

WINTER 2024

EXPERT IN YOU

MAGAZINE

LEVERAGE
& LEAD
THE
PROSPERITY
PATH FOR
EXPERTS AND
INFLUENCERS

FLIGHT 1549
SURVIVOR DAVE
SANDERSON
A STORY OF
COURAGE
AND HOPE

BEYOND LIMITS
CONQUER
YOUR PEAK
AND REDEFINE
SUCCESS

Welcome

Dear Esteemed Readers

With great excitement, I welcome you to the second and winter edition of Expert in You Magazine! I am beyond thrilled by the growing interest and honored to feature some truly incredible people in this upcoming issue. Each edition feels like a celebration, and this one will be no exception—it's shaping up to be our best yet, filled with fresh stories, insights, and expert advice from some of the brightest minds in business, consulting, coaching, and professional services.

Our Mission, Your Expertise

Expert in You is more than just a publication; it's a movement built to recognize, elevate, and celebrate expertise. Whether you're a seasoned entrepreneur, a consultant scaling to new heights, or an emerging influencer making waves, this magazine is designed to inspire, empower, and ignite the potential within you. It's a platform where thought leaders gather, strategies unfold, and readers find the tools to elevate their success.

What to Expect in This Edition

As winter settles in, we've packed these pages with insightful articles, breakthrough strategies, and thought-provoking conversations. From transformational business journeys to innovative ideas for scaling and success, our contributors are ready to inspire your next big move. This edition is a tribute to the pursuit of excellence—and to those who refuse to settle. Here, you'll find the knowledge and

motivation to grow, build influence, and create new opportunities as we move toward the future.

A Personal Thank You

My journey, spanning more than 30 years of entrepreneurship, consulting, and mentorship, has given me a front-row seat to the power of resilience and innovation. It has been my honor to empower others along the way—and Expert in You is a reflection of that mission. With every issue, we strive to bring valuable insights to help you navigate the evolving business landscape with confidence and purpose.

Join Us on This Journey

Grab a warm cup of coffee, find a cozy spot, and dive into this issue with an open mind and heart. I invite you to explore the pages, celebrate your achievements, and discover new ways to grow. Together, let's make this winter edition a journey toward impact, influence, and unparalleled success.

Thank you for being part of the Expert in You community. I am grateful for your stories, insights, and unwavering pursuit of excellence. As always, this magazine is a testament to the brilliance within you. Let's inspire, elevate, and lead together!

XC

Ann Carden,
Publisher





BOOK ANN TO SPEAK AT YOUR NEXT EVENT

Ann Carden is a speaker with a heart who keeps the audience engaged. Ann is not only practical in her presentation but also very impactful, leaving the audience with steps they can take to ensure their success. I would highly recommend Ann Carden to anyone needing a speaker.

~ Donna Gamache



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Article ONE:
Conquer Your Peak



Article TWO:
THE POWER PATH TO
PROSPERITY: Leverage Your
Expertise & Influence to Thrive



Article THREE:
Surviving the Hudson, Thriving
Beyond: How to Live Without
Limits

Content



Article FOUR:
A Trailblazer in Medicine and Life



Article FIVE:
From Rock Bottom to
Remarkable: Create a Business
That Fuels Your Best Life



Article SIX:
The Art of Connection
Steve Ramona's Journey
from Entrepreneurial Roots to
Master Networker



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CONQUER

YOUR

PEAK



MASTER RESILIENCE AND ACHIEVE THE GOALS THAT MATTER MOST

Life has a way of teaching us its most profound lessons when we least expect them. As an entrepreneur, mother of seven children, and world record holder in mountain climbing, I've learned that success isn't about conquering peaks—whether in business or on actual mountains—but about embracing the transformative journey along the way.

My entrepreneurial story began in my early twenties, fueled by ambition and an unwavering desire to create something meaningful. At 24, I took my first major

leap of faith, leaving a secure job to start my own company in the financial services industry. Like many entrepreneurs, I was driven by the thrill of bringing ideas to life and the possibility of making my mark on the world. Those early years were a whirlwind of late nights, quick decisions, and countless lessons learned through triumphs and setbacks. Balancing the demands of growing businesses while raising seven children taught me invaluable lessons about efficiency, prioritization, and the true meaning of resilience.

But it wasn't until 2018, when I survived a near-fatal car accident, that I truly understood the purpose behind my journey. That moment of crisis became a catalyst for transformation, forcing me to confront a simple yet profound truth: we never know how much time we have left. As a single mother of seven, this realization hit particularly hard. It pushed me to create a bucket list, and among the items was a seemingly simple goal: "climb a mountain." Little did I know that this singular goal would reshape my entire approach to business and life.





The Parallel Paths of Business and Mountains

The similarities between building a business and climbing mountains are striking. Both require careful preparation, strategic thinking, and the courage to

take calculated risks. Just as I learned to coordinate complex family schedules and manage multiple businesses, I discovered that success on the mountains demands similar skills in logistics, planning, and adaptability. Whether it's organizing a household of seven children, running businesses, or planning high-altitude expeditions, success comes down to mastering the art of juggling multiple

priorities while maintaining an unwavering focus on your goals.

One of my proudest achievements came from combining these worlds: setting a Guinness World Record by climbing the second-highest peaks on all seven continents. This journey taught me lessons that have profoundly influenced my approach to business leadership,





personal growth, and parenting. Perhaps the most important lesson was that success rarely follows a straight line.

I remember standing in an airport, facing what seemed like an impossible situation. All my climbing gear had been lost, leaving me with only rental equipment that was far from ideal. The easy choice would have been to turn back, to wait for perfect conditions. Instead, I pressed forward, knowing that even failure would bring valuable lessons. That decision not only led to a successful summit but also proved pivotal when the country closed its borders six months later. Had I waited for perfect conditions, the record would have remained unattainable.

Redefining Resilience in Business

Today, as a global speaker, I share these experiences to help others recognize their own potential for greatness. The business world often equates resilience with unwavering strength and the absence of failure. However, true resilience is about something entirely different—it's about maintaining forward momentum even when the path ahead seems unclear.

I've learned that resilience in business requires three key elements:

- 1. Adaptability:** The willingness to adjust your approach when circumstances change without losing sight of your ultimate goal.
- 2. Integration:** Taking time to process experiences, learn from them, and allow yourself to grow through both successes and setbacks.
- 3. Purpose-Driven Action:** Connecting every decision and action to a deeper purpose transcending immediate goals or profits.

These principles have guided me through multiple successful business ventures, including building and selling companies. Each experience has reinforced that success isn't just about financial achievements or hitting specific milestones—it's about creating something that aligns with your values and contributes meaningfully to others.

The Power of Embracing Discomfort

One of the most valuable lessons I've learned is that growth happens at the edge of our comfort zone. In business, parenting, and climbing, the moments that test us most are often the ones that teach us most. I've faced situations where everything seemed to be going wrong—deals falling through, partnerships dissolving, and market conditions shifting unexpectedly while simultaneously managing the diverse needs of seven growing children. These challenges, while uncomfortable, became opportunities to innovate and evolve.

When I started my first company, I had no guarantee of success. I had never even slept in a tent when I set out to break a world record in climbing. Both situations required me to embrace uncertainty and trust in my ability to learn and adapt along the way. My children watched as I stepped into these challenges, learning alongside me that with determination



and courage, we can achieve what might seem impossible. This willingness to step into discomfort has become one of my greatest assets in business and life, and it's a lesson I'm proud to pass on to my children.

Looking Forward: The Next Summit

As I look to the future, my mission has evolved beyond personal achievement. I'm focused on helping others recognize and reach their "summits," whatever

those might be. Through speaking engagements and coaching programs, I'm sharing the tools and mindsets that have helped me navigate business challenges and mountain peaks.

I'm particularly excited about launching new courses designed to help people develop their own "breakproof" mindset. This program combines my business acumen with lessons learned in extreme environments. It isn't just about achieving goals; it's about transforming how people approach challenges and view their own potential.

Your Journey Begins Now

To every entrepreneur and aspiring leader reading this, remember that your journey is unique. Your "mountain" might be starting a business, scaling an existing one, or pivoting into entirely new territory. Whatever your goal, know that the path to success isn't about avoiding obstacles—it's about learning to navigate them with grace and purpose.

Here are three principles I encourage you to embrace:

1. Start before you feel ready. Perfect conditions are rare, and waiting for them often means missing opportunities.

2. View setbacks as setups for comebacks. Every challenge you face adds to your reservoir of experience and wisdom.

3. Focus on the journey, not just the destination. The real value often lies in who you become along the way.

Remember, resilience isn't about never falling—it's about rising each time with greater wisdom and determination. Your greatest achievements may lie just beyond your comfort zone, waiting for you to take that first step.

Like any mountain—or raising seven children—the business world will present its challenges. But with the right mindset, preparation, and purpose, you can reach heights you never imagined possible. Keep climbing, keep growing, and trust that every step forward—even the difficult ones—is building the foundation for something remarkable.

The summit awaits, but the journey will define you.



Jenn Drummond achieved business success as the founder and CEO of a thriving financial services company. Her move to Park City, Utah, with her kids fed her family's passion for everything outdoors, from hiking and biking to skiing and mountain climbing.

But on a snowy evening in 2018, Jenn's life was knocked off its tracks. She was in a horrific car accident that brought her inches from death. All the authorities and experts agreed that she shouldn't have survived, yet somehow, she did. In the aftermath of that brush with death, it became crystal clear to Jenn that while she can't control when she DIES, she-and the rest of us- can choose how we LIVE.

Jenn's confrontation with death imbued her with vigor, enthusiasm, and commitment for full engagement in life. Now—more than ever, she is focused on becoming an inspiration, guide, and cheerleader not just for her own children, but for ALL OF US.

She now spends her time inspiring others to live a life of significance. Her book *BreakProof: 7 Strategies to Build Resilience and Achieve Your Life Goals*, shares her story and strategies for success.



THE POWER PATH TO PROSPERITY:

Leverage Your Expertise & Influence to Thrive

By Ann Carden

A new era of entrepreneurship is here—one that isn't defined by traditional business models or physical products but by knowledge, expertise, and influence. The world is shifting toward service-based enterprises rooted in personal mastery, where those who harness their expertise can create businesses that generate

wealth, build influence, and make a meaningful impact.

In today's economy, people want more than just information; they want solutions crafted by experts who have real-world experience. This new wave is reshaping the landscape, giving rise to coaching, consulting, and eLearning businesses that are thriving like never before.

The Explosive Growth of Coaching, Consulting, and eLearning

The numbers don't lie—expertise is in high demand. The global coaching industry has skyrocketed to a value of over \$20 billion and continues to grow, while the eLearning market is projected to exceed \$400 billion by 2026. As businesses and individuals seek rapid development, expert-led solutions are becoming essential.

Entrepreneurs who embrace this shift are seeing unprecedented opportunities. People are willing to invest in high-fee coaching programs, consulting services, and knowledge-based products to solve their challenges. This creates a massive opportunity for those with specialized expertise to build businesses around their skills and experience.

Expertise: The New Currency of Wealth

In the past, wealth was tied to owning assets or physical goods. But in today's world, expertise and influence are the new currencies. People no longer just want products—they seek solutions from experts they trust. This shift is creating a growing economy where knowledge-based businesses flourish, and entrepreneurs who package their expertise effectively are building significant wealth.

Having built seven businesses and sold five, I've learned firsthand the power of leveraging expertise to create profitable ventures. Each time, I started with what I knew and scaled it into a business that aligned with my passion and strengths. Through my Expert In You model, I've not only grown my own enterprises but also helped others create high-profit six and seven figure businesses by packaging their knowledge into high-impact offers.

Building Influence, Wealth, and Impact Through Your Expertise

Success today requires more than just knowledge; it demands influence. Building a business of wealth and impact from your expertise requires the right strategy. Here's how you can tap into your expertise and influence to unlock prosperity:

1. Package Your Expertise: Start with the skills, experience, and insights you've gained throughout your career. Transform your expertise into high-impact, high-value revenue offers that commands premium prices.

2. Position Yourself As The Stand-Out Expert: Develop your brand, status, and influence to attract top-dollar clients & elite opportunities.

3. Promote: Implement powerful, high-impact marketing strategies to attract, and engage high-caliber clients like clockwork.

4. Profit: Sell & scale with systems, processes, and new income streams to accelerate your growth.

The Power of Passion and Profit Working Together

Many entrepreneurs struggle with the misconception that they must choose between passion and profit. But I've

“The numbers don't lie—expertise is in high demand. The global coaching industry has skyrocketed to a value of over \$20 billion...”





found that building a business aligned with your passion is often the most profitable path. When you enjoy what you do, it drives persistence, creativity, and fulfillment.

Opportunities in the New Knowledge Economy

Now is the perfect time to step into your expertise and build a business of influence, wealth, and impact. The current economy is shifting toward knowledge-based services, and businesses are increasingly outsourcing specialized solutions from experts rather than hiring full-time staff.

How Expertise and Influence Create a Ripple Effect

Building wealth through your expertise doesn't just benefit you—it creates a ripple effect. As your business grows,

you gain the resources to make a more significant impact, whether that's by helping clients succeed, creating jobs, or contributing to causes you care about.

Inspiration and Final Thoughts: Unlock Your Expertise, Unleash Your Prosperity

Your expertise is your greatest asset. In a world hungry for solutions, those who package their knowledge and build influence are poised for extraordinary success. Now is the time to step into your expert spotlight, align your business with what you know best, and unlock the prosperity that comes with it.

The Expert In You model isn't just a strategy—it's a movement. It's about building a business that reflects your expertise, generates wealth, and makes a meaningful impact. The new wave of wealth lies in expertise and influence. When you harness your knowledge, align it with passion, and show up with confidence, you unlock a powerful path to

both personal and financial freedom.

In the words I live by: 'Your expertise is your greatest asset—unlock it and unleash prosperity.' The time to build a business of influence, wealth, and impact is now. The question is: Are you ready to step into your potential and ride the wave? Let's work together!

I invite you to schedule a personalized consultation with me, Ann Carden, to explore how we can unlock your expertise and build your wealth, influence, and impact. Your legacy awaits.

Book a call @ acarden.com

Visit my website @ www.annlcarden.com

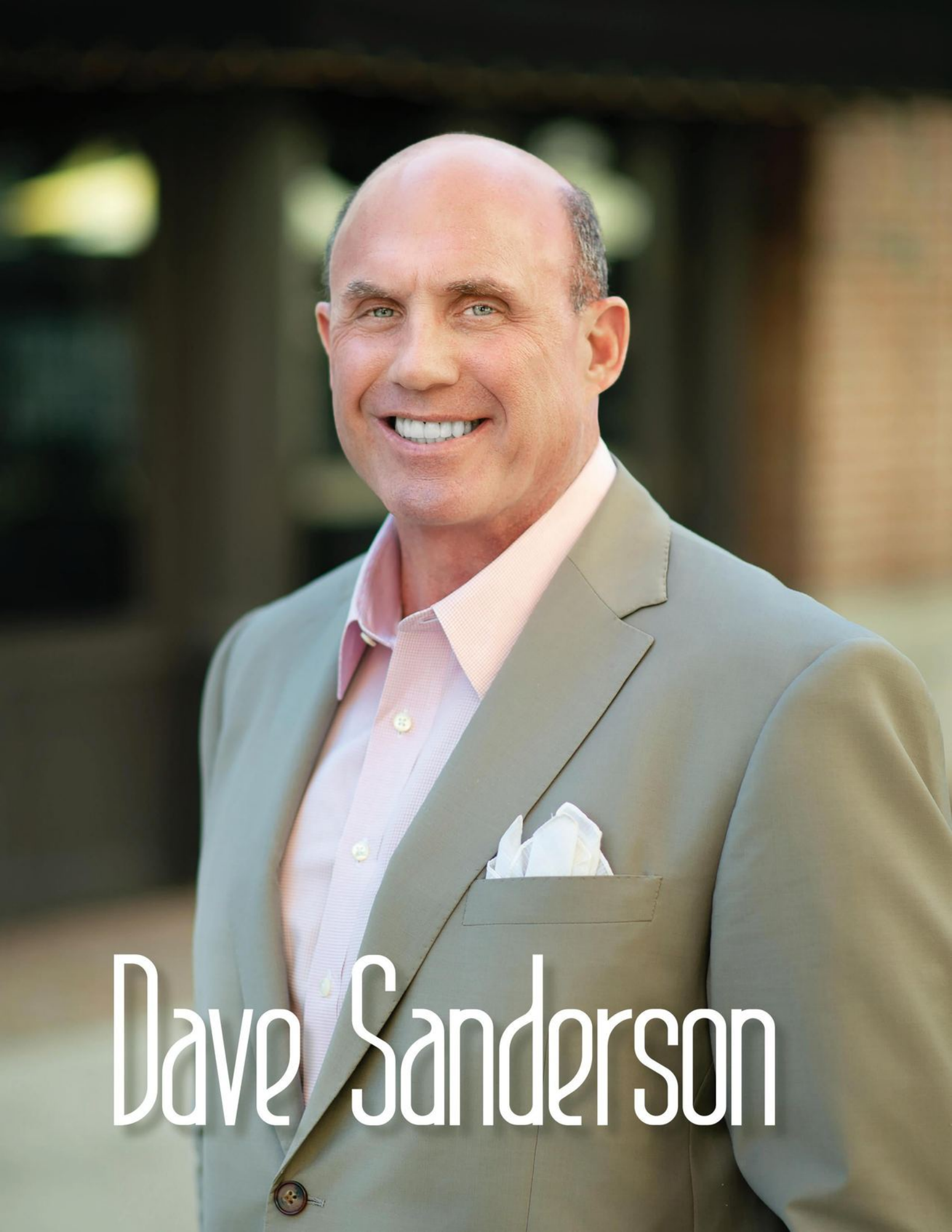
A woman with blonde hair, wearing a black sleeveless dress and red high heels, is walking away from the camera on a red carpet. She is pulling a black rolling suitcase. In the background, the tail section of a white private jet with blue accents is visible. The jet's engine and tail fin are prominent. The sky is clear and blue.

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Dave Sanderson



Surviving the Hudson, Thriving Beyond: How to Live Without Limits

In 1985, I was lucky to meet someone who would profoundly impact my life: Bill, a successful businessman in Charlotte, North Carolina, who truly lived by his principles. When I first met him, Bill was already in his 70s, yet he was one of the most authentic and accomplished people I had ever known.

In 1992, I attended my first sales personal development seminar led by Tom Hopkins, where one piece of advice

struck me: take successful people out to lunch to learn from them. Inspired, I asked Bill to lunch and asked him what it took to succeed. Bill shared a powerful lesson with me: "If you want something, you need to place yourself among the people who have it." This advice resonated deeply, especially as a young professional eager to excel.

At the time, I was doing well at ADP, consistently meeting sales targets, but I

wanted to stand out. I had a young family, and I was determined to provide for them and reach my full potential. The following year, with Bill's guidance, I became one of the top producers at ADP. I had reached a significant milestone, yet I still craved more.

Around this time, I learned about Tony Robbins, a motivational speaker who was around my age and living his dream. I wondered, "Why him and not me?" This



curiosity drove me to invest \$4,000 to attend one of his seminars in San Diego in 1994. My wife thought it was a huge risk, but I saw it as a step toward my dream of leadership. Surrounded by 350 other aspiring and established business leaders, I experienced an atmosphere of focus and commitment.

On the third day of the seminar, Tony asked us to write our personal mission statements. It was around 2 a.m., and as U2's "Mysterious Ways" played, I wrote down what would become a guiding principle for my life:

"I, Dave Sanderson, see, hear, feel, and know that the purpose of my life is to be happy, realizing that I can accomplish anything I desire when I have faith in my Creator and inspire others to do the same."

Tony encouraged us to internalize our mission statements, so I did. I kept it close to my heart for months and refrained from tweaking it, just as Tony had advised. After about six months, I revisited it and recognized that although I was succeeding at work, had lost weight, and had another child on the way, I wasn't truly happy. That realization was pivotal. I understood that "God's delays are not God's denials," and I began shifting my

"I realized I had a unique opportunity to connect with others through my story, as I noticed that sharing my experience resonated deeply with audiences."

focus toward supporting others on their journey to personal growth.

For the next 15 years, I volunteered for Tony Robbins' events, eventually becoming his security director in 2002. During our conversations, Tony would often ask, "Why are you still working for a company instead of pursuing your own path?" The truth was that I feared the unknown—money, recognition, security. But everything changed in 2009.

On January 15, 2009, I was on US Airways Flight 1549, which became known as the "Miracle on the Hudson" after the Captain of US Airways 1549 safely crash-landed the plane on the river following a bird strike. As one of the last passengers to exit, I heard my late mother's voice urging me, "If you do the right thing, God will take care of you." I stayed back to help others until everyone was safely out.

That experience reshaped my life in 30 minutes. The mission statement I had written years before profoundly came to life. I realized that my life's purpose was no longer about my achievements but about inspiring and contributing to the well-being of others. My mother's words proved true: "If you do the right thing, God will take care of you."

This experience marked the beginning of my "halftime"—the transition into the





second half of my life focused on service and leadership.

I realized I had a unique opportunity to connect with others through my story, as I noticed that sharing my experience resonated deeply with audiences. Many people had faced traumatic events in their own lives, and I was able to articulate mine in a way that spoke to their experiences.

Despite this calling, I still had to maintain my job to support my family. So, I balanced my sales career with speaking engagements worldwide for about four years. However, Thanksgiving Day in 2013 became a pivotal moment—it was then that I reached my breaking point.

Thanksgiving Day in 2013 was meant to be a day of gratitude and quality time with my family. My wife had prepared a wonderful meal, and our kids were

all coming home to celebrate together. However, the day quickly shifted from one of thankfulness to a pivotal moment in my life.

At that time, I was working for Oracle and sharing my story of the Miracle on the Hudson whenever invited. Oracle's fiscal quarter was about to end in just three days, and I was close to finalizing a major deal that would define my year. Early that morning, I went to my office to check on the status of the paperwork, only to find that nothing had moved forward since I'd last updated it the night before. Frustrated, I knew it wasn't Thanksgiving in Costa Rica and Singapore, where the extended team handled approvals. However, calls to my manager and another team leader for support went unanswered—they were both out for the holiday. It was up to me to push this forward.

For the next eight hours, I worked from my office with several international team members I managed to contact. I missed Thanksgiving dinner, leaving my family to wonder if my job mattered more to me than they did. I felt miserable and furious with myself. After eight grueling hours, I reached a breaking point: I stood up and threw my phone across the room, shattering the handset. At that moment, I made a decision. If I was going to create my own flight plan for my future, I needed to take charge of my own career. Two months later, I left that position.

In 2016, as we prepared to start my first solo book, later titled *Moments Matter*, I was going through my notes and rediscovered something Bill had shared with me in 1997. It was a handwritten outline he'd made back in 1929, detailing his plan to become a successful entrepreneur, initially in theater and eventually expanding to food service.

Finding these notes stirred up a mix of feelings, particularly shame. I realized I'd been holding onto a piece of "gold" and hadn't acted on it. Additionally, I had promised not to let this wisdom go unshared, yet nearly two decades had



passed without fulfilling that commitment. One of the core lessons my father instilled in me was to be a man of my word.

For the last eight years, I've focused on honoring that promise—passing along the insights I gained from Bill, Tony Robbins, and other mentors to emerging leaders. Today, we fulfill this mission in various ways: through public speaking, webinars, podcasts, Moments Matter Magazine, mentoring, one-on-one immersion days, books, and other media.

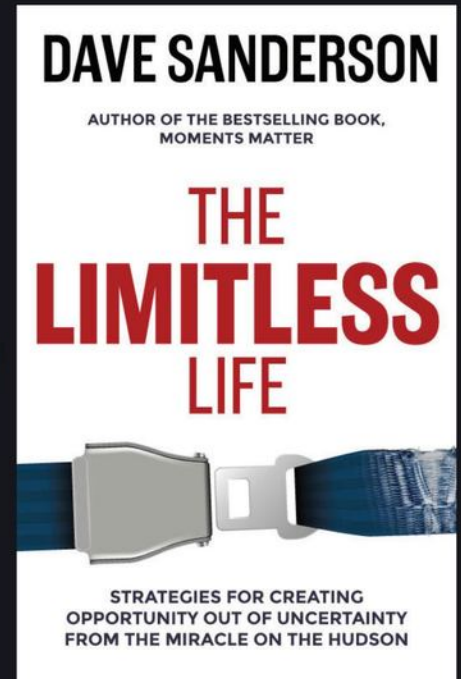
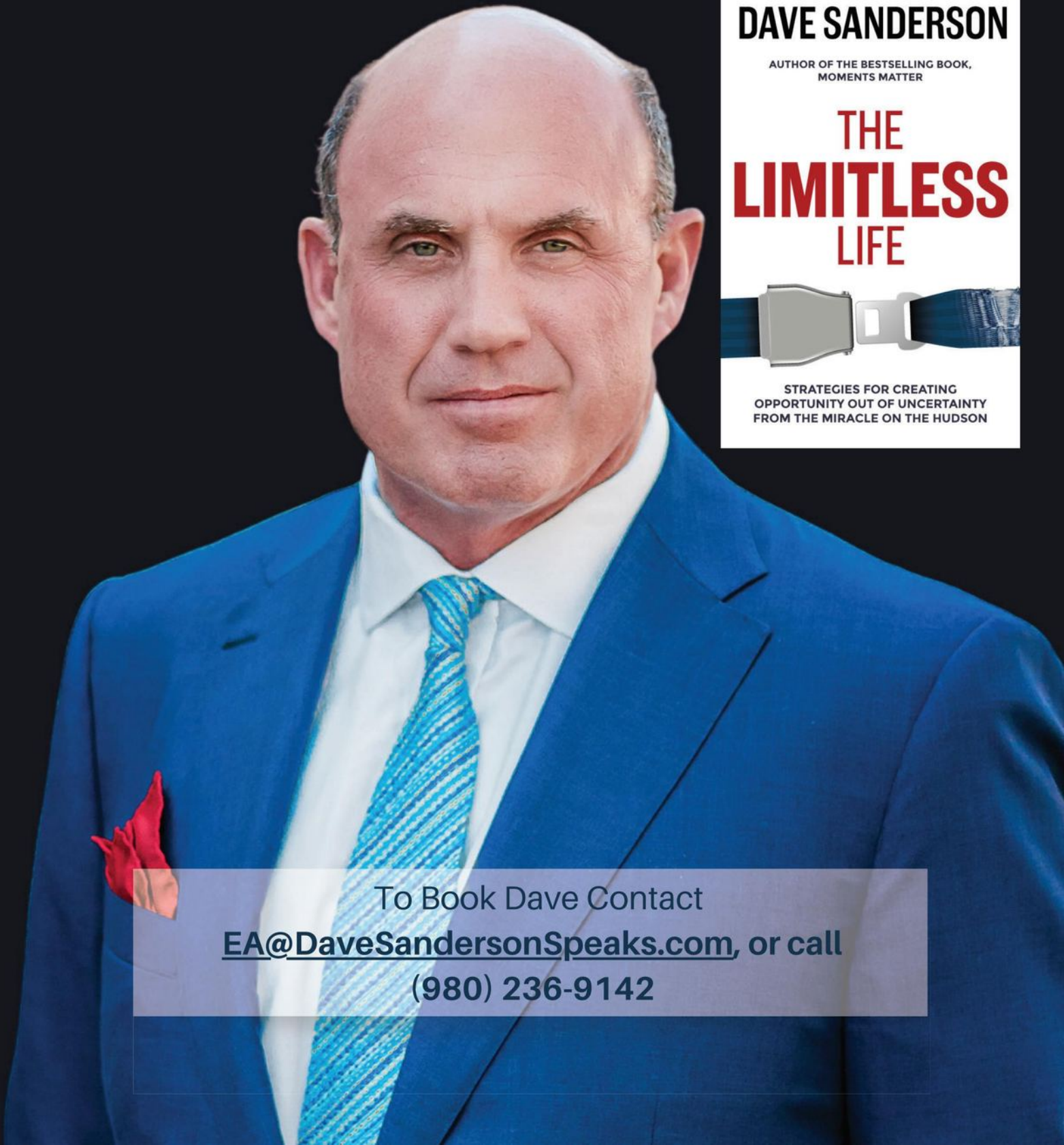
The COVID pandemic marked a critical shift, as the speaking industry shifted online. I had begun diversifying my approach to sharing my message, but the pandemic emphasized that the message itself needed to evolve. It wasn't only about COVID—broader issues were at play, including social justice challenges, law enforcement concerns, and the intensity of a prolonged election season. With people feeling isolated and facing multiple layers of uncertainty, many struggled with hope and resilience.

As a result, our message transformed from merely overcoming life's hardships to embracing uncertainty as a pathway to uncovering one's extraordinary potential. This evolution led to my recent book, *The Limitless Life*, where I share strategies I've learned since the *Miracle on the Hudson*, designed to help others find fulfillment by facing uncertainty head-on.

At the heart of this journey is the power of habits. Habits shape our thoughts, and by changing our habits, we can alter the course of our lives. So, instead of asking, "How am I going to get through the day?" try asking, "What can I gain from today?" As you shift your mindset, you'll craft your unique flight plan for a limitless life.



Hire Dave to Speak at Your Next Event! Check out Dave's new book!



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WHAT'S CALLING YOU?

ADVENTURE



INDULGE



An aerial photograph of a tropical island resort. Numerous overwater bungalows with thatched roofs are connected by a wooden walkway that extends from a white sandy beach on the right into the crystal-clear turquoise lagoon. In the background, a large, rugged mountain with a prominent peak rises from the water under a clear blue sky.

RELAXATION

A photograph of the ancient Inca city of Machu Picchu. The stone ruins, including terraces and buildings, are nestled on a steep mountain slope. A woman with blonde hair, wearing a pink long-sleeved shirt and sunglasses, stands in the foreground with her arms outstretched, smiling. The background features dramatic, steep mountain peaks under a clear sky.

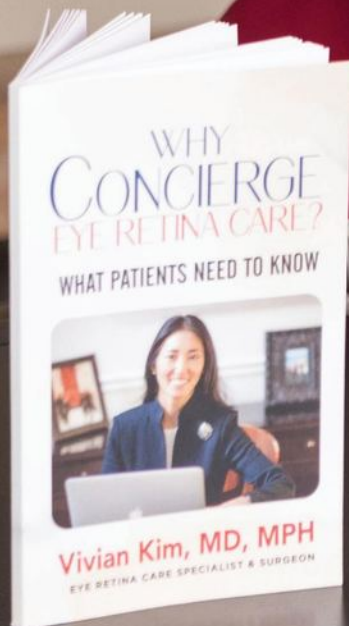
CULTURE

Turning travel dreams into reality



A professional portrait of Dr. Vivian Kim, a woman with long dark hair and blue-rimmed glasses, wearing a red blazer. She is smiling and has her hands clasped on a dark table. In the background, there is a wooden shelf with a gold sphere and a blue abstract painting.

Dr. Vivian Kim



A Trailblazer in Medicine and Life

Dr. Vivian Kim's story is one of relentless pursuit, transformation, and innovation. As a distinguished retina specialist and surgeon, she has redefined not only her practice but also her approach to life. From her disciplined childhood rooted in music to her groundbreaking achievements in medicine, Dr. Kim exemplifies the kind of courage and ingenuity that inspire others to follow her lead.

A Disciplined Beginning: Music and Family

Growing up in the suburban tranquility of Connecticut, Dr. Kim's childhood was steeped in discipline and high expectations. As the daughter of Korean immigrants, she recalls the cultural emphasis on excellence that shaped her early years. Her father, a cardiothoracic surgeon, embodied a relentless commitment to his craft, and her mother's strict yet loving guidance set the stage for a life of achievement.

A self-proclaimed "nerd," Dr. Kim devoted countless hours to

academic excellence and classical piano. "I was practicing two hours every night, and three to four hours on weekends," she recalls. Her dedication bore fruit in the form of competition wins, including a standout performance of Rachmaninoff's *Piano Concerto No. 2.* Though her musical pursuits eventually took a backseat, the precision and discipline they instilled became instrumental in her medical career and particularly for her microsurgical skills.

As one of six children—four daughters sandwiched between two sons—family dynamics played a formative role in shaping her identity. "It was the classic story of trying for the second son in a traditional Asian family," she says with a laugh. This close-knit environment imbued her with a strong sense of responsibility and determination.

From Music to Medicine: A Natural Transition

Dr. Kim's path to medicine was less of a choice and more of a calling. As a child, she was captivated by her father's medical textbooks, pouring over surgical diagrams and marveling at the transformative power of surgery. "I'd look at the before-and-after pictures and feel fascinated by what could be achieved," she says.



she admits. “But over time, the sheer volume took a toll. Something had to give.”

A Passion for Dance: Late-Blooming Ballroom Star

Amid the intensity of her medical career, Dr. Kim discovered a new passion in her 40s that brought unexpected joy and balance to her life: competitive ballroom dancing. It all began during an evening at a salsa club, where she struggled to keep up with the intricate steps. True to her determined nature, she decided to master the art—not casually, but competitively.

“I didn’t like the idea of not knowing what I was doing,” she recalls. “So I took it upon myself to learn.” What started as a hobby quickly turned into a full-fledged passion. The same discipline that had made her a virtuoso pianist and skilled surgeon carried her through countless hours of practice and refinement on the competition dance floor.

Ballroom dancing didn’t just challenge her physically—it also enhanced her confidence, poise, and ability to connect with others. “In Dance, I found another passion in my life,” she says. “It allowed me to express myself creatively while staying active and healthy.” For Dr. Kim, the elegance and precision required in ballroom competitions mirrored the meticulous skills she applies in retinal surgery, creating a surprising synergy between her personal and professional pursuits.

After completing medical school and a residency in ophthalmology, Dr. Kim chose to specialize in retina care and retinal surgery—a decision influenced by her natural aptitude for the intricate work required in this field. “Retinal surgery is like working on a tiny postage stamp in a space of four cubic centimeters,” she explains. “It’s incredibly visual, and I found I had a knack for spotting subtle problems.”

Her career flourished as part of a multi-specialty ophthalmology group, where she built a thriving practice treating retinal disorders. But the pace was grueling—she was seeing up to 100 patients a day. “Initially, the challenge was exhilarating,”





Striking Out on Her Own: A Bold Move

After 16 years in group practice, Dr. Kim made the bold decision to go solo. This choice, while unconventional in an era of medical consolidation, was driven by a desire for greater autonomy and a more personalized approach to patient care.

Her solo practice thrived, but it wasn't long before she noticed a familiar pattern emerging. The increasing demand for her expertise led to long hours and a return to the high-volume model she had sought to escape. It was then that Dr. Kim began to envision a radical shift: transitioning her practice to a concierge model.

Innovating in Medicine: A Concierge Model for Retinal Care

The concierge medicine model—typically associated with primary care—was virtually unheard of in her specialty field. Undeterred, Dr. Kim set out to adapt this approach to a surgical specialty.

"I wanted to create a practice where I could spend more time with each patient, provide truly personalized care, and still maintain a sustainable business model," she explains.

The transition was not without challenges. Over the course of a year, she restructured her practice, educating her 5,000-patient base on the new



“ My goal is to show others that there’s another way... This model is not only about better patient care—it’s also about reclaiming your life as a doctor.





model and helping them transition to the concierge framework. The result has been transformative—not only for Dr. Kim but for her patients as well.

“Now, I see far fewer patients, but the quality of care and attention has skyrocketed,” she says. “I have time to really connect with my patients, educate them about their conditions, and even collaborate with them on their care.”

Sharing the Vision: Helping Others Transform Their Practices

Dr. Kim’s success has not gone unnoticed. Colleagues and peers have sought her advice on how to replicate her model, prompting her to develop a coaching program designed to guide other specialists through the transition to concierge medicine.

Launching in January 2025, the program will provide participants with a six-step framework, complete with templates, tools, and ongoing support. From navigating the logistics of transitioning to educating patients about the model, Dr. Kim aims to empower her peers to take control of their practices—and their lives.

“My goal is to show others that there’s another way,” she says. “This model is not only about better patient care—it’s also about reclaiming your life as a doctor.”

A Vision for the Future

As Dr. Kim looks to the future, she remains committed to pushing boundaries and inspiring other doctors to push back on the traditional culture and expectations in medicine and buck the trends toward consolidation and volume and instead focus through

time and attention on a more personal, life-enhancing delivery of medical care. Whether she’s mentoring physicians, traveling the world, or innovating within her practice, her passion for excellence continues to shine.

“I’ve always believed that we can do better—not just in medicine, but in life,” she says. “It’s about being willing to take risks, embrace change, and pursue conviction with passion.”

Dr. Kim’s journey is a testament to the power of determination and the courage to forge a new path. In her, patients and colleagues alike find a trailblazer whose vision extends far beyond the operating room—a leader who exemplifies what it means to truly care.



Karen Hairgton

FROM ROCK BOTTOM TO REMARKABLE:

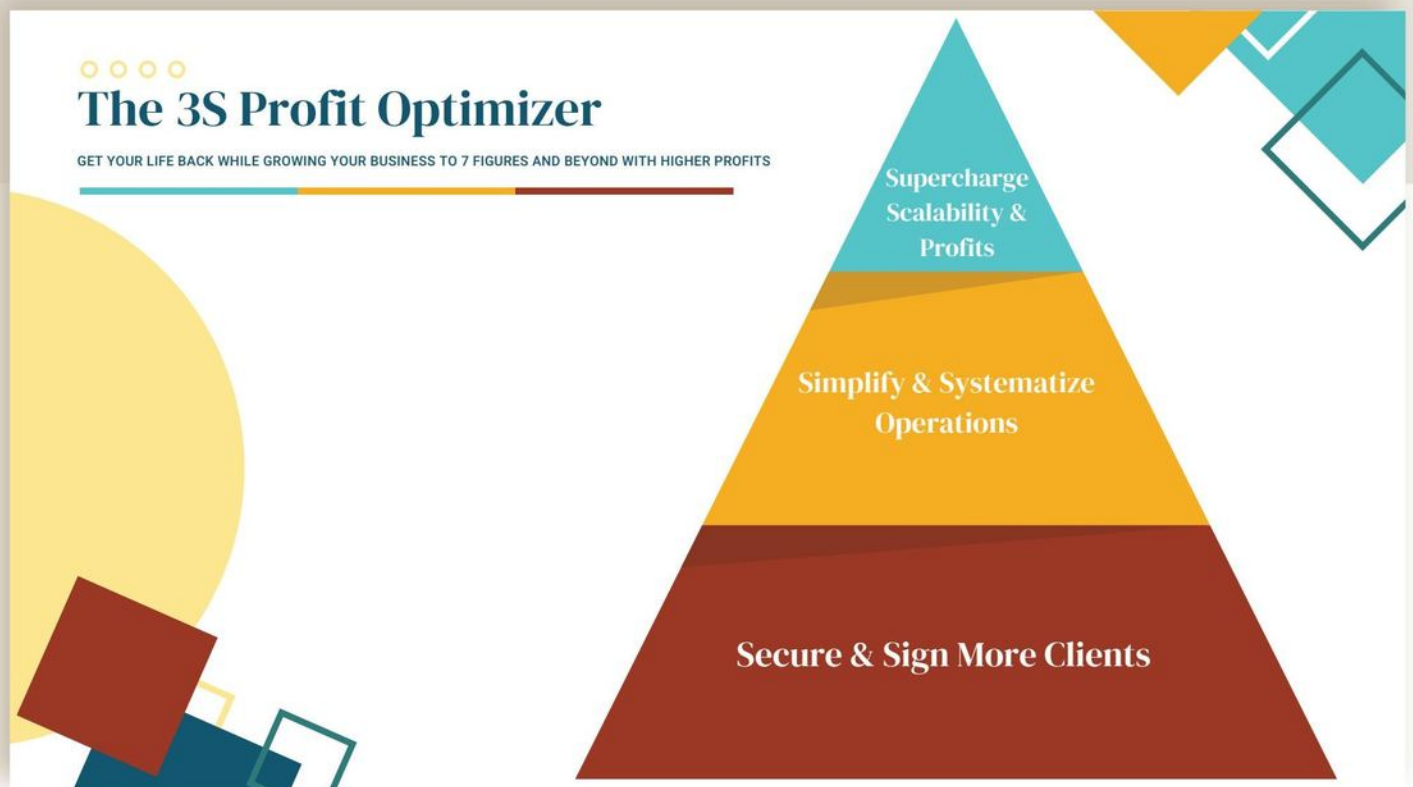
Create a Business That Fuels
Your Best Life

Karen Hairston, CEO and founder of 3S Smart Consulting, knows firsthand that success isn't just about relentless hard work—it's about working smarter, aligning your business goals with your life, and creating systems that do the heavy lifting for you. Today, she's a sought-after consultant for growth-minded entrepreneurs and

small business owners, especially those in extended reality, custom software development, and educational technology. Through her company, she helps them streamline operations, retain clients, and increase profitability. But Karen's story isn't just about business savvy; it's a story of resilience, transformation, and a relentless pursuit of freedom and balance.

Where It All Began: Crafting Systems from Scratch

Karen's journey into business systems began unexpectedly. Early in her career at a tech startup, she was tasked with creating a project plan—without any guidelines. There was no roadmap, so





Karen did her own research, setting out to build templates and processes to streamline tasks that previously had none. It was a foundational experience that taught her the power of organized systems in solving real business challenges. Since then, her career has spanned roles with companies like General Motors and the Michigan Department of Education, where she refined her expertise in systematizing complex operations for optimal efficiency.

The Tipping Point: Health, Hustle, and New Horizons

As Karen's career progressed, her commitment to productivity sometimes came at the cost of personal well-being.

Long hours, short nights, and an always-on work mindset left little room for self-care or family time. The breaking point came when Karen received a life-changing cancer diagnosis. Instead of letting this news paralyze her, she viewed it as a catalyst for change. "I had a choice: let fear paralyze me or use this as a catalyst for change," she reflects. Karen chose the latter, deciding it was time to prioritize her health and well-being without compromising her career.

The experience pushed her to fully embrace the principles she had been advocating for her clients. She invested in coaches to refine her business strategy, delegated tasks more confidently and implemented workflows that allowed

her to take necessary breaks without stalling her business. She experienced the transformative impact of systems and support firsthand, realizing they could not only keep her business afloat during challenging times but also set it up for sustainable growth.

Empowering Entrepreneurs: How 3S Smart Consulting Began

With this renewed perspective, Karen founded 3S Smart Consulting with a clear mission: to empower entrepreneurs and small business owners to reclaim their time and build businesses that serve their lives, not consume them. Her personal journey has shown her that with the

right systems and mindset, anyone can achieve growth without sacrificing health, family, or freedom. “True success isn’t just about profits,” Karen says, “it’s about building a business that serves your life, not the other way around.”

Consulting with Heart: A People-First Approach

Karen’s approach to consulting is both holistic and deeply people-centric. She considers the interconnectedness of all elements within a business, recognizing that each change can have ripple effects throughout the organization. While her expertise lies in scaling businesses and optimizing profitability through systems and processes, her work is equally anchored in empathy and respect for the people behind the business. For Karen, consulting is about creating a lasting impact not only on operations but also on the personal lives of her clients and their employees.



Rather than offering a one-size-fits-all framework, Karen provides a highly personalized and hands-on experience. Her tailored approach includes everything from working directly with CEOs to providing customized guidance for entire teams. She ensures that each

solution is carefully crafted to meet the specific needs of her clients, addressing their unique challenges and goals. By understanding the full context of each client’s business and values, Karen is able to implement solutions that streamline operations without adding unnecessary complexity.





The 3S Profit Optimizer Program: Scaling with Ease and Profit

The systems Karen developed through her own challenges formed the foundation of her flagship program, the 3S Profit Optimizer. This structured approach helps entrepreneurs achieve sustainable growth through three core steps: securing clients, simplifying operations, and supercharging profitability. With a clear focus on these areas, Karen's program gives business owners a roadmap to reach the elusive 7-figure mark. Notably, fewer than 2.35% of small businesses surpass this revenue milestone. At 3S Smart Consulting, Karen's mission is to help her clients join this elite group while also reclaiming their time, allowing them to enjoy the freedom they originally set out to achieve. Each phase is designed to address specific areas of a business, setting up clients to scale efficiently and profitably.

Secure and Sign More Clients

Karen's first focus is to help businesses retain loyal customers while attracting new, high-quality clients. Recognizing that satisfied clients are likely to spend more and make additional purchases, her program emphasizes processes that enhance customer experience, ensuring a strong, steady revenue stream. "63% of customers are likely to make additional purchases after a positive experience, and on average, they spend twice as much," Karen notes.

Simplify and Systematize Operations

The second stage involves streamlining internal processes to cut costs and improve operational efficiency. On average, companies can see a cost reduction of 20–40% by simply optimizing their workflows. By tackling these

inefficiencies, Karen helps businesses not only save money but also foster a healthier work environment that boosts employee satisfaction and retention.

Supercharge Scalability and Profits

Once the foundations are solid, Karen's program moves into supercharging profitability. Businesses equipped with streamlined systems and an organized workflow are set up to grow without the usual headaches and bottlenecks. "When you enhance efficiency, productivity, and revenue growth can grow by as much as 40% over a three-year period with higher profitability," she explains, underscoring how well-optimized businesses don't just survive—they thrive.



Solutions That Fit: Tailored Services for Every Stage

Karen's tailored approach includes a variety of service options that cater to the different needs and growth stages of her clients. Services range from virtual 1:1 consulting to help CEOs reclaim control

of their business and time to do-it-for-you packages who want 3S Consulting to enjoy the benefits of a well-run business without the added workload and other options such as virtual team consulting, do-it-with-you packages, and private 1-day intensives.

Through these services, 3S Smart Consulting provides not just consulting

expertise but the opportunity for business owners to reduce stress, regain control, and drive their companies toward sustainable, high-profit growth.

Building a Life-First Legacy

Karen's commitment to helping entrepreneurs find freedom through systems and efficiency isn't just a tagline—it's a philosophy shaped by her own life experiences. Her goal is to ensure her clients don't fall into the trap of working endlessly without gaining the life and freedom they envisioned. Instead, she teaches them to build businesses that can run without them and where success includes personal fulfillment and health.

Karen's Journey, Your Inspiration

Karen Hairston's journey is a powerful reminder that building a successful business doesn't require sacrificing health, happiness, or personal time. She's walked the path from overwork and burnout to a life of balance and growth, proving that success can be both profitable and fulfilling. Her message to entrepreneurs is simple yet profound: "With the right strategies and support, you can have the growth you want and the life you deserve."

For any business owner feeling overwhelmed or out of control, Karen's story offers both a roadmap and a sense of hope. With experts like her in your corner, achieving sustainable success—while staying true to your life goals—becomes not just a dream, but a reality.

Contact Information

For more information about 3S Smart Consulting, visit 3SSmartConsulting.com or book a free Fast Track Strategy call at 3SSmartConsulting.biz. You can connect directly with Karen Hairston via email at hello@3SSmartConsulting.com.



Steve Ramona

THE ART OF CONNECTION

Steve Ramona's Journey
from Entrepreneurial
Roots to Master
Networker



In a world increasingly driven by instant results and fast-track success, Steve Ramona epitomizes a philosophy that might seem outdated yet is more relevant than ever: the art of connection and service. From humble beginnings rooted in family wisdom to spearheading podcasts and TV shows that touch the hearts of thousands, Steve is on a mission to champion the “Law of Increase”—a unique perspective on life best exemplified by the ethos of his podcast, “Doing Business with a Servant’s Heart.”

Steve’s journey began when he was a young boy—eager, curious, and deeply imbued with the entrepreneurial spirit that his father, a genuine entrepreneur in every sense, passed on to him. The entrepreneurial life was never just about money for Steve; it was a conduit for change, a means to positively impact lives, and a way to accumulate an abundance of relationships, which he learned very early on in his family’s health club business.

Forging Connections with Heartfelt Intros

Steve’s secret weapon? The personalized introduction. Over the last 11 years, Steve’s knack for connecting the right people has resulted in \$25 million in successful deals. His unique approach involves weaving stories and genuine care into introductions, often accompanied by video explanations that make them personal and engaging. This personal touch elevates connections from mere transactions to transformational relationships, ultimately embodying his practice in real, measurable terms.



The Voice of Heartfelt Business

As a podcaster and TV show host, Steve uses his platform to shine a light on remarkable stories. His podcast, “Doing Business with a Servant’s Heart,” is a testament to resilience and the power of service. With an audience of over 40,000 per episode and growing, the podcast features inspiring individuals—CEOs, founders, entrepreneurs, and even celebrities—who have conquered their demons and prospered by helping others.

His TV show, “Together We Serve,” with a staggering 1.2 million monthly viewers, extends this mission even further, offering a stage for individuals who serve with passion.

The Art and Challenge of Asking

Steve’s ascent wasn’t devoid of struggle. One key lesson he learned along the way was the power of asking for introductions and embracing a mindset geared towards growth and opportunity. At first, asking was challenging, clouded by self-doubt and the specter of rejection. Yet, once he mastered the art of turning a “no” into a “next,” his income soared.

A Business Built on Service

Today, Steve’s enterprise is multifaceted, thriving on the virtues of partnership, mentorship, and community. “Doing

Business with a Servant’s Heart” has reached a milestone of over 600 recorded shows, each capturing the essence of overcoming obstacles through the act of giving. With a goal to reach 1,000 episodes, Steve’s mission is loud and clear: impact the world, one podcast at a time.

Furthermore, Steve’s creation of partnerships and joint ventures has enabled growth and positive impact beyond measure. His philosophy that success is a shared experience makes for a win-win situation for all parties involved, demonstrating that transformational relationships inevitably lead to successful transactions.



Mentorship and Networking: Steve's Secret Ingredients

Networking has an almost mystical quality in Steve's eyes; it's akin to planting seeds that bloom into prosperous connections. He advocates the ASLA Principle—Ask, Shut up, Listen, and Ask again—encouraging budding networkers to bring value to everyone they meet. Through genuine interest and a willingness to offer support, Steve's network has expanded by hundreds, turning into a labyrinth of opportunities.

His advice to newcomers is simple yet profound: Offer your expertise for free. By conducting Free Podcast Workshops and Business Mentorship Workshops monthly,

Steve has not only grown his network but also fostered a sense of community and empowerment.

Hope and Empowerment for the Future

Steve Ramona's journey is an inspiring narrative of promise and hope, interwoven with lessons drawn from personal experiences, fortitude, and an unwavering commitment to serving others. It serves to remind us all that while the path to success can be filled with challenges, overcoming them with a servant's heart leads to triumphs far richer than numbers or accolades.

By continually supporting others, Steve embodies a message of empowered growth—one where serving, learning, and flourishing come together to create not just a career, but a legacy. His goal is over 1 Million people see the message Doing Business with a Servants Heart.

His voyage teaches us that in the grand tapestry of life and business, the art of connection is undeniably one of the most profound legacies one can leave behind. It is through genuine relationships, nurtured by empathy and care, that Steve Ramona has discovered his most significant triumphs. And in sharing his journey, he invites us all to embark on our own paths, filled with potential and promise.



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