

BSP SPOTLIGHT



Monday, September 2, 2024



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Leadership Spotlight: Sam Policios

Books Published This Month

Much, Much More!

Team Member Spotlight: Holly Monter

Get ready to meet **Holly**! This September, we're spotlighting Holly, our fun, fearless, and fabulous PR Media Specialist. Starting with little experience but a lot of determination, Holly has spent the last two years at BSP building connections, securing media placements, and spreading positive vibes. Let's dive into her exciting journey! (contd on Pg 3)



Holly

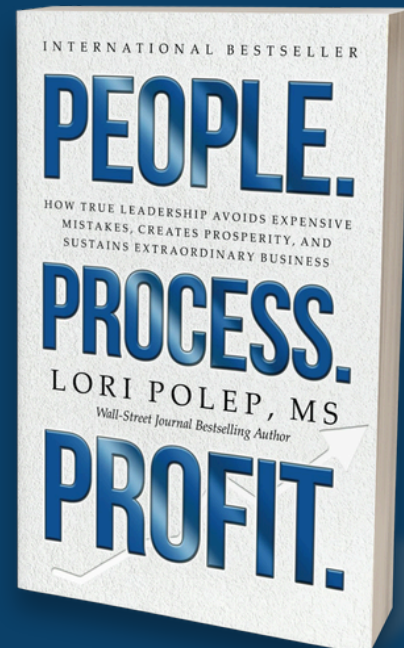
Client Spotlight: Alec Nethercott

Meet **Alec Nethercott**, a visionary entrepreneur and co-founder of V3 Electric, Inc., whose leadership transforms teams and drives success. His best-selling book, **Core-4 Leadership**, reveals the game-changing formula for unlocking leadership potential. Ready to break through your limits? Alec's insights are the blueprint for lasting impact! (contd on Pg 5)

Book Highlights 2024

Unlock the secrets to exceptional leadership, sustained business growth, and personal success with our latest must-reads. Master your leadership potential with **Core-4 Leadership** by Alec Nethercott. Build a prosperous business with **People. Process. Profit.** by Lori Polep. Unleash your inner strength and achieve success with **The Power of One** by Shareese Evans. Dive into these transformative guides and elevate your path to greatness today!

Lori Polep



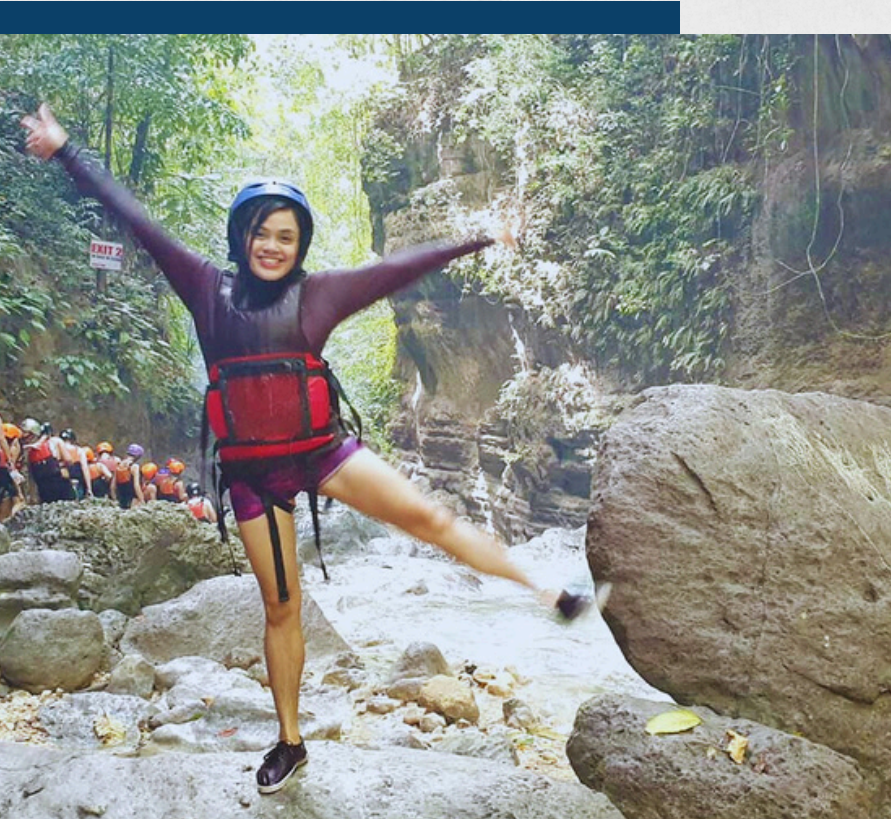
Unlock the secrets to sustainable business growth with **People. Process. Profit.** by **Lori Polep**. Learn expert strategies in leadership, process improvement, and team building to avoid costly mistakes and ensure lasting profitability.

Holly Monter (cont'd Pg 1)

This September, we shine the spotlight on the determined and vibrant Jermaine Honey Monter, affectionately known as **Holly**. At 29, Holly embarked on her journey at BSP as one of the PR Media Specialists with little experience in the role but a deep passion and drive to make her mark. Born and raised in Bukidnon, Philippines, Holly's leap into the world of PR has been a story of learning, growth, and falling in love with her work.

Holly has been with BSP for two years now, and it's the culture and people that make it all worthwhile for her. *"It's the people, the environment, the working style, and time flexibility,"* she says with a smile. Holly's role focuses on securing guest appearances for clients across various media platforms—an essential part of boosting their presence and networks. She works closely with Sam and their manager Liz, finding their teamwork dynamic and full of learning opportunities.

Although still carving out her defining career moment, Holly recalls a touching highlight. One of her clients framed a message she had sent, offering words of encouragement during a tough time. Seeing how impactful her words were to someone else reaffirmed her love for the role. *"It struck me how much my small gesture meant,"* she reflects.



Outside of work, Holly is all about family, adventure, and a bit of relaxation. A mother of two, she admits her adventurous spirit has taken a backseat since becoming a parent, but her love for travel, movies, food, and zest for life remains strong. She describes herself as sweet, talented, and adventurous, but what truly drives her are her core values of honesty, compassion, and determination.

In a playful twist, Holly likens herself to a lion—both as her zodiac sign and a reflection of her protective nature toward her loved ones. Her ultimate relaxation? A full-body massage by the beach, where she can unwind and savor life's peaceful moments.

As Holly continues to grow in her role at BSP, we're excited to see where her passion and creativity take her. She's a vital part of the team, and her future looks incredibly bright!

Holly Monter (cont'd Pg 3)

Quick Personal Insights:

1. What is your idea of perfect relaxation? **whole body massage by the beach**
2. Fast or slow? **slow**
3. Attend a party or host a party? **host a party**
4. Your weirdest nickname? **moii moii (slang for a monkey)**
5. What job would you be terrible at? **Accountant (I don't like math)**
6. City or countryside? **City**
7. If you could create a movie title that best describes your life today, what would it be? **SuperWoman**
8. What is love to you? **unconditional**
9. What was the nicest thing said about you? **I'm the warmest and caring person they've known**
10. What is the biggest misconception about you? **I'm snobbish**
11. What is your hidden talent? **I was a dancer (WAS)**
12. Owe money or owe a favor? **owe a favor**
13. The worst thing you did for love. The best? **Worst- left my family for a wrong person. Best- Marrying my great love**
14. What makes you angry? **when other people mistreat or abuse other people**
15. Be embarrassed or be afraid? **be embarrassed**
16. What do you think is your best quality? **Im such a sweet and caring person**
17. Past, present, or future? **Present**
18. How do you overcome betrayal? **Cry, worship, and move on**
19. If you can plan your death, how would it be? **sleep**
20. Rich and famous or Rich and unknown? **Rich and unknown**






Alec Nethercott (cont'd Pg 2)

Alec Nethercott is a dynamic entrepreneur and inspirational speaker, known for his passion for team building and helping leaders achieve breakthroughs. As the co-founder of V3 Electric, Inc., and a Business Journal 40 Under 40 honoree, Alec has spent his career empowering others to reach their full potential. Whether it's enhancing sales strategies, refining management skills, or scaling teams, Alec's insights and experience continue to guide leaders toward success.

A devoted family man, Alec understands the importance of balance in life and work. His leadership philosophy is rooted in personal growth and team success. Over his two-decade-long career, he has consistently demonstrated that leadership is about more than titles—it's about learning from experience, remaining adaptable, and developing others along the way.



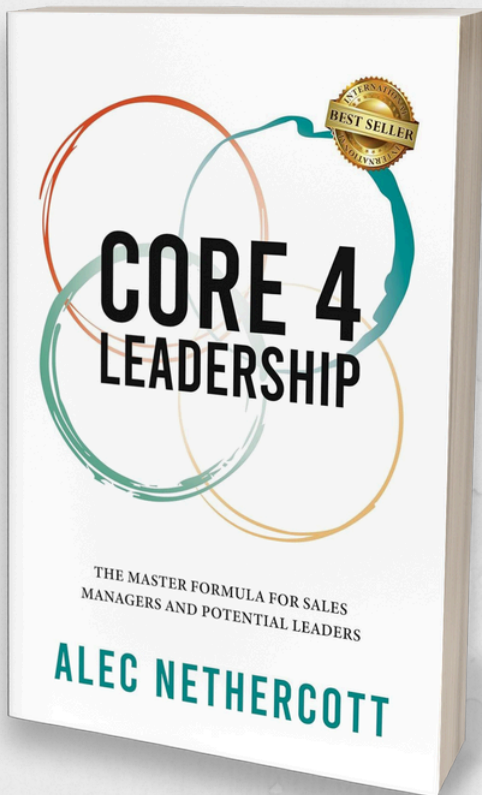
One of Alec's most significant contributions to the field of leadership is his best-selling book, ***Core-4 Leadership: The Master Formula for Sales Managers and Potential Leaders***. In this book, Alec tackles the challenges that many leaders face. With a keen focus on helping managers and potential leaders break through their limitations, *Core-4 Leadership* offers a step-by-step methodology for overcoming the common obstacles in leadership development.

The core message of the book centers around the idea that leadership deficiencies often manifest as team deficiencies. Alec urges leaders to look inward, addressing their weaknesses to create stronger teams. Drawing on his experiences managing a company with over 400 employees, Alec provides readers with tools to not only recognize their leadership flaws but also constructively correct them.

Packed with practical insights and real-life anecdotes, *Core-4 Leadership* is a must-read for anyone in sales management or those aspiring to lead teams more effectively. Alec Nethercott's passion for leadership shines through, making him a go-to resource for businesses looking to unlock their true potential.

2024 Book Highlights

Core 4 Leadership

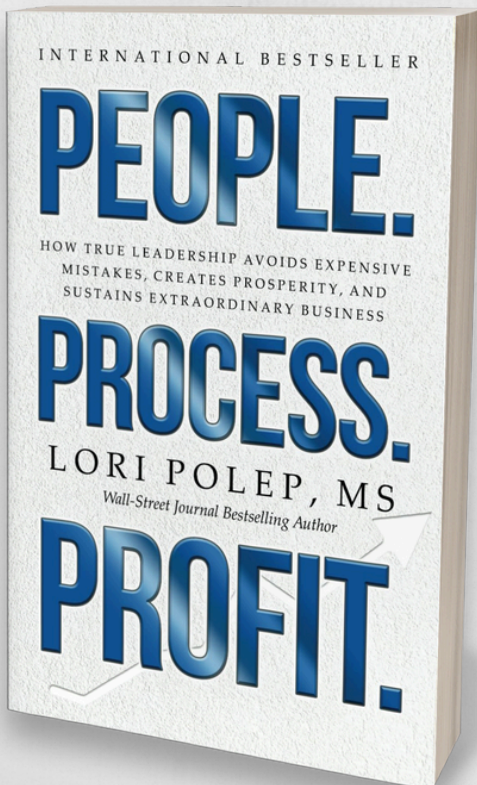


Core-4 Leadership: The Master Formula for Sales Managers and Potential Leaders empowers sales managers and aspiring leaders to identify and overcome their leadership deficiencies, unlocking their full potential. Alec Nethercott shares practical strategies based on two decades of experience, offering readers a clear methodology to enhance their leadership, boost team performance, and achieve sustained success.

Alec Nethercott is a seasoned entrepreneur, inspirational speaker, and 40 Under 40 honoree. With over two decades of leadership experience and building a 400+ employee company, he specializes in guiding leaders through their most challenging moments to drive exceptional team results and personal breakthroughs.

The principles in Core-4 Leadership were born out of Alec Nethercott's own leadership struggles. Many of his "aha moments" came at critical junctures in his career, making the book both practical and deeply personal—offering readers real-world advice from someone who's been in the trenches of leadership.

People. Process. Profit.



People. Process. Profit.: How True Leadership Avoids Expensive Mistakes, Creates Prosperity, and Sustains Extraordinary Business offers a comprehensive guide for business leaders to create sustainable growth and avoid costly mistakes. Lori Polep shares her expertise in leadership, process improvement, and strategic planning, helping readers build strong teams, boost productivity, and ensure long-term profitability through a holistic approach to business success.

Lori Polep, a Wall Street Journal bestselling author, is a seasoned business leader and former CIO. She played a pivotal role in growing her family business to over \$1.3 billion in sales. With degrees from Boston University and Rensselaer Polytechnic Institute, she specializes in leadership, problem-solving, and process improvement.

Lori Polep's business acumen was shaped early on by listening to her parents' business discussions. Her practical insights come from real-life experience, including helping her family business recover and grow exponentially. She's also a Certified Wine Specialist who loves sharing her discoveries from vineyards around the world!

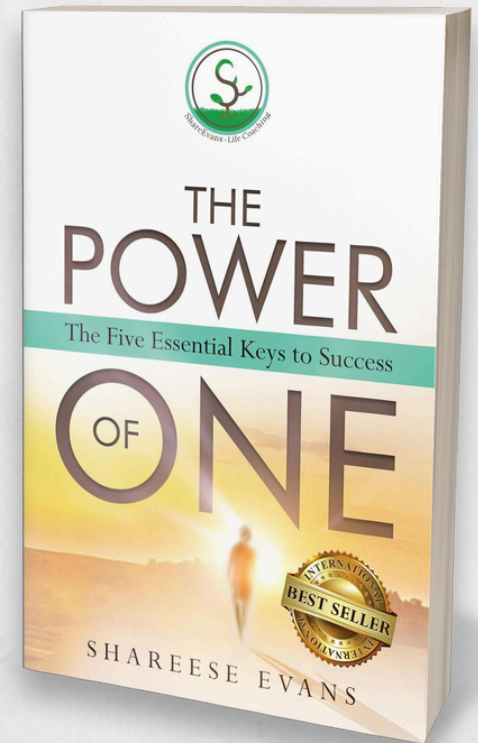
2024 Book Highlights

The Power of One

In *The Power of One: The Five Essential Keys to Success*, Shareese Evans unveils the five essential keys to unlocking your unique potential and achieving career success. This empowering guide helps readers tap into their inner gifts, align their true selves with their career goals, and master networking, self-development, and authenticity for lasting fulfillment.

Shareese Evans is a certified spiritual life coach and #1 international bestselling author with over 30 years of corporate experience. Raised in a large family and shaped by early challenges, her journey has led her to inspire countless individuals to unlock their potential and achieve success through personal growth and authenticity.

Shareese Evans' personal story of overcoming homelessness and adversity informs her unique coaching style. Her journey of self-discovery and growth, from surviving tough times to guiding others toward their own breakthroughs, makes *The Power of One* a deeply inspiring and relatable resource for career and personal success.



PR Spotlight

Amber Needham



Before *The Blind Girl Sees* became an international bestseller, **Amber Needham** had already crafted a life defined by resilience, creativity, and determination. As a self-motivated entrepreneur, Amber founded and successfully managed three businesses—running a day spa for 23 years, leading a fitness studio as a licensed instructor, and becoming a credited artist, teaching painting classes in studios. Her ventures reflected a deep passion for wellness, creativity, and the desire to help others grow.

However, her greatest challenge came at the age of fifty when Amber suddenly lost her sight. In the blink of an eye, her world changed completely. But instead of letting this life-altering event define her, Amber chose to embrace it. This was not the first time she faced sudden blindness—Amber had tragically lost her vision twice, only to face permanent vision loss. Through the pain, she discovered a new strength within herself, a strength that allowed her to rebuild her life, not with her eyes, but with her heart.

It was through this journey that Amber found clarity and purpose. Rather than viewing her blindness as a limitation, she saw it as an opportunity to connect more deeply with herself and others. She embraced her circumstances with grace, transforming her setbacks into fuel for growth. This personal transformation led to the writing of her powerful memoir, *The Blind Girl Sees: Seeing Through the Heart and Not the Eyes*.

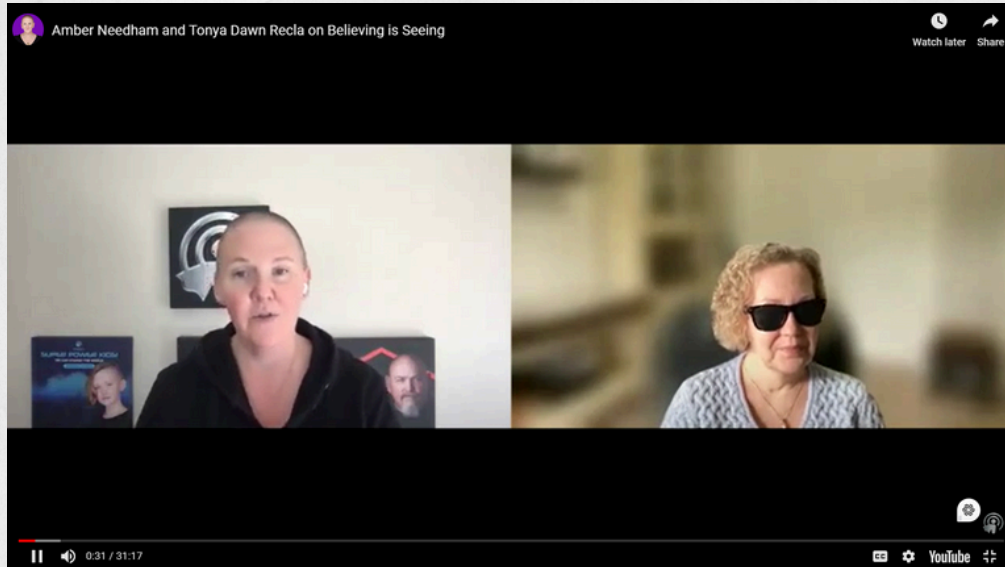
In the book, Amber shares her journey of accepting, managing, and celebrating her blindness. With warmth, humor, and wisdom, she encourages readers to see beyond their own struggles and discover the joy and purpose that life offers, even in the face of adversity. Now an international bestseller, *The Blind Girl Sees* has reached audiences worldwide, ranking #1 in nine categories across three continents. Amber's story is a powerful reminder that even in darkness, one can find light—and that sometimes, our greatest challenges lead us to our most meaningful victories.



PR Spotlight (cont'd Pg 9)

She has made appearances on various shows, aiming to inspire and positively influence others.

The Science of Superpowers - February 9, 2024



PIX11- February 1, 2024





Leadership Spotlight

by **Sam Policios**

Leadership in the Digital Age

Have you ever wondered how much leadership has evolved over the past few years? The pandemic has fundamentally altered the workforce, and the explosion of social media apps has resulted in information overload.

So, how can leaders step up and thrive in this digital era?

To navigate this new landscape effectively, leaders should embrace several key strategies.


First, prioritize digital literacy by staying informed about emerging technologies and leveraging them to boost team productivity and communication. This proficiency not only enhances operational efficiency but also ensures leaders are equipped to handle the complexities of a digitally driven environment.

Second, cultivate strong communication skills tailored for a digital setting. Leaders must focus on clarity and empathy in virtual interactions to ensure that team members feel connected and engaged. By actively engaging with their teams through these channels, leaders can bridge the gap created by physical distance and promote a sense of unity and belonging.

Third, implement strategies to manage information overload. This involves setting clear boundaries for digital communication, utilizing data-driven insights to prioritize tasks, and adopting practices to mitigate stress, such as scheduling technology breaks and incorporating mindfulness techniques. Effectively managing information flow helps prevent burnout and enhances overall productivity.

Finally, foster a culture of adaptability and continuous learning. Encourage your team to embrace change, support their professional development, and create an environment where innovation and flexibility are valued.

In conclusion, the evolution of leadership in recent years underscores the need to adapt to new challenges and seize opportunities brought about by technological advancements and the digital age. By embracing these changes and implementing effective strategies, leaders can guide their teams through the complexities of the modern workforce.





Leadership Spotlight

by **Sam Policios**

Working for BSP, I consider myself fortunate to be surrounded by leaders who embody these strategies. Despite our global dispersion, the weekly Zoom meetings and open lines of communication make us feel deeply connected. We are encouraged to share our ideas and seek help when needed, which fosters a sense of value and respect. These practices not only enhance our efficiency but also motivate us to contribute more actively. It's clear that these leaders have truly stepped up, and it's time for others to follow suit and embrace the evolving demands of leadership in the digital age.

Sam



September Upcoming Events

This month brings plenty of life-changing celebrations, exciting travels, and remarkable milestones. September is sure to be memorable as we gather to celebrate, support, and recognize important moments. Let's take a look at what's happening this month:



Bob's 50-Year High School Reunion



Bob will be reconnecting with old friends as he celebrates his 50th high school reunion. Have a great time down memory lane, Bob!



Steve's Week Off



Steve will be taking a well-deserved break this week. Enjoy your time off, Steve!



Rob and Bob's Trip to Russell Brunson's Mastermind



Rob and Bob will be attending Russell Brunson's Mastermind event. Wishing you both an enlightening and successful journey.

Holly's Wedding

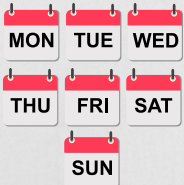


Matt's non-profit has successfully awarded its first grant to a low-income musician. Congratulations on this wonderful achievement, Matt! Here's to many more lives touched.

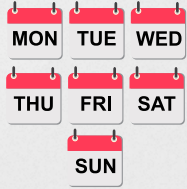
Matt's Non-Profit Achievement



Matt's non-profit has successfully awarded its first grant to a low-income musician. Congratulations on this wonderful achievement, Matt! Here's to many more lives touched.



September Upcoming Events



David's Celebration of Life



David has no specific plans but is embracing life with gratitude. Keep the positive energy flowing, David!



Jemrick's Mom's Birthday Celebration



Jemrick will be celebrating his mom's birthday. Happy birthday to Jemrick's mom!



Holly's Daughter's Birthday Celebration



Join Holly in celebrating her daughter's special day. Happy birthday to her daughter!

Thank you for catching up with us this month! We look forward to all the special occasions and celebrations September will bring. Stay tuned for more updates and enjoy everything the month has to offer!