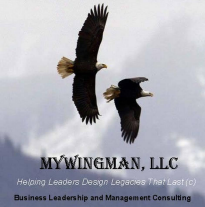


MyWingman, LLC 2023 Year In Review

2023 Year In Review
MyWingman, LLC

Dr. Burl Randolph, Jr., DM
Founder, President, & Chief Consultant



MyWingman, LLC 2023 Year In Review:



Executive Summary

2023 Theme: **This Is Only My Beginning**

Sometimes you must start from the beginning.

After a year of health issues in 2022, I knew 2023 had to be a year of ***New Beginnings***. While I always set goals for each of my competitive services intertwined with community action, I always leave room for what can be a competitive advantage: Opportunities. In your planning, if you fail to leave room for opportunities, you alleviate flexibility, prerogatives, and the benefits opportunities may bring.

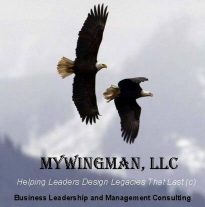
This review covers the actions within each service, in congruence with community actions and opportunities. Our competitive services are: Business Leadership & Management Coaching; Organizational Planning; Corporate Training; Legacy Expression; and Government Contracting. Three additional services: One existing - Speaking Engagements, and two opportunities - Book Design and MyWingman, LLC Publishing, were also reviewed.

Legacy Expression was at the beginning for MyWingman, LLC. With writing, editing, publishing, and promoting services clients yearly since 2015, full fledged publishing in 2023 became an opportunity we were unable to ignore. The opportunity came to fruition through an old saying I often use:

“Friends are better than money, unless you can have both.”

For 2023, we had both.

This Year in Review is not meant to be a P&L - Profit and Loss statement, but a review of what actually occurred in 2023 at MyWingman, LLC. I hope you find this review accomplished its purpose.



MyWingman, LLC 2023 Year In Review:



2023 Theme: **This Is Only My Beginning**

Unique Value Proposition: *"We Help Leaders Design Legacies That Last"* © 2015

Mission:

To assist leaders and managers in:

- Developing and cultivating organizational leaders and managers
- Inculcating a positive organizational culture
- Creating personal and professional successes
- Growing the organization to the desired levels of success

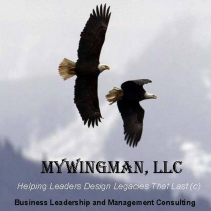
Vision:

To help leaders better understand their organizations, its members, and themselves.

Values:

Action-Oriented; Results-Based; Value-Driven; Trusted-Agents

Our values align with our mission to help you better understand all aspects of your business and yourself as a leader.



2023 Year In Review: MyWingman, LLC

Business Leadership & Management Coaching



Coaching can take many forms.

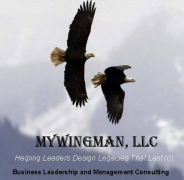
Although I am a Business Leadership & Management Consultant and Coach, I must be prepared to not just consult but to coach within all my competitive services. For 2023, Legacy Expression was the primary competitive service I worked in. Legacy Expression consist of my writing, editing, publishing, and promoting services for books, magazine articles, and peer-reviewed articles. For 2023, I had five editing and publishing clients that resulted in five books successfully published on Kindle Direct Publishing (KDP) (Amazon.com) and IngramSpark. The fifth book will be published in 2024 by Elanders Americas DBA Midland Information Resources. I also published two hardcover books from my product lines.

An outgrowth or lessons learned from these experiences was a new service: Book Design. Book Design goes beyond helping authors to edit their work, but to help them create a vision for their work. Book Design will be fully described on our website under Upcoming or New Services.

What I learned as an editing coach is too extensive to write about here however, I will leave you with this nugget:

“Edit your book as if you are the reader, not the author.”

The only way for an author to share their story is to sell books. Unless they are independently wealthy and can give books away. This requires a suppression of self and an absolute interest in what interest readers. Authors generally understand the intent of their work but must convey it to readers. That is the difference between an author - someone who loves writing and sells books, and a writer - someone who writes for the love of writing without consideration if the work is understood by others. This is why sometimes authors need more than an editor, they need a coach.



2023 Year In Review: MyWingman, LLC

Organizational Planning



Most of our Organizational Planning involved Community Action, which is comprised of eight nonprofits I serve on as either a Director, officer, or both. Strategic Planning is vitally important to help plan for the future of the organization. Strategic Planning does not involve working ‘*in*’ the business, but helping the organization work ‘*on*’ the business to ensure that the Mission and Values are aligned with the Vision. Vision is always forward looking which aligns with the strategy. Because strategy is normally forward looking, it must be translated and operationalized to complete tactical objectives and tasks in today’s environment.

The strategic planning sessions occurred in several venues throughout the Quad Cities Area and the country, to include online.

- Impact Life Blood Center
- Vera French Community Mental Health Center
- Lead(h)er, Inc
- Foreign Affairs Council
- REBOOT Recovery of the Quad Cities
- WVIK npr General Manager Selection and Strategic Planning
- Community Veterans Engagement Board
- Grace City Church Strategic Planning Retreat

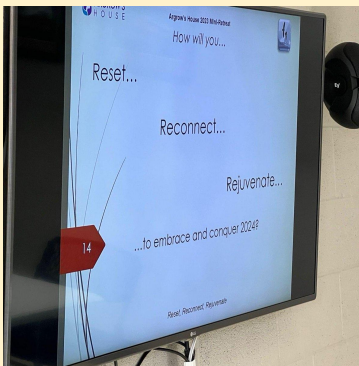
The plans established will help chart the course for these organizations for the next one to three years.

2023 Year In Review: MyWingman, LLC

Corporate Training



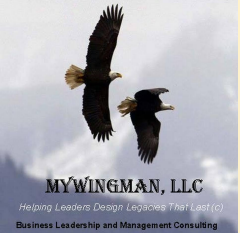
Argrow's House of Hope & Healing is a 501c3 dedicated to helping survivors recover from the trauma of domestic violence and sexual assault. The training participants were the Board of Directors and my task was to conduct corporate training in November 2023 that was comprised of a Year in Review. The review was quite successful in that it led to several considerations involving strategic planning and the initiatives that surround them.



Other aspects of the Review were board bonding, reviewing director impressions, identifying organizational successes and ways to celebrate those successes. The training site was the Esperanza Center in Moline, IL, which offered a quiet atmosphere to conduct the training and the review.



As a trainer, this was a comfortable venue to keep the full attention of the participants.



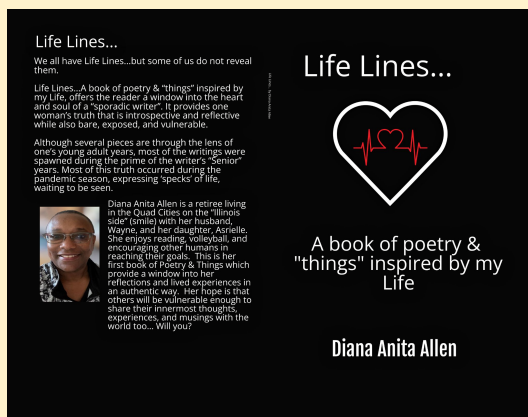
2023 Year In Review: MyWingman, LLC

Legacy Expression

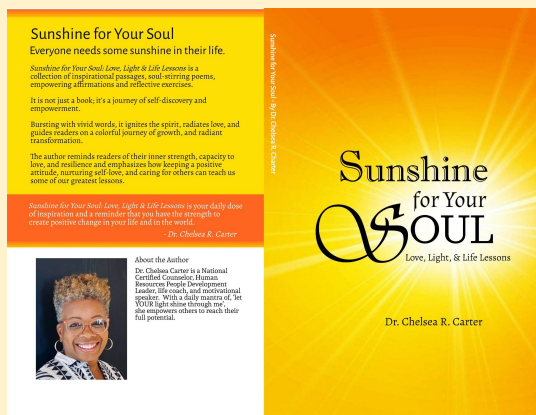
Writing, Editing, Publishing, and Promoting services



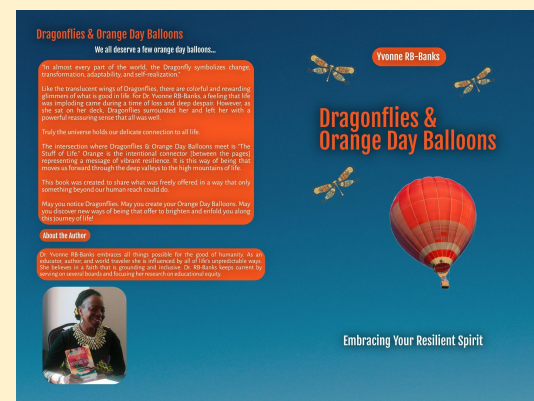
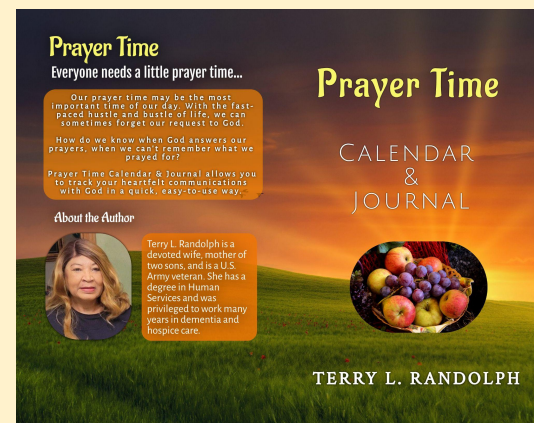
Four writers became published authors in 2023, through [MyWingman, LLC Publishing](#). Each cover has a link to the author's book.

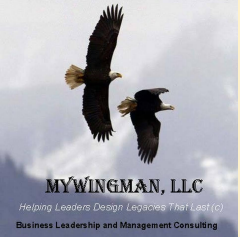


We have published seven books since 2015. However, creating four authors and publishing eight books in one year required updated thinking on what we were really doing in the publishing area. We also had to identify the boundaries between editing and Book Design. These boundaries will be outlined on our website.



The book genres ranged from poetry, prayer, inspiration, and self reflection. Each author received editing, graphic art (cover), and publishing services. All authors works were published through Kindle Direct Publishing (KDP) and are available on Amazon.com. One author also published on IngramSpark. A fifth author will publish in 2024, and I will also release another book.





2023 Year In Review: MyWingman, LLC

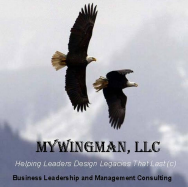


Legacy Expression - Book Sales

	Paperback				eBook			Audiobook		Hardcover			
	KDP	IngramSpark	Author Direct	Tot	KDP	OTH		Aud	Apple	KDP	Ingram Spark	Author Direct	Tot
Inspired, Not Retired	11	US/UK 4/14	3	32	37	1	38	15		1	0	0	86
The Inspired, Not Retired Workbook	9	0	1	10									10
Can God Trust You with Trouble?	20	4	0	24	50	5	55			3	0	0	82
				66			93						
Total	40	22	4		87	6		15		4	0	0	178

Can God Trust You with Trouble?, outsold **Inspired, Not Retired**, two-to-one. Developing an audiobook and workbook for *Can God Trust You with Trouble?* are considerations based on sales. The nature of the book however, does not make sales a valid decision factor.

The audiobook and workbook increased **Inspired, Not Retired** sales in 2022 and 2023 which makes those viable additions to just about any book product line and offers added competitive advantages.



2023 Year In Review: MyWingman, LLC

Community Action



**Military Veterans &
Families Forum - Apr**

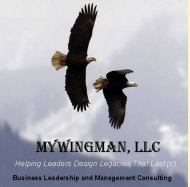


**Trauma REBOOT Course
Graduates**
Feb-Apr - 4 grads
Sep-Dec - 4 grads



Salute to Military Heroes - Oct
One new REBOOT Leader
Quad Cities Success Fair - Nov





2023 Year In Review: MyWingman, LLC

Community Action, Slide 2



Black Authors Forum 2 - Aug



Veterans Experience Action **Center event Sep 29-30**



QC Kwanzaa 2023 - Dec



**Additional Community Events
listed on other slides as
indicated:**

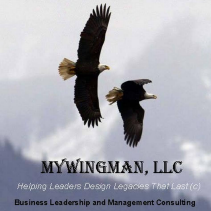
- RIA Prayer Breakfast, Slide 11
- REBOOT Information Luncheon - Jun (No Slide)
- QC Live BTS Event, Slide 12
- St. Ambrose University Medal Ceremony, Slide 11



Nearly 500 veterans & 200 family members served; 31 blood donations.

12/18/23

Helping Leaders Design Legacies That Last © 2015



2023 Year In Review: MyWingman, LLC

Speaking Engagements



Quad Cities Chapter of the National Society of Black Engineers (NSBE) Executive Leadership Panel - Feb



Rock Island Arsenal Prayer Breakfast Keynote Speaker - May



St. Ambrose University Graduating Military, Veterans, & Families Medal Ceremony - Dec



2023 Year In Review: MyWingman, LLC

Television, Radio, or Podcast Appearances

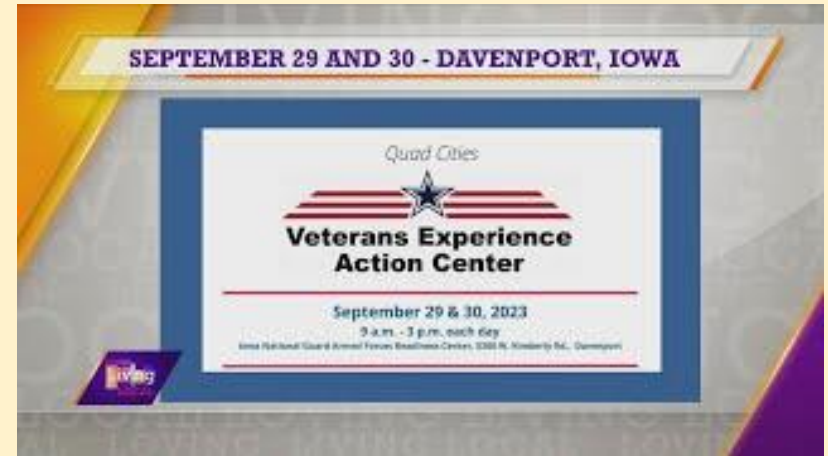
QC Live! Back-to-School event Interview - Aug



**Paula Sands Live! Black Authors Forum - Aug
2023 Interview with Nate Lawrence**



**Loving Living Local Veterans Experience Action Center
Community Veterans Engagement Board (CVEB) - Aug**



**Growing Lean - Leadership Lessons and AI in
Business: A Conversation with
Dr. Burl Randolph Jr. - Oct**





2023 Year In Review: MyWingman, LLC



Recognition

**Quad Cities Veterans
Outreach Center Challenge
Coin, Spring REBOOT - Apr**



**Army Sustainment Command
Commemorative Print, National
Prayer Breakfast Speaker - May**



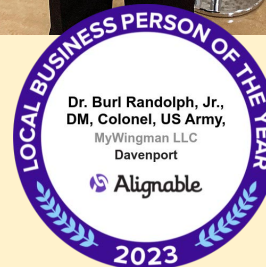
**Department of Veterans Affairs
Challenge Coin - VEAC - Sep**



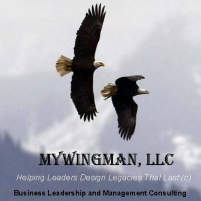
**Quad Cities Veterans Outreach
Center Military Heroes Award - Oct**



**St Ambrose University Graduating
Military Service & Veterans Medal - Dec**



Alignable Business Person of the Year, 2nd Year



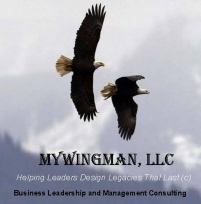
2023 Year In Review: MyWingman, LLC

Book Donations



Month & Day	Person	Books	Cost / Value	Print Cost	Donation Amt
April	T.A. Editing - 1	INR, TUWT HC	\$29, \$25	\$8.27; \$7.17	\$20.73, \$17.83
April 26	REBOOT Grads - 4 Facilitator - 1	TUWT PB	\$18 x 5 = \$90	\$2.52 x 5 = \$12.60	\$15.48 x 5 = \$77.40
	Guest Speaker - 1	TUWT HC	\$25	\$7.17	\$17.83
Jun	The Brewed Book - 2	INR PB	\$21 x 2 = \$42	\$9.42	\$15 reduced sale
Aug 15	Readers Favorite - EB	INR EB	\$3.99	N/A	\$3.99
Aug 18	Paula S. Live! - 1	INR HC	\$29	\$8.27	\$20.73
Dec 6	QC Veterans CTR - 2	INR HC	\$29 x 2 = \$58	\$8.27 x 2 = \$16.54	\$41.56
Dec 6	REBOOT Grads - 4 Guest Speaker - 1	TUWT, PT PB TUWT HC, PT PB	\$18 x 4 = \$72 \$15 x 4 = \$60 \$25, \$15 = \$40	\$2.52 x 4 = \$12.60 N/A \$7.17	\$15.48 x 4 = \$61.92 \$15 x 5 = \$75 \$17.83
Total	6 organizations 16 people	INR PB - 1; HC - 3; EB - 1 TUWT PB - 9 HC - 3 PT - 5	\$473.99	\$89.21	\$369.82

Inspired, Not Retired = INR; Paperback = PB, Workbook = WB; Audiobook = AB; eBook = EB; Hardcover = HC; Trust You with Trouble = TUWT; Prayer Time = PT



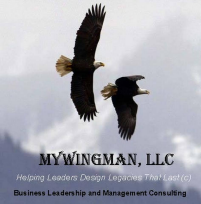
2023 Year In Review: MyWingman, LLC

Charitable Contributions



Hours	Organization	Donation Amount	Purpose / Event	Cost / Value	2024 Projection
100	REBOOT Recovery	\$800	Course Sponsorship		\$800
16 18	Grace City Church	\$218.82	Back-to-School Event New MBRS Orientation		
5	WVIK npr	\$250	Bi-annual Pledge Drive		
38	Trinity Health - CVEB VEAC	\$500	Veterans Experience Action CTR event		N/A
0	Growth Ministries	\$250	Prison Recovery Ministry		\$300
12	Lead(h)er	\$200	Annual Birthday Bash		
20	Vera French	\$93.50	Annual Gala		
209	Seven Organizations	\$2293.50	Seven Events		

Inspired, Not Retired = INR; Paperback = PB; Workbook = WB; Audiobook = AB; eBook = EB; Hardcover = HC; Trust You with Trouble = TUWT; Prayer Time = PT



2023 Year In Review: MyWingman, LLC



Conclusions / Lessons Learned

Was This My New Beginning?

To answer the above question, I must answer the questions within my premises?

1. Were all of my clients new? Yes. Six new clients.
2. Did I establish new skills, policies, procedures, products, and services within my business? Yes.
New Services - Book Design and MyWingman, LLC Publishing. New Procedures - Reduced hours by one business day; Increased personal time by eight hours weekly; Incorporated more time during the week to work 'on' the business versus just 'in' the business. Completing this review in this format gave me greater clarity on what I am actually doing on this civilian journey.
3. Was the time spent on paid services greater than or equal to time spent on non-paid (Community Action) services? Yes, greater than.
4. Did I create enough space for opportunities? Yes.
5. Did my new experiences make me better personally and professionally? Yes.

Establishing themes without evaluating them simply creates novel theories without substance.

My new beginning allowed me to establish new ways of thinking about people, my business, and myself. I remembered that I have the final say on who I work with, that my business contributes significantly to the community, and I need more time for myself. My new beginning also caused me to discover that:

I need to ***Get Used to Getting More.***

Part of recognizing *getting used to getting more* came through reflection. For 2024, I will need to incorporate more reflection time into every aspect my life to acknowledge if I am getting more.