

*Q. Roxanne, welcome to ISA. What prompted you to enroll as a member of ISA? How do you hope to benefit from ISA, and what do you think you can contribute?*

Prompted isn't the right word... I had evangelists who were like dogs who wouldn't let go of their bite. They were sure I should come and they wouldn't take "no" for an answer. There were three of them. And, I'm so glad they were persistent. After my first meeting, I knew I had found "home." It has been a lonely ride reinventing the wheel as I designed my training company with no experience in training company approaches. I had been a banker and an entrepreneur but had no knowledge in training forms. The good thing is I don't learn old habits that should be questioned but the bad news was that I didn't receive the support to make this ride easier. I'm intending for that to happen and to be a substantial contributor to the group because of my ability to transform businesses carries over to practices for training businesses.

*Q.: You attended the ABR in March...how would you describe your first ISA experience?*

I loved it. The experience was one of "abundance"—everybody shared in an extremely enlightened and caring way. I felt like I had about 10 angels who took me under their wings.

*Q: Your bio states that you are the owner and founder of two financial services holding companies as well as several businesses. Tell us more about your businesses and training company.*

I came from the world of community banking and I can't help myself—I love starting new operations so I've started a few bank holding companies. I don't operate them on a day-to-day basis but was a part of their conception. I love community banking because it's what really keeps this country moving—banks who are a stand for small businesses. Besides, most banks are so staid and boring, it's fun to have banks that are committed out of their minds to help customers.

I have two divisions of The Emmerich Group—one works with community banks to get them and keep them in the top 5 percent of performers. Many of our banks were in trouble with regulators—unprofitable and unable to grow—when we started working with them and almost all now are having record quarters and years in the midst of the worst time in banking since the Great Depression. Our process for them is extremely holistic with the ground work of getting people to play nice in the sandbox and being clear about how to treat each other and customers and then we help them make their marketing and sales processes rock and focus on "helping people" instead of "pushing stuff."

Our other division works with all industries and addresses the culture only. My new book, Thank God It's Monday! talks about a process called a kick-butt kickoff® that shifts a culture in a profound way in a day. The point is that after that day, the customers, without exception, line up saying, "what just happened here? Everything changed." And the employees often cry saying things like, "I've hated working here for 18 years and I can't wait to go to work tomorrow." The good thing about having started out in business instead of training is I was naïve enough to think I could create a one-day process that would transform a business—and it worked and has for 20 years.

*Q: What are you most passionate about in your businesses?*

Nothing makes me happier than the comments like, “I was counting the days until retirement and now I can’t believe how much fun work is and how much I love them—I don’t ever want to retire.

*Q: What word best describes your view of the training industry and why?*

Love. It’s all about getting love back into our souls—love for each other, love for the customer, love to have fun and take ourselves lightly—out with fear and in with love.

*Q: Congratulations on the instant success of Thank God It’s Monday! I understand that this is your 7<sup>th</sup> book and that it is already on the bestseller list? What are the 1-2 key themes/messages in this book?*

Being a giver is a huge theme. I believe that life gives to the givers and takes from the takers and the world has a perfect accounting system.

This book is about being a giver—giving 10 times more value than the cash you collect so that people beat a path to your door. It is about playing “full on”—giving all your heart to your work being driven by making sure every customer is successful instead of just satisfied. Successful customers will NEVER leave you and they will always pay more without hesitation.

*Q: Several ISA’ers are authors and can appreciate the ‘blood, sweat, and tears’ it takes to publish a book. What were your goals in writing the book, and how do you anticipate it benefitting your businesses?*

My audiences have been asking for this book for 20 years. Every time I spoke, they’d line up asking, “do you have this in a book?” I decided the book wasn’t a choice for me to make—it HAD to be out there.

*Q: You are a very positive, high energy, glass-is-always-half-full kind of person who spends most of her time motivating people. From your experience, what insights, tidbits, or words of wisdom can you share with the owners and C-Levels of other ISA companies that they might be able to use to keep themselves and their staffs motivated during this challenging economy?*

Yes. I called all my CEO clients at the end of 2007 and asked them all to put out a correspondence on January 2<sup>nd</sup> saying, “The world will be talking quite a bit about a recession. We did NOT sign up for a recession and this is our time to pull ahead. Let’s be unstoppable and be the leader that our clients can learn from of how to be powerful regardless of circumstances.” Many have told me that was the best thing they have EVER done in running their companies. As I said, most of our bank clients, when the Fed is predicting \$500 billion in losses are having record quarters and record years!

*Q: Thank you Roxanne. One last question...can you tell us something about yourself that most people don't know?*

Yes, I went to college during a massive recession and my dad and mom had three of us in college at the same time. So, my funding was \$20 for all four years combined and I was on the hook to figure the rest out. I worked three jobs all through school and was running out of money one spring. I was at a Friday night disco with friends and found out they had a disco contest with a \$400 reward for the winner. That sounded like all the money in the world to me at the time. Needless to say, I found the best dancer in the place, asked him if he'd compete with me in a month...and let's just say, I was crowned the "disco queen." Don't let THAT get out. Oops. I guess it just did.

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Our Vision: *A world where everyone lives "Thank God It's Monday"*