August 2024

Omega WEALTH MANAGEMENT

NEWSLETTER

Integrating Your Values, Vision & Wealth

Reflecting on the Past, Looking to the Future...

As I write this letter to you, **there is a lot going on across many fronts- the US elections (big changes there since I first started writing this letter!), the US & Global Economies, continued Geopolitical Strife. Given all the uncertainty, sometimes it's helpful to take a look back at the progress that you/we have made and then focus on where we want to be going. And with that look back, we owe you some gratitude.** As **Omega celebrates its 25th anniversary this year**, there are a number of clients who have been with us from the beginning. We have watched your lives evolve, both expectedly and with some unexpected turns. Our team has gone from me and my original assistant, Micki Welsh, to a team of 7 smart, hardworking individuals including an Advisory Team of 4 that has been building its technical and life planning expertise along the way. **Early in our start, we worked with a number of people at AOL before and during the Tech Bubble. Today we work with multigenerational families who need assistance in navigating the personal and financial complexity of wealth. Thank you to each of you who has been part of our journey, introduced us to your friends and family members, and let us be part of your lives-the challenges & the successes.**

Now, as we hit this milestone, **we will be celebrating with you-** Save the Date announcements coming soon! And **we are also looking ahead and beginning to step into our next 25 years with a succession plan in place and very clear goals for the future.** Right now, **our first effort is to begin to**

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leverage technology to create a more seamless and delightful experience for you while allowing us to shift efforts that can be streamlined so we have more time to focus on YOU. As we enter the Fall meeting cycle, **we will be introducing scheduling software called Calendly.** We hope this will allow you to avoid some of the email back and forth of the past while providing you with more control over your appointment scheduling with Omega. What we know with the adoption of new technology is that there is a learning curve. As a result, don't worry, **there will still be a "human in the loop" (an important element when adding a new technology be it AI or Calendly for scheduling).** We will all be learning together, and we are already doing some "beta testing" now with some adventuresome clients. In the end, we hope to give you a better experience when scheduling meetings with Omega. As we get this effort underway, you may also notice individual members of our Advisory Team using Calendly with you when we need to get a quick check-in. Overtime, Calendly will interface with our other technology behind the scenes to create an even a more seamless experience in working with Omega to update information, prepare for meetings and generally communicate with your advisor. **We also will begin bringing AI (securely) into our meetings as an assistant.** That will also allow us to focus more on you in the meetings and on the human part of our work for you vs. spending a lot of time on the preparing and following up work of meetings.

There is much talk, may I say hype, about how AI (Artificial Intelligence) will fit into our lives. **For a great primer on AI, you may want to refer back to last quarter's newsletter where I recommended "Co-Intelligence" by Ethan Mollick.** In short, **Mr. Mollick would say that we will most likely over-estimate AI's impact now, and under-estimate its impact in the future. At Omega, we are already using and being impacted by AI.** As we review your tax returns each year, we are securely using technology that reads your tax return and provides insights and potential tax planning opportunities. We are looking at software to do the same with estate planning documents. Much of investment management is leveraging AI already as well. And there will be new uses along the way. **All that said, AI has its limitations.** It's great at summarizing long documents, brainstorming new ideas (maybe not good ideas, but ideas), it is good at filling in what might come next/filling in the blank based on past information. **What is not reliable yet is much of the financial part of the work we do for you today AND most importantly, pulling together all of the disparate elements of future-looking tax planning and wealth management in general. There are too many unknown variables, and that's the place where humans still do best!** Trying to think about your future tax planning situation 2 years from now or the family's multi-generational tax planning are beyond what AI can do for now. It can't really consider the human factors of financial/investment biases and behavioral considerations. **It assumes all humans are rational. We know better.** So, we aren't too worried about our jobs as we look forward into the next 25 years, and **we know the work we do for you will be impacted/enhanced by technology so that we can do what we do best, look ahead, accounting for the human element of money and provide you with the support & confidence to live into your fullest life.**

Thank you so much for joining us on the journey and we look forward to the next 25 years of evolution!

Lisa A. K. Kirchenbauer, CFP®, CPWA®, RLP®
Certified Financial Transitionist® (CeFT®)
Founding Partner & Senior Advisor

OWM TEAM UPDATES

Meet our new Office Manager, Rachel Braddock!

We're excited to welcome Rachel Braddock as Omega's new Office Manager! With seven years of experience in the mortgage industry, Rachel brings a wealth of knowledge and a fresh perspective to our team. Her organizational skills, coupled with her dedication and positive attitude, are sure to make a significant impact at Omega. Outside of work, Rachel enjoys hiking in the Northern Virginia area, and spending time with family and friends. Join us in giving Rachel a warm welcome to the Omega family!

Andrew Mehari out on a 6-week sabbatical!

Yes, it's true... **Andrew has FINALLY taken a meaningful break from Omega for the rest of the summer.** At Omega, **we offer our Team members who have been with us at least 6 years to take a 6-week sabbatical.** Lisa has had 2 over the life of the business and now it's Andrew's turn! We believe in having these significant breaks from the day to day (especially from email!) to rejuvenate, grow and have some fun. **Andrew is spending his entire sabbatical in Europe including a few weeks at the London School of Economics taking an Executive Education program. He'll be seeing family and then travelling for fun after his LSE stint. In his absence, our excellent Client Services Specialist, Evelyn Ovando-Flores, is handling ALL client services requests. She can be reached at** Evelyn@OmegaWealthManagement.com.

Planning Updates

by Davis Gardner, *CFP®, CeFT®*

by Saki Kurose, *CFP®, CSLP®*

The Rising Costs of Home & Auto Insurance

Many Americans are suddenly paying more for their home & auto insurance.

Traditionally, property insurance becomes more expensive as the direct result of some event, like a car accident, traffic violation, or damage to your home. We make a mistake, damage happens, and the insurance company views us as an increased risk. Yet, over the past few years, **many customers have seen their rates go up despite maintaining clean personal records.**

So, what's going on?

Insurance can be a convoluted industry. Prices are impacted by countless factors both within and beyond our control. **Recently, it's those factors beyond our control that are causing widespread increases to the cost of insurance:**

Inflation – Insurance companies, like individuals, are paying higher prices dating back to the start of the pandemic. Companies report that the cost of repairing damaged vehicles and rebuilding homes has skyrocketed, due to supply constraints and the overall increase in the costs of new materials. Advanced technology has now become the standard in new vehicles and homes, which further pushes up those repair costs. **Insurers make up the difference by charging customers higher monthly premiums, regardless of whether that customer has reported damage.**

Weather-related events – In particular, places like California and Florida have seen an **uptick in natural disasters, resulting in increased property damage to customers and higher costs to insurance companies, who compensate by increasing their customers' premiums across the board.** These climate-related risks aren't going away, which has led some insurance companies to decide **they will simply no longer provide coverage – yes, some providers have actually closed down their business in certain high-risk regions.** In these cases, customers are left with fewer options on top of already increased costs, and many are forced to consider leaving their most valuable property uninsured, which is incredibly risky. **If you live in a state prone to natural disasters, don't be surprised if your insurance company leaves the state and you have to find new coverage. If you face this situation, please contact your Omega team.**

More uninsured drivers – Those with already constrained budgets often see insurance as a cost worth cutting. When drivers cancel their policies, insurance companies lose revenue and look to recapture profits by imposing higher premiums on their ongoing customers. **Essentially, uninsured drivers are passing the burden to insured drivers.** Remember, driving without insurance is against the law and we never recommend doing so. States like Virginia and Maryland have recently stepped up their requirements for automobile coverage, making liability coverage mandatory and increasing fines, respectively. Yet, some drivers are still willing to take the risk.

That all seems to make logical sense...but why do these increases feel so sudden?

Reflecting back to 2020, we all remember how the pandemic massively disrupted our routines. **The absence of the daily commute combined with the temporary shutdown of businesses kept many Americans off the**

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roads entirely. All the while, we continued to pay our monthly premiums, and insurance companies were feeling fat and happy. **There was no need to increase customers' premiums when the profits were rolling in.** Now that things have shifted, margins are tighter, and insurers are more actively seeking revenue. **On top of that, states which had previously delayed premium increases during the pandemic are now allowing those increases to take place across the board.**

As we look to the future, it's clear that we need to reset our expectations around the cost of property insurance. Here's what you can be doing now to set yourself up for success:

Review your current coverage. Start by contacting your current provider to inquire about options for lowering rates. Many providers offer the option to bundle your home & auto policies together at a lower cost, if not already bundled.

Check your credit score. Yes, this impacts your monthly insurance premiums too. If your insurance has gone up and you don't know why, a low credit score may be the factor.

Explore other options. We recommend connecting with a licensed property & casualty insurance broker who can better understand your individual situation and pull together offers from multiple insurance companies. **Omega is more than happy to connect you with an insurance professional,** as we have with many of our clients in the past. Services like Policygenius can also be helpful when it comes to changing coverage.

Change how you pay for insurance. Those facing higher auto premiums have a couple options:

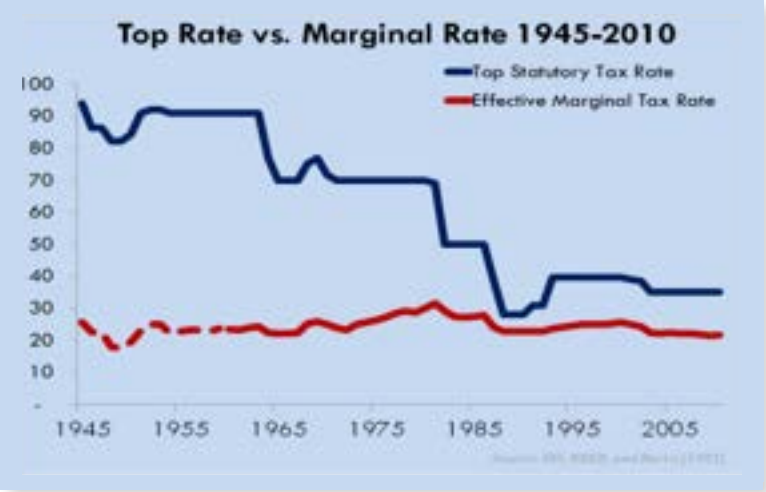
- **Paying premiums annually (or semi-annually) instead of monthly.** This almost always lowers the overall cost of insurance on an annual basis.
- **Reducing your overall policy limit,** especially if your car has significantly declined in value since your last review.
- **Increasing your deductible** (the amount you pay out-of-pocket to cover damages before your insurance policy kicks in). By increasing your deductible, you pay less in monthly premiums. Of course, if you do have an insurance claim, you will then owe more out of pocket.

Consider a new type of policy. Customers who don't drive regularly may be interested in a different type of policy, called a "pay-per-mile" plan, in which monthly costs are directly related to distance driven. **Those without a daily commute and who prefer to travel by other modes of transportation may find a pay-per-mile plan more affordable.** Many of the largest insurance companies now offer these policies. Be aware: those looking to switch to this type of policy will likely be required by their insurance company to provide ongoing data about their driving habits.

Despite increased costs, **Omega recommends that our clients maintain sufficient property insurance coverage, up to the replacement value of your property at a minimum.** This can be both a cashflow concern and risk management issue. Understanding how those two areas are correlated is a crucial aspect of comprehensive financial planning. **Ultimately, the best solution for you is one based on your own individual circumstance** – if you have any questions, concerns or thoughts related to your property insurance, please contact your Omega team for assistance.

Adapting to Tax Law Changes: Strategic Insights

With the upcoming elections potentially leading to significant changes in tax laws, it's important to note that, if no new legislation is enacted, **the current tax regulations could revert to the 2017 laws.** As we reflect on the past and look forward to the future, it's clear that **understanding the evolving landscape of tax laws is crucial** for understanding the planning opportunities they present and optimizing your financial strategies.



Historical Context

Historically, marginal tax rates have fluctuated dramatically, yet effective tax rates—the average rate paid—have remained relatively stable. The marginal tax bracket refers to the rate applied to the last dollar of income earned, whereas the effective tax rate is the average rate paid on all income after accounting for deductions, credits, and exemptions. The top marginal bracket post-World War II was as high as 94% but the deductions and exemptions were structured differently. This distinction is critical in determining how legislative changes, such as the potential sunset of provisions under the Tax Cuts and Jobs Act (TCJA) after 2025, could impact future tax liabilities. For instance, **while your effective tax rate may stay relatively stable, strategic planning could capitalize on lower marginal tax rates, while exploring deductions that have the potential to reduce your overall effective tax rate.**

See Graph: Top Rate vs. Marginal Rate 1945-2010

Strategic Focus for the Future

Looking ahead, Omega Wealth Management is focused on proactive strategies tailored to maximize your financial goals amidst changing tax environments:

1. **Roth Conversions:** With TCJA potentially sunsetting at the end of 2025, locking in today's marginal tax rates for Roth conversions in 2024 and 2025 could prove beneficial should rates increase thereafter. *See Table 1*

2. **Charitable Giving:** Bunching charitable contributions into a single tax year using a Donor Advised Fund can maximize tax deductions while the standard deductions are high under TCJA, with the flexibility to distribute grants in future years.

Current Marginal Tax Rates expiring on Dec. 31, 2025	New Marginal Tax Rates on Jan. 1, 2026
10%	10%
12%	15%
22%	25%
24%	28%
32%	33%
35%	35%
37%	39.6%

Table 1

Modernization and Digitalization (for both Omega and the IRS!)

Just as Omega strives to enhance your experience with new technology, the IRS is modernizing its operations to improve efficiency and service, extending beyond legislative reforms:

- **Digital Transformation:** Eliminating paper backlogs and digitizing tax returns upon receipt to expedite processes and refunds.

- **Enhanced Online Services:** Introducing new portals for small businesses to electronically file Form 1099 information returns and enabling taxpayers to respond to notices online, streamlining interactions and reducing administrative burdens.

At Omega Wealth Management, we are committed to staying informed about these developments to ensure your financial strategies are well-aligned with the evolving tax landscape. As always, we are here to guide you through these changes effectively, protecting your financial future.

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Planning Updates continued from page 6

The Importance of Articulating Final Arrangements

This week, we got a call from a colleague trying to help the family of his former business partner. The woman, a former client of Omega and fellow financial planner who worked with us for a number of years before taking on her own planning, **had died unexpectedly in an awful car crash. I (Lisa) was left combing through our past files to see if we knew anything about her final wishes including cremation, burial, etc…** (her estate planning had been updated since she went out on her own) **We couldn't help.** When I got the call, **her son from California was sitting at the funeral home trying to figure out what his mom wanted just as he was deeply in grief.** If you have never gone through this process, **it can be OVERWHELMING** deciding on all the immediate decisions that impact the handling of your loved ones final arrangements. At Omega, as we assist you in getting your estate planning updated, we find that **sometimes these decisions are articulated clearly in your estate planning documents (normally the will) and sometimes they are not.** Why not take a moment NOW, to check your own documents to see if you have answered the following questions and also does someone else have these documents or answers that they could implement:

1) **Cremation or traditional burial?** This is CRITICAL and has to be decide within the first few hours or day of death because your body will be handled differently depending on your wishes.

2) **Where do you want your remains to go?** Family burial site? Up to the family- let them just keep your ashes? Sprinkle them somewhere-where?

3) **Do you want a memorial service?** Where? Who do you want to attend- any guidance is helpful and can someone find your contacts? Specific music/hymns/speakers/flowers/party?

4) **Any military connection?** That may result in military honors and the funeral home needs to know and can help.

While there are many other things to consider, many of which we have talked to our clients about, but it's an area that we are not able to manage as well as making sure that you have your main documents in order. **Perhaps you can take a moment NOW to write down the answers to some of the questions above and put them with your estate planning documents and if you work with us…send them on to us so we can help your family address these critical questions. Your family will thank you!**

Investment Outlook

by Jared Jones, CFP®, CIMA®, CeFT®

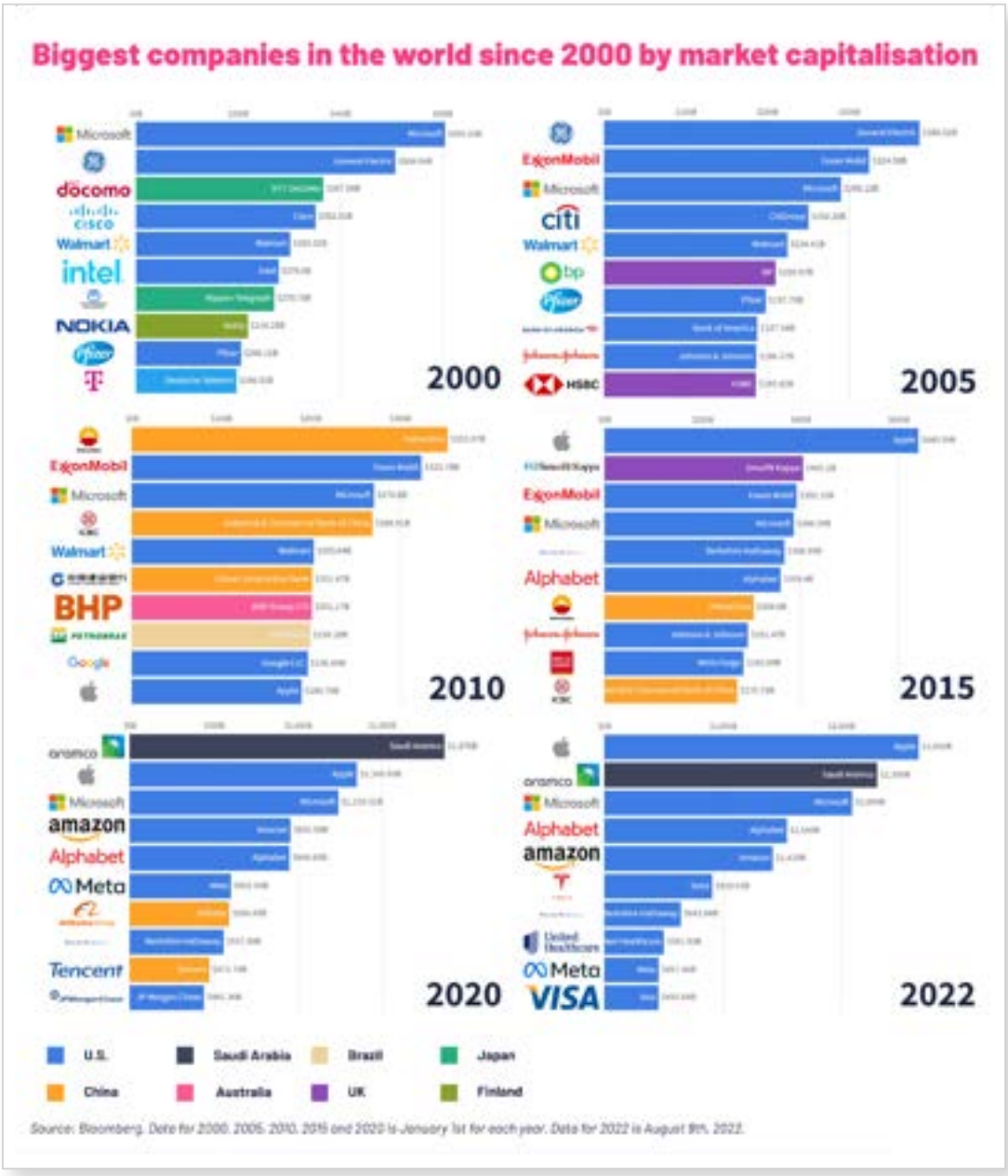
Q2 Market Commentary

The Stock Market is Boring This Year…And That's a Good Thing

Chances are you haven't been closely monitoring your investments, aside from noticing the upward trend. As we hit the midyear mark, the S&P 500 has impressively risen by 15.3%. **However, this year's bull market has been relatively uneventful and, frankly, a bit boring, aside from some potential shifts happening now.** Boring can be good in the markets.

We've only experienced 14 trading days where the S&P 500 posted gains of 1% or more, and just one day with a 2% increase. On the downside, there have been just 7 days with declines of 1% or more up to mid-July. Bull markets tend to be slow, steady climbs. The lack of dramatic daily movements in either direction is typical of a stable bull market.

In contrast, bear markets, like the one we saw in 2022, bring much more volatility and dramatic headlines. Last year, the S&P 500 dropped 1% or more on 63 trading days, with 23 of those days seeing declines of 2% or more, and 8 days with drops of 3% or more. It's during these times that financial media catches the most attention. **Fear sells – boring bull markets don't.**



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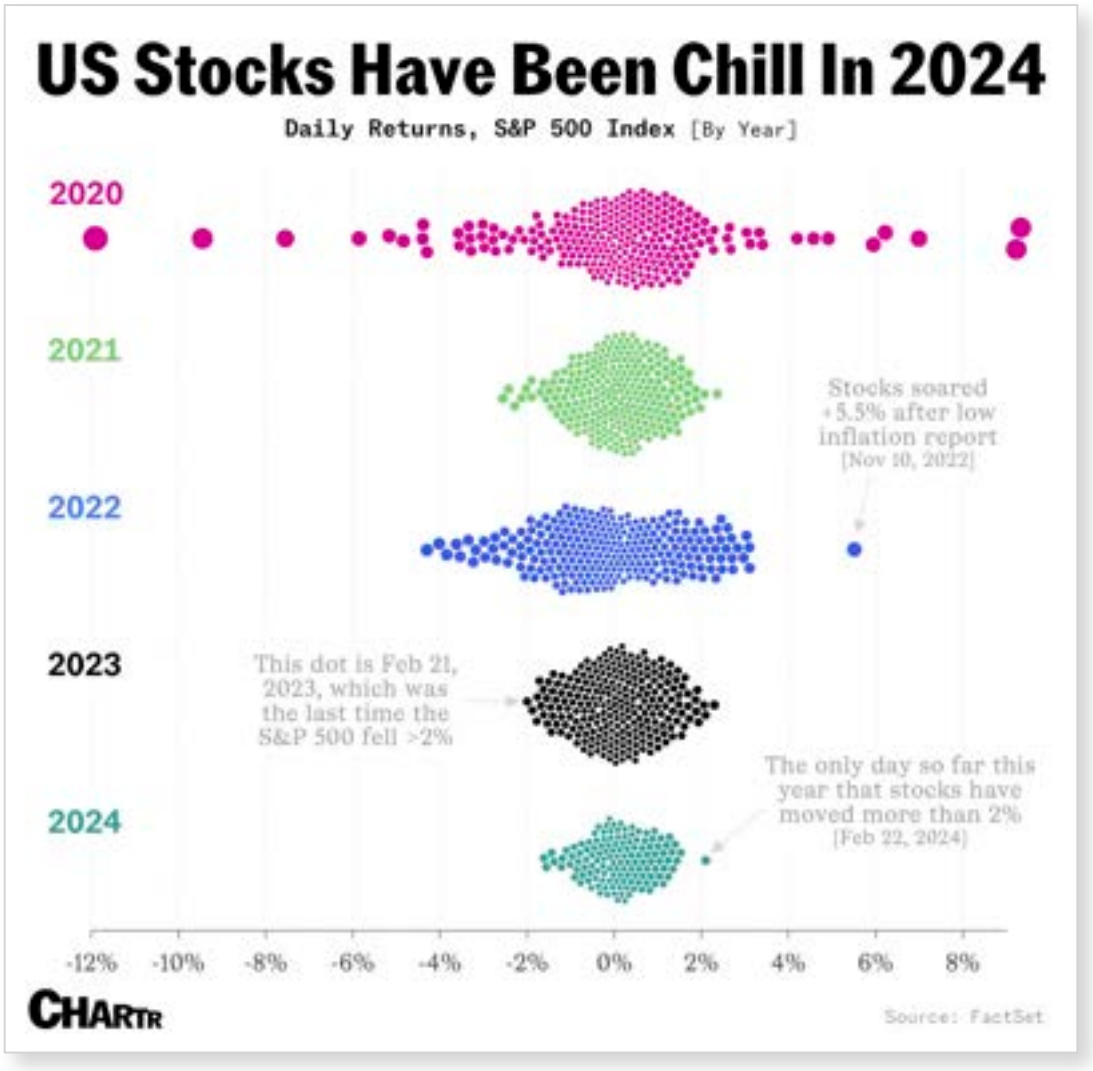

They say successful investing should be like watching paint dry. However, this period of calm won't last forever. Volatility and excitement will eventually return to the markets, and it's natural to be concerned about how a presidential election might impact the market.

Even though the S&P 500 has had a relatively calm year, not all stocks in the index have shared this experience. While the index is up over 15% by the end of June, 134 stocks are down 5% or more, and 85 stocks have fallen 10% or more this year. **This highlights the concentration of returns among the market's biggest names like Nvidia, Microsoft, and Apple as those companies have almost single handedly propelled markets.**

As of now, there's some concern that these large tech stocks might be losing favor. Whether that's true or not will take time to determine, but these companies have grown so large because they are among the best-run organizations globally. History shows that it's common for bull markets to reward the best companies. **Eventually, they might fall out of favor, which is why it's always best to maintain a well-diversified portfolio.** Here's a look at the largest companies by market cap from 2000 through 2022. There are some names, like GE, that few expected to decline but did.

It's also important to note that while the index is up a sizable amount, your portfolio probably isn't keeping pace if you hold bonds. Bonds have been hurt by interest rates being held relatively high over the last 2+ years. We do continue to see headlines that the Federal Reserve is likely to begin lowering rates this fall, at which point we are hopeful to see bonds start to appreciate.

In summary, while the current stock market may seem dull, this calm period is a positive sign of stability. It's important to remember that market conditions can change, and staying diversified and preparing mentally for downturns is key to successful investing.

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Investment Outlook - continued from page 9

Presidential Election and Investing FAQ:

For many, especially those in the DC area, politics seems all-consuming. However, mixing politics and investing can be risky, often leading to biased decisions that may not align with sound financial practices. While politics may feel like the most important thing in the world right now, data suggests that the market doesn't really care who's in the White House. Election year returns average 10.2% for stocks (versus 10.1% in non-election years) and 5.5% for bonds (versus 4.9% in non-election years).

Here are some common questions we often get in election years:

Should I take my money out of the market?

The short answer is no. However, if you're one of our clients who relies on their portfolio and it would help you sleep better at night, we'd be happy to work with you to build a tailored plan to fit your needs. The 2016 election provides a great example of how our feelings and reality don't always align with election outcomes and markets. The night of the election, investment futures traded heavily negatively but rallied the next day and finished up 12% on the year. Making political bets in your portfolio rarely pays off.

Should I keep more money in cash?

This depends on whether you're supplementing your cash needs with your portfolio. If you have a known expense approaching within the next 6-12 months, we typically recommend keeping that money in cash, regardless of whether it's an election year. For longer-term goals, we recommend staying invested. The good news is that cash is actually yielding a decent return at the moment, with CDs and money market funds currently offering around 5%. However, the Federal Reserve indicated at its last meeting that they may start cutting rates before the end of the year.

Should I wait to retire, buy a home, or make other big decisions?

There are many factors to consider when making significant decisions, and a presidential election usually shouldn't be one of them. Timing the market is challenging, and if people were good at it, firms like Omega Wealth Management might not be necessary. If you've been planning for a long time and have put the proper mechanisms in place, the election shouldn't derail those plans. Ensuring you have the right amount in cash to avoid "bad timing" should always be part of those plans.

2023 Year to Date Performance as of 6/30/2023 by Index:

Benchmark	Benchmark Returns YTD	Category
Dow Jones Industrial Average	4.79%	Dow Jones Industrial Average
S&P 500 Index	15.29%	S&P 500 Index
MSCI EAFE Index	5.74%	MSCI EAFE Index
MSCI Emerging Markets	7.49%	MSCI Emerging Markets
Bloomberg Agg	-0.71%	Bloomberg Agg
Bloomberg Global Agg	-1.30%	Bloomberg Global Agg

Operations' **CORNER**

by Andrew Mehari, CFP®, MBA

We are officially in the season of summer, and that means a lot of travel is planned for our clients, families, and friends! **In fact, as you may note from the OWM Team Updates – I will be out on an OWM-sponsored 6-week sabbatical until the beginning of September.** It can be easy to think of cybersecurity as something limited to your physical workspace or home office, but it's important to keep in mind secure best practices as you are travelling this summer, especially outside of the country. You will most likely connect to the internet, utilize your mobile device, and check important account information on-the-go as you are on your travels – in these instances, you are still exposed to the same cyber risks as you would be at home. Here are some tips to stay vigilant while on the move, courtesy of the Cybersecurity and Infrastructure Security Agency (www.cisa.gov):

Before You Go:

- **Update mobile software.** Treat your mobile device like your home or work computer. Keep your operating system software and apps updated, which will improve your device's ability to defend against malware.

- **Back up your information.** Back up your contacts, photos, videos and other mobile device data with another device or cloud service.

- **Keep it locked.** Get into the habit of locking your device when you are not using it. Even if you only step away for a few minutes, that is enough time for someone to steal or destroy your information. Use strong PINs and passwords.

While You Are There:

- **Stop auto-connecting.** Disable remote connectivity and Bluetooth. Some devices will automatically seek and connect to available wireless networks. And Bluetooth enables your device to connect wirelessly with other devices, such as headphones or automobile infotainment systems. Disable these features so that you only connect to wireless and Bluetooth networks when you want to.

- **Think before you connect.** Before you connect to any public wireless hotspot – like on an airplane or in an airport, hotel, train/bus station or café – be sure to confirm the name of the network and exact

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login procedures with appropriate staff to ensure that the network is legitimate. Do not conduct sensitive activities, such as online shopping, banking, or sensitive work, using a public wireless network. Only use sites that begin with "https://" when online shopping or banking. Using your mobile network connection is generally more secure than using a public wireless network

- **Think before you click.** Use caution when downloading or clicking on any unknown links. Delete emails that are suspicious or are from unknown sources. Review and understand the details of an application before installing.

- **Guard your mobile device.** To prevent theft and unauthorized access or loss of sensitive information, never leave your mobile devices–including any USB or external storage devices–unattended in a public place. Keep your devices secured in taxis, at airports, on airplanes, and in your hotel room.

Common Cybersecurity Threats to be Cautious Of:

- **Unsecured wireless networks.** While public wireless networks provide great convenience, allowing people to connect to the Internet from almost anywhere, they are unsecure and can allow cyber criminals access to your Internet-enabled devices. Beyond the typical public wireless networks found at airports, restaurants, hotels, and cafes, they are increasingly available in other places, such as on airplanes and in public parks.

- **Publicly accessible computers.** Hotel business centers, libraries, and cyber cafes provide computers that anyone can use. However, travelers cannot trust that these computers are secure. They may not be running the latest operating systems or have updated antivirus software. Cyber criminals may have infected these machines with malicious viruses or install malicious software. One example is keylogger malware which, when installed, captures the keystrokes of the computer's users and sending this information to criminals via email. Through this malware, criminals are able to receive users' personal information, such as name, credit card numbers, birthdates, and passwords.

- **Physical theft of devices.** Thieves often target travelers. Meal times are optimum times for thieves to check hotel rooms for unattended laptops. If you are attending a conference or trade show, be especially wary — these venues offer thieves a wider selection of devices that are likely to contain sensitive information, and the conference sessions offer more opportunities for thieves to access guest rooms.

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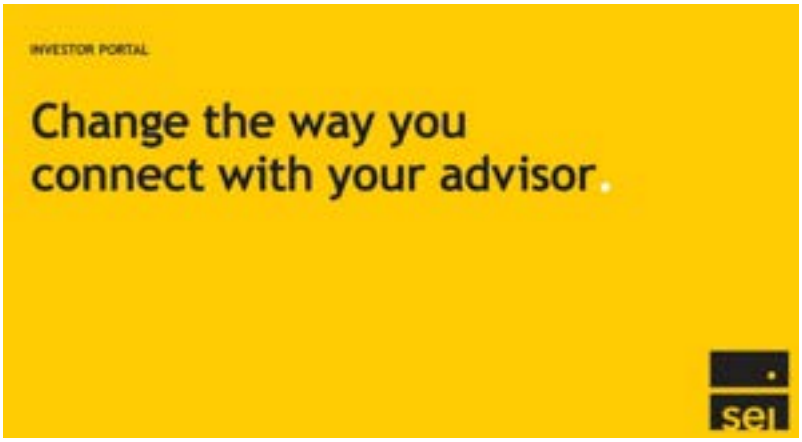
Operations' Corner - continued from page 12

For this quarterly newsletter's Operations Corner, we wanted to re-visit upcoming changes regarding your SEI Client Website. Please read below…

By the end of 2024, SEI will be officially shutting down their client website AccessMyPortfolio, as they have introduced a newer, more robust client platform named SEIConnect!

Here is an overview of some of the key features of their new platform –



- **Easy to use:** The platform is designed with the user in mind, with a clean and simple interface that's intuitive to use. Charts and graphs present financial information in a digestible manner to help you understand what you're looking at.

- **A collaborative experience:** Connect with your advisor in real time through direct messaging*. You'll also have the ability to establish ongoing communication settings tailored to your preferences.

- **A connected landscape:** Track account performance, cash flow, and view your asset allocation at any given time from the home screen. A similar experience is provided in the new mobile app accompanying the launch of this platform (on iOS and Android) – transactions, statements, and tax documents will all be available on the mobile app.

**Until further notice, please avoid using the 'direct message' feature until we can get a better feel for it. For any general inquiries or questions pertaining to your SEI accounts, please continue to e-mail your Advisory Team contact or Service Team contact.*

Note: Currently, Omega clients must be sent an invite to begin registration to access this new client website. **Your existing AccessMyPortfolio credentials will NOT be ported over to the new website – you will need to create a new user ID, password, and set of security questions.** If you are interested in receiving an invite, please contact evelyn@omegawealthmanagement.com via e-mail, with the Subject line: SEI Connect Invite, and Evelyn will help get you started.

Those who want to keep using AccessMyPortfolio are welcome to, but please be aware the last day of access on this platform is scheduled for Tuesday, December 31st, 2024. After that date, the system will prompt you to register for access at the new SEIConnect website.

Business Owners' Corner

Looking ahead to the future is what most business owners do best. As Omega looks ahead to its next 25 years, **we encourage our entrepreneurs and business owners to step out of the weeds for a moment to think strategically…and bigger.** At Omega, we are working towards a "10x" future. It doesn't mean to just put a "0" at the end of our revenue, and it definitely isn't to add a "0" to the number of clients we work with. It is a mindset shift. We highly recommend *"10x is Easier Than 2x" by Dr. Benjamin Hardy and Dan Sullivan.* To be clear, the path to "leap" to 10x is not necessarily easier, but once you get there, things can get easier. The leap for you and your Team may take some work, some courage, and definitely a commitment to let go of the way things have always been done while you move towards your ideal future. **And the 10x concept isn't just about the business…it's about your life.** We also know that often we have our own personal limitations towards getting to 10x or a "big leap" in our lives. A great resource to help you think more deeply about what is getting in your way is *"The Big Leap: Conquer Your Hidden Fear and Take Life to the Next Level" by Gay Hendricks.* In short, we all have our "upper limit boundaries" that may impact our ability to stretch ourselves and take that next leap towards personal and professional growth. **By identifying what may be getting in your way, you have a fighting chance to overcome it/them and move forward.** In addition, we know that each entrepreneur has different goals for their business. Sometimes their personal goals take a backseat to their business. **At Omega, we are committed to helping business owners articulate and integrate their business goals in service to their personal goals for the richest and most meaningful life possible. Let us help you!**

BOOKS & **RESOURCES** Lisa's Books and Resources contributions:

Lagom: The Swedish Secret to Living Well

by Lola Akerstrom

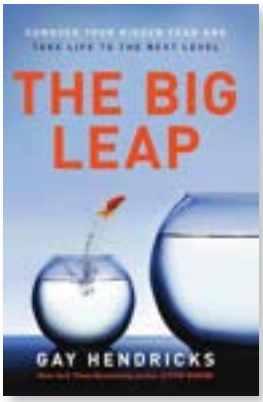
If you come into Omega, you will see this book in our reception area. It's a book about balance, moderation and connection in everything one does.

Duolingo

Lisa is learning Italian, 3 minutes a day, in preparation for potential travel next year. It's fun, easy and compelling and there are over 43 languages available plus courses on music and math. A great way to keep your brain stimulated!

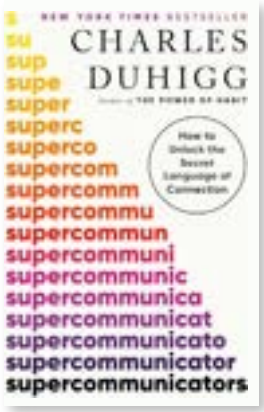
10x is Easier Than 2x

by Dr. Benjamin Hardy and Dan Sullivan



The Big Leap: Conquer Your Hidden Fear and Take Life to the Next Level

by Gay Hendricks



Supercommunicators

by Charles Duhig

We all know people who are capable of connecting with almost anyone. They're the ones we love talking to, who we turn to for advice, who hear what we are trying to say and make us feel seen.

What do they know about conversation that makes them so special?

Supercommunicators, Charles Duhigg argues, understand that whenever we speak, we're actually participating in one of three conversations: practical (What's this really about?), emotional (How do we feel?), and social (Who are we?). If you don't know what kind of conversation you're having, connection is hard.

Skilled communicators know the importance of recognizing — and then matching — each kind of conversation, and how to hear the complex emotions, subtle negotiations, and hidden beliefs that color so much of what we say and how we listen. Our experiences, our values, our emotional lives, and how we see ourselves, and others, shape every discussion, from who will pick up the kids to how we want to be treated at work.

Video:

The Greatest Night in Pop (Netflix)

Worth viewing for both Baby Boomers and younger folks who want to experience/re-experience the creating of the "We are the World" mega-fundraising video to support hunger relief in Africa. The logistics & secrecy were mind-boggling and probably not possible to recreate today.

Tech Resources:

LifeLock

More of our clients, and even my family members, are experiencing serious identity theft issues. While many clients have told me that they have this kind of service with ONE credit reporting agency, it may be best to consider LifeLock, the gold standard in this kind of monitoring AND recovery protection. With the right subscription, you can get monitoring of all THREE credit reporting agencies as well as other monitoring/alerts. In addition, should something happen, you have the services of skilled professionals who can help you navigate the often frustrating process of disputes and repair.

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