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## Is Stress Harming Your Memory?

### How to Cope With Daily Triggers

Stress can cause more than just a bad mood and low energy. Over time, mental exhaustion from stress can lead to forgetfulness and reduced cognition. This can hamper your ability to do your job and enjoy life. Though stress is unavoidable, there are steps you can take to mitigate some of the negative effects of mental exhaustion, including forgetfulness.

First, consider the source of your stress. These days, a common stressor is social media. If your feeds are full of bad news and negativity, shut them down. Many researchers suggest that spending less time on the internet leads to better health. Several studies have found that constant internet use, including time spent on social media, is negatively impacting our memories. Research from Harvard, Oxford, King's College London, and Western Sydney University all confirm this: Too much internet use is a bad thing.

Of course, it can be easier to delete a social media app than it is to eliminate other types of stressors. Coping with a stressful coworker, for example, can be difficult. You have to figure out why they're causing you stress and how the situation can be remedied. Dealing with a work-related confrontation can be hard, but having that difficult conversation and resolving the problem can ultimately lead to less long-term stress and improve your mental health.

Another thing you can do to reduce stress is avoid multitasking. Taking on multiple projects or doing too much in too little time can leave you feeling overworked. Plus, studies have found that multitasking is not effective. You cannot deliver the same results when your attention is scattered as you can when you are focused on one thing. To make matters worse, multitasking takes a major toll on memory and cognition, according to a study from Proceedings of the National Academy of Sciences.

If stress is impairing your memory, judgment, or cognition, take the above steps to reduce it. If you find your memory and cognition aren't improving, consider speaking with a mental health professional to discuss your best next steps. Mental health and stress management are important, and the more we do to improve these areas of our lives, the healthier and happier we will be.



September 2020

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## What Influences Your Reality?

### Kelly Townsend Talks the Power of the Subconscious Mind

In law school, professors teach you the law, but they don't teach you anything about running a business. Students pass the bar exam without knowing how to develop a culture with their employees, figure out the cost per acquisition, or get their financials in place. Success is not just about being a good lawyer. There are plenty of good lawyers, but they aren't all able to run their own firms. If you want to run your own business, you need to adopt the right kind of mindset.

If I believe that I'm the best attorney to help people handle their personal injury cases, then I owe it to them to get myself out there and take their cases. The more clients I can handle, the more lives I can change for the better. In order to do that, I need to run a successful law firm. That is why I looked into working with business coaches.

Today I work with a number of different coaches, but this month, I'd like to highlight Kelly Townsend. After attending one of her seminars, I was introduced to a totally different way of thinking about leadership. Kelly focuses a lot on how the brain works and how the subconscious mind can influence your actions. This knowledge has helped me learn how to get the most out of myself and my team. It doesn't matter how motivated I may be; if I can't get my team to buy into the vision I have for the firm, we'll never be as great as we could be.

I believe that everyone can benefit from having a good coach in their life. Even the best athletes in the world have coaches who help them get better. This month, I've asked Kelly to share a little bit about her coaching philosophy and how having a coach can help someone reach that next level of success.

*-Marc L. Shapiro*

Thanks for the thoughtful introduction, Marc. Hi, everyone. My name is Kelly Townsend, and I'm the founder and owner of Townsend Consulting Group. I've been coaching for 25 years, and my specialty is ontology — the study of existence. This may sound like a broad category, but what my team's work really boils down to is the study of culture and what drives a company's culture forward.

We're typically approached by successful people, like Marc, who are looking for ways to be better. Clients don't hire me if they're not already committed to their people. Our goal is to help our clients identify the blind spots or barriers in their self-expression and how that can empower them to expand and elevate their performance. Traditionally, we ask our clients to consider these concepts while working from within what we call the "You + Me Business Model."

The model asks business owners and leaders to discover how they can create a business model that allows their employees, their clients, their community, and their business to thrive. In the You + Me Business Model, everyone works from a position of integrity and responsibility, in alignment with the company's goals, and with authenticity to clean up the mistakes they make. The whole company takes responsibility for the interpretation of what's happening in the organization.

That idea of interpretation is a big part of the work I do every day. Once language descends upon you, around 2 years old, and from the time you're about 8 years old, you don't have a very analytical mind. You're still discovering so much about the world around you, and as a result, your subconscious is being molded. You're creating your world view. And in our work, we're challenging that view.

*"Even the best athletes in the world have coaches who help them get better."*

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## Gardening, Gold, and Photo Shoots

3 Fun Family Activities for Fall

It's fall, which means social media will soon be saturated with pictures of your friends enjoying "classic" fall activities. Photos of leaf peeping, apple picking, and the occasional scarecrow run rampant. But rather than following the herd, you can make your family the trendsetter of unique fall activities! Here are a few outdoor endeavors your family will love.

### Get gardening.

Fall is the time for harvest, but if you want to enjoy flowers in the spring, it's also a time for planting. The cooler autumn air is easier on plants, but the soil is still warm enough for roots to grow before the ground freezes for winter. Tulips, daffodils, and hyacinths are all spring bulbs that need to be planted in the fall. Do a little research with your family to determine the best time to start planting in your area.

### Pan for gold.

Here's one that's really off the beaten path: Take your family on an adventure panning for gold! Start by planning a road trip out to an old ghost town. Many of them have great tourist attractions that include gold panning. You probably won't get rich, but it will still be a fun story. If you're not able to make the trip, you can always create a gold panning operation at home! Visit [MessForLess.net/panning-for-gold-activity](http://MessForLess.net/panning-for-gold-activity) for a great step-by-step guide on how to go panning for gold in your own backyard.



### Plan a fall photo shoot.

It's time to freshen up those family pictures hanging around the house. The changing leaves provide a beautiful background for any family portrait.

Better yet, the cooler temperatures mean that an

outdoor photo shoot won't be nearly as uncomfortable as it would be in the summer. You can take your pictures by the trees in the front yard or make a daytrip of it. What about pictures at the corn maze or pumpkin patch? It's never too soon to start planning this year's holiday card.

Spend this fall outdoors and create great new memories with your family!

... continued from Cover

We're asking you to question the decisions you've made and question what it was in your interpretation that got you stuck. We use language to dig into that subconscious and our greater understanding to break down the barriers we have created in our reality.

I want to use an example to paint this idea clearly. Let's say you're 5 years old, and as a result of your parents' divorce, you rarely see your dad anymore. You're taught to believe you don't need that parent anymore. You can manage on your own, and you shift your worldview to taking care of yourself. Then you actively seek out situations that reaffirm this long-held belief, and thus, you're staunchly independent. When dropped into a team setting, you may experience challenges that you don't fully understand — until you analyze the subconscious barriers in your mind.

When we can tap into our authentic selves and be honest about how our subconscious shapes our existence, we see immense benefits. Relationships, problem-solving skills, and efficiency improve, but this doesn't happen overnight. I'm a big advocate of coaching (obviously), but you also need to prepare for it. You have to be willing to be coached and develop a healthy partnership with your coach. Coaches support you, but they can't hold you up on their own. You need to make a commitment to growth with a partnership with a coach. I believe it's one of the most powerful promises you can make to yourself.

Everyone benefits, and your interactions with other improve, when you use coaching to help analyze your subconscious mind. The process is disruptive and messy, but when you give yourself the opportunity to grow, you can begin one of the most empowering journeys.

Before I close this article, I'd be remiss if I didn't mention how much I enjoy working with Marc. He's often engaged in conversations about what's possible, and we can tell that he authentically cares about his people. As I said, clients don't hire me unless they care about their people. Marc Shapiro clearly does.



—Kelly Townsend

## Easy Stuffed Sweet Potatoes

Who says a loaded potato has to clog your arteries? In this healthy version that serves four, a sweet potato base is topped with fiber-rich bean salsa.

### Ingredients

- 4 medium sweet potatoes
- 1 15-oz can black beans, drained and rinsed
- 2 medium tomatoes, diced
- 1 tbsp olive oil
- 1 tsp cumin
- 1 tsp coriander
- 3/4 tsp salt
- 1/4 cup sour cream
- 1/4 cup fresh cilantro, chopped

Inspired by [EatingWell.com](http://EatingWell.com)



### Directions

1. With a fork, prick each sweet potato a few times. Microwave the potatoes on high 12–15 minutes, or until cooked through.
2. In a microwave-safe bowl, combine the beans, tomatoes, olive oil, cumin, coriander, and salt. When the potatoes are done, microwave the mixture on high for 2–3 minutes.
3. Cool potatoes slightly, then cut each potato open lengthwise. Pull the halves apart to create space to spoon the warm bean salsa inside.
4. Add a scoop of sour cream to each potato, garnish with cilantro, and serve!

## Put Yourself in a Winning Position

What Are Our Clients Saying?

"I have been in a few situations where I thought my world was going to collapse right in front of me. Contacting *The Law Offices of Marc L. Shapiro, P.A.* put me back at ease and comfort with an outcome of sure success and potential. This law firm hands-down handled everything from a law dispute with an individual to a personal injury, recovering what was rightfully mine to guiding and reviewing documents thoroughly and putting me in a winning position. I encourage anybody who has a legal situation to do your due diligence and select the law firm that puts you first above anything else.

"Thank you, Marc L. Shapiro, and the team of *The Law Offices of Marc L. Shapiro, P.A.*"

—Neida Jean



### How Are We Doing?

Feedback from our clients lets us know how we're doing. Please tell us about your experiences by leaving a review on Google or on our Facebook page at [Facebook.com/AttorneyShapiroLaw](https://www.facebook.com/AttorneyShapiroLaw). Your support empowers us in our mission to help as many people as possible.

## Word Search

Y	L	Q	W	L	X	M	B	F	B	G	P	K	S	N
M	E	K	L	A	B	D	V	C	Y	Y	X	R	Y	M
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T	V	N	H	O	K	A	W	D	E	Y	T	T	X	T
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G	L	F	A	A	H	K	J	T	T	H	D	H	L	A
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EDUCATION  
FOOTBALL  
HARVEST  
LABOR  
LIBRA  
SAPPHIRE  
SEPTEMBER  
SQUASH