JASON WOODS

JASON WOODS PRODUCTIONS

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for every stage of
your business.

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DEFINING SUCCESS

ARIEL MOREL

O³ CONSULTING GROUP, LLC

Possessing the genuine capacity to be fully present, actively engage with society, leave a meaningful impact on individuals or a community, and live in alignment with one's purpose.

GLENN ELLISON

THE PARENT HELP CENTER

Making happy parents is success.

DAVID CARRIER

QUANTUMFLY CAPITAL GROUP

Developing and executing on the plan, whether conventional or social media. Determining what social media site suits the needs of the company.

CARLOS PAGAN

IHEARTMEDIA

When you live a happy life.

JOANE GRANGER

JOANE RAE, LLC

Success to me is having a strong work ethic along with consistent work to strive for the best outcome. I use past experiences to help me get to my goal.

MATTHEW MANYAK

NOBLE VISION AI

Personally, I define success as the ability to live life on my own terms, and the financial freedom to live life's experience's to their fullest extent. I believe my life purpose is to show people what is possible when you fully commit yourself to the pursuit of a goal/dream. Professionally, I define success as leaving a lasting positive impact on the people and businesses that I associate with, where we are all able to grow, expand, and succeed together through collaboration and creativity.

CHEYA THOUSAND

CT WELLNESS CO.

I define success by the impact we make on the lives of those who cross our paths.

NOAH HUNTON

NOAH HUNTON MUSIC

For me success is when you have reached a goal that you've been chasing after and exceed it exponentially. You make another goal and another.

TAMARA JENKINS

OUR KIDS MATTER FOUNDATION

Success is all about setting goals and accomplishing them. Knowing what you want and going for it. Rising to the top for financial freedom.

KEVIN WATERS

JACKSONVILLE 95ERS

Waking up and doing God's purpose.



IM EXCITED TO BE JOINING BUZZ MEDIA GROUP WHERE I'LL BE SHOWCASING THE BEST, BRIGHTEST, AND MOST ENTERTAINING BUSINESS LEADERS IN THE COMMUNITY.





TORI JOHNSTON

MYODETOX

What advice would you have to people who manage teams?

Take the time to build strong relationships with your team members. Get to know them as individuals, understand their strengths and weaknesses, and show genuine care and interest in their well-being. Building trust and rapport will foster a positive work environment and enhance collaboration.

IRA WOLFE

POISED FOR THE FUTURE COMPANY

What advice would you have to people who manage teams?

Help others develop growth mindset and adaptability quotient. Nothing will change include employee performance unless every team member embraces a growth mindset. Changing behaviors, upskilling, and reskilling all require a growth mindset.



JOHN TAYLOR

IRVINGTON HIGH SCHOOL

It's different for each student, but it's always student centered. Did we help cater to a student's interests and needs? Did we use athletics as a vehicle to influence a student to stay in school? Did we use athletics to help a student build their resume for college? Did we offer students adequate coaching and off-season training to help them play at the next level? Success comes in different forms, and is always based on how we helped the students achieve success.

KELLY NAVARRO

KMDN GLOBAL BUSINESS PARTNERS & NAVARRO ADVISORY FIRM

Success in business can be defined as the achievement of sustainable and profitable outcomes while effectively fulfilling the organization's goals and objectives. It involves a combination of financial performance, customer satisfaction, innovation, market impact, and ethical practices. A successful business not only generates profits but also establishes a strong reputation, builds lasting relationships with customers and stakeholders, and contributes positively to its industry and community. Ultimately, success in business is a multifaceted concept that extends beyond financial gains, encompassing elements of strategic planning, effective leadership, customer-centricity, adaptability, and positive societal impact.

JANNAI WILKINS

SHAREEMS TOUCH LOVE & CARE LLC

There are numerous ways to define success, which can vary based on personal circumstances. For me, success means achieving my goals despite any challenges that come my way. Many people equate success with material possessions, but I believe it's more about taking the first step toward your objectives. Success, in my opinion, means beginning even when I'm apprehensive about the journey ahead. That's what success means to me.

NADA FRAZIER

THE SACRED SERVANT

I define success for myself as a life well lived in gratitude and in alignment with my values, and with vision, integrity, compassion, love, and sacred service. I believe many of us die as we have chosen to live, and if I live as I described above, I will die a success.

DEFINING SUCCESS



5 TIPS FOR BUILDING SUCCESSFUL TEAMS

Building successful teams is essential for achieving organizational goals and fostering a positive work environment. Here are five tips to help you build and maintain successful teams:

- 1 Define Goals and Roles:** Establish clear team goals and ensure each member knows their role. This builds a strong foundation for teamwork.
- 2 Promote Communication:** Encourage open communication, fostering trust and alignment among team members.
- 3 Embrace Diversity:** Build teams with diverse skills and perspectives for innovative decision-making.
- 4 Empower and Trust:** Grant autonomy to team members, promoting ownership and motivation.
- 5 Support Growth and Recognition:** Invest in professional development and acknowledge outstanding contributions to reinforce a culture of achievement.

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you can get back to business.

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The Guest List

Tony Boselli
Mark Brunell
Dave Caldwell
Tom Coughlin
Kevin Hardy
Sam Kouvaris
Jeff Lageman
Mark Lamping
Todd Roobin of Film & TV
Melissa Ross
Current & Former Jaguars
NFL & College Stars
Jacksonville Political Figures
Business Owners
Members of the News Media
Musicians & Actors
Bodyguards
Nonprofit Leaders
Commission Members of the
Jumbo Shrimp Baseball Team
The ABA Jacksonville Giants
Jacksonville Icemen Members
Boxers
Fighters from MMA
Many More

Show Segments

Open (60 sec)

At the Bar (5 min)

Up Close & Personal (3 min)
At the Bar (5 min)

Minute Tip (2, each 60 sec)

At the Bar (3 min)

Editorial/Wrap (2 min)

THE HORSE'S MOUTH

With Tom McManus

SERIES ON 

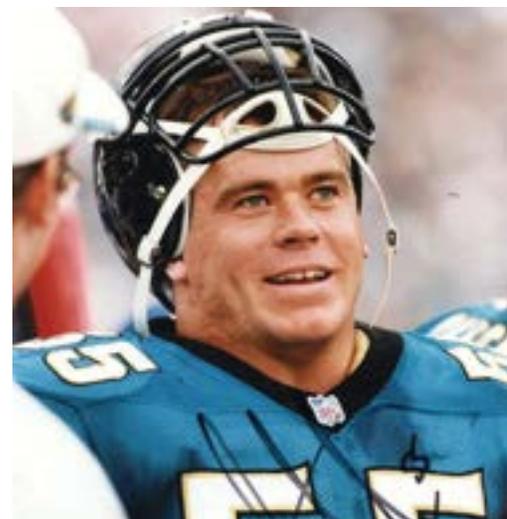
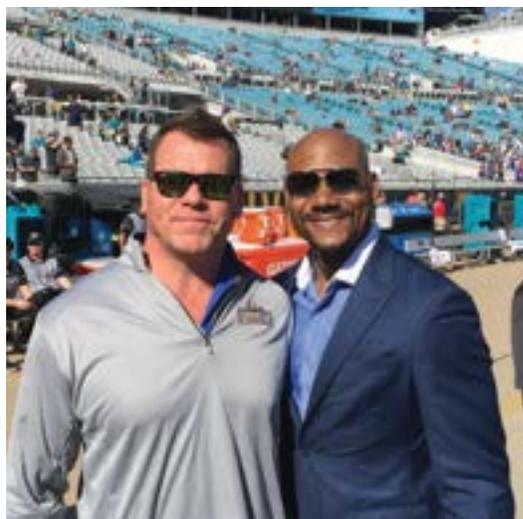


OVERVIEW

Welcome to “The Horse’s Mouth with Tom McManus,” a cool, unique new talk show where Tom’s guests sidle up to his bar to discuss sports, business and life. No gossip, no hearsay, no BS—just the straight-up truth, right from the source.

Tom’s longtime love of bartending has come full circle since his days as a linebacker on the inaugural Jacksonville Jaguars football team—slinging drinks and talking shop with everyone from high-profile sports figures and entertainers to business leaders, journalists and community leaders.

He and his guests trade insight and anecdotes, explore day-to-day topics and tackle the hard subjects, all with equal measures of energy, honesty and laughter. Get the skinny on the real people behind the headlines, straight from the horse’s mouth.





BUZZ BRIEF

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