LNP 303
What Kayaking Taught Me about Legal Nurse Consulting

This is Pat Iyer with the newest version of Iyer’s Insights. In our previous episode, I spoke with Jane Barone about her business growth. Jane has a unique background combining experience in a law firm and the owner of an independent LNC business.

This may seem like an abrupt transition. Bear with me. I kayaked for the first time after I turned 65.

The first time I went kayaking I discovered a Florida that you cannot see from cars. In the process of learning how to kayak, I saw parallels to growing a legal nurse consulting business.

**Be patient with yourself when you are doing something for the first time**

In December 2015, a man from my church taught me how to kayak. Chris was encouraging, soothing and patient. His enthusiasm for kayaking made it easy for me to follow his lead. With him sitting behind me in a two-person kayak, I believed kayaking was easy. He made it look effortless.

**Something that you think is easy can quickly turn into a challenge. My self-confidence was shattered on my second trip.** The naturalist leading the tour decided I should be in a two-person kayak by myself. (This is difficult for even seasoned kayakers. I had no idea how hard it was because Chris did much of the work during our first trip.)

The naturalist looked the other way when I careened into mangroves and bridge pilings. It reminded me of the bumper cars I thought were so much fun when I was a kid.

I could have wrung my hands at my clumsiness, or I could have laughed. I chose to laugh and enjoy the periods of time when I was not struggling to keep up or head my kayak in the right direction. I realized I had to gain skill in a challenging situation; there was no choice but to be responsible for myself and my kayak.
You have resilience you may take for granted. You will grow from the experiences that challenge you; they act as a stimulus for growth. Know when to laugh at yourself; learn from the trial and error and you will be better able to handle the next situation.

**Do something elegant**

Chris, his girlfriend and I made reservations to have lunch at a meditation retreat center located on a creek. After parking our car and lowering the kayak into the water (called “putting in”), we kayaked down a meandering stream until we reached the restaurant.

Upon tying up the kayaks, we entered the restaurant from the water side. (It was not commonplace for patrons to arrive by boat.) There was hushed respect in the maître d’s voice when she said, “Oh, you are the kayakers.” Now when I revisit the restaurant (by car), I continue to receive recognition as “the kayaker”.

Do something to make you and your business stand out. What can you offer attorneys that others don’t? How elegant are your reports? What special touches can you use with your clients?

**Look beyond yourself for opportunities to help others**

Recognize opportunities to become the teacher. Chris and I introduced a young man to kayaking in Chris’ two-person kayak. I was able to help him learn how to move forward, turn, slow down and duck without upsetting the kayak. As I instructed him, I found myself mimicking Chris’ soothing, encouraging, and patient demeanor.

There are other legal nurse consultants, attorneys and expert witnesses who know less than you do about a subject. How can you help others? Being able to share your knowledge is good for your business and good for building up relationships with others. Always think first of what you can give others before thinking about what you will receive.
Let me stop the program for a minute to discuss a book I wrote that covers this topic.

**How to Grow Your LNC Business: Secrets of Success** is one of my books specifically for LNCs.

**Section 1** asks the provocative question, “Are you your friend or enemy?” Mindset matters for success. Get inspired by the techniques for tackling adversity.

**Section 2** helps you take advantage of one of the best ways to grow your business – to teach attorneys. Making presentations to attorneys is an excellent way to demonstrate your expertise and prove your value. Four powerful chapters give you the specifics on preparing for and delivering a polished professional presentation.

**Section 3** has pure inspiration. Five experienced legal nurse consultants share their stories of how they got started and grew their businesses. They reveal their triumphs and challenges.

Get your copy at show notes for podcast.legalnursebusiness.com. Use the code Listened to get a 25% discount on the book. Put that code in the promo code box when you check out. Now let’s return to the show.

**Do something special for those you love – including yourself**

I enjoy kayaking with my sons. My oldest son lives in India and visits us once a year. For his visit one year, I arranged for Chris to take me and my sons kayaking. I wanted to share something that I love with my sons. We had a wonderful day.

And just recently, as in last weekend, my son and I had a chance to kayak again – this time on the teal waters of Lake Tahoe. It was a wonderful experience.
Business is important; work is essential, but life is short. This summer take the time to enjoy the sunshine and the beauty of this earth. If you have never kayaked before, rent a kayak, go out with an experienced guide, and see the world from the water.

If I can do it, you can do it.

It takes guts to try something new. Being a business owner offers you many such chances. Jump in, take risks, and grow. It worked for Jane Barone and I. Try it for yourself.

Be sure to get a copy of How to Grow Your LNC Business: Secrets of Success. You’ll read my practical advice having been in your seat running a successful legal nurse consulting business. Go to podcast.legalnursebusiness.com. And be sure to write a review for us on iTunes, telling the world how you appreciate Legal Nurse Podcast.

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