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Seeing the light

Realizing he had a gift when it came to helping people, Karl Zimmer started Zimmer Success Group.

GEARING UP ON MAIN STREET / P5

AVON BUSINESS MAKING A SPLASH / P8

ENERGY AND FOCUS CREATE SUCCESS / P12

UNDERSTANDING LAND LEASE
INVESTMENT OPPORTUNITIES / P14

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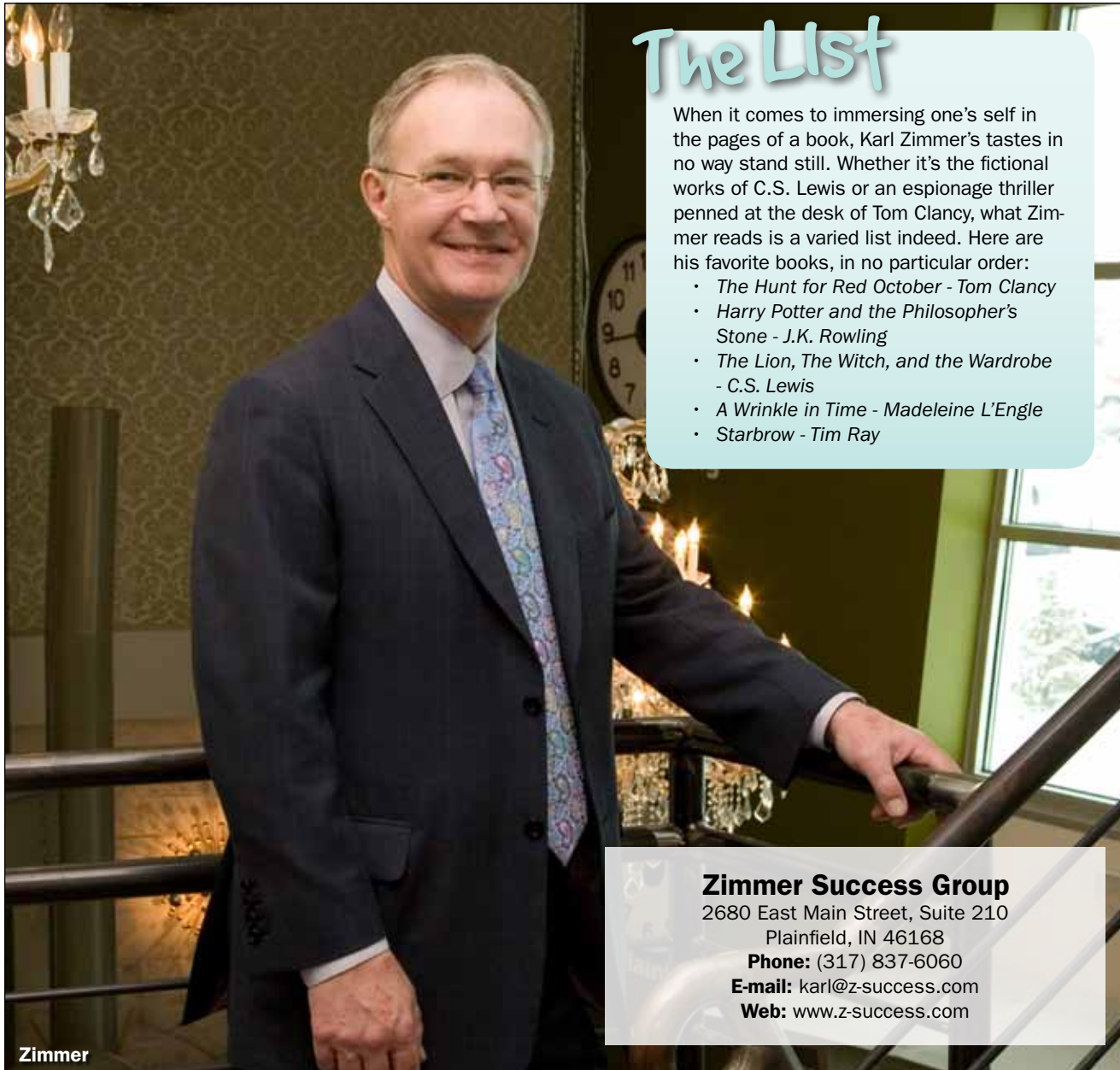
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Seeing the light



The List

When it comes to immersing one's self in the pages of a book, Karl Zimmer's tastes in no way stand still. Whether it's the fictional works of C.S. Lewis or an espionage thriller penned at the desk of Tom Clancy, what Zimmer reads is a varied list indeed. Here are his favorite books, in no particular order:

- *The Hunt for Red October* - Tom Clancy
- *Harry Potter and the Philosopher's Stone* - J.K. Rowling
- *The Lion, The Witch, and the Wardrobe* - C.S. Lewis
- *A Wrinkle in Time* - Madeleine L'Engle
- *Starbrow* - Tim Ray

Zimmer Success Group

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Realizing he had a gift when it came to helping people, Karl Zimmer started Zimmer Success Group.

By Mike Beas

Hendricks County Business Leader

Keeping one's office door ajar can serve as an unwritten incitement, one that implies business lifebloods such as interaction and face-to-face feedback are encouraged rather than frowned upon.

Karl Zimmer knows. After all, he's making a career of it.

The face and name behind Zimmer Success Group, Zimmer is a clinical hypnotist whose job it is to assist those who are serious about accomplishing an objective. On average, Zimmer's client list ranges from 50 to 100. Usually these are persons looking to quit smoking, lose weight, overcome fear(s), alleviate stress or build self-esteem.

"When people hear what I do, sometimes there are questions or concerns. I not only use hypnosis, but NLP (Neuro-linguistic programming)," says Zimmer. "Every behavior, including an unhealthy one, is supported by an unconscious belief that the behavior provides a benefit. After awhile that becomes so ingrained in the un-

conscious. For me, there is no failure. There is only feedback."

Meeting a client usually requires an hour with anywhere from 20-40 minutes devoted to hypnosis. Zimmer's method is to use hypnosis to disassociate a client from any possibility of mental anguish by making him or her a third party in their own past. Zimmer has over two years of experience hypnotizing clients and a 20-year background implementing NLP.

"When used together, it's just so powerful," he says. "Every session I do is custom-made for the client because they're all different."

Born in New York, the majority of Zimmer's formative years were spent in Denmark and Holland as his father, Karl, was employed as a sales manager for the Feffer and Simons publishing company. The family moved back to the United States when he was 10, and it was then that Zimmer finally learned to speak and write English.

As an adult he joined the family business, Zimmer Paper Products, Inc., in 1975, working his way up the ladder until becoming President and Chief Operating Officer in 1988 and the company CEO in 1993. It was during this time Zimmer began fully appreciating the art of listening and how it relates to building not only relationships, but business.

"When I was president I had an open-door policy. Some of my

How Karl did it

Best Advice You Ever Received: Was by Dermot Dunphy, then Chairman of Sealed Air Corporation and one of my directors at the packaging company, who said, "Never underestimate the stupidity of large organizations."

Best Business Decision You Ever Made: To acquire one of our competitors in the ice cream novelty wrap business, which allowed us to horizontally integrate a broader product offering to our existing customers and grew our business more than 40-percent.

Worst Advice You Ever Received: "Never make a mistake." We all know that the only way to never make a mistake is to not do anything. I had to retrain an entire organization because the culture was such that everyone was afraid to make a decision.

In Five Years I Want ... to have two best-selling books, a speaking tour teaching others how to use their minds to reach their goals and to find joy in their lives, and to know that my children are happy and having fun doing what they love. Of course, I won't be limited to just those things.

My secret to success: Find your passion, that one thing that gets you so excited it makes time stand still and gets you hopping out of bed on a cold morning, and remember that there are no failures, only feedback. When something doesn't work, it is simply a lesson, so do something else.

staff would tell me how employees would walk in either angry or sad and walk out with a smile on their face and their head held high," remembers Zimmer. "I made them realize their own potential, value and gifts. Part of that for me is my own experiences. The childhood I had with a father who traveled all the time and my mom trying to hold down the household with two small children."

Zimmer Paper Products continued to flourish under Zimmer's guidance. The family sold the business in 1997. More recently, Zimmer founded Executive Limousines Indianapolis, LLC, which continues to serve Central Indiana residents, organizations and visitors. He eventually sold the company to devote his energy to what he is doing now.

Listening. Learning. Helping. "I kept coming back to the compliment my staff had given me," says Zimmer. "It always came back to working one-on-one with people who were struggling."

Zimmer's expanding business standing is based on results produced. It's not a line of work for everyone, but Zimmer, who also is a motivational speaker, is right at home.

"No matter if you're a friend, business associate or client, Karl makes you feel like the time spent with him is the most important time in his life at that moment. When I think of Karl, I instantly get a smile on my face because he such a positive person and I enjoy being around him," says Teresa Ray, president and owner of The Payroll Department in Brownsburg. "He's very confident when it comes to his talent/skill of hypnosis and he's so willing to help. Karl is the type of guy when tragedy happens he instantly sees the positive that's coming from the situation. He is wise beyond his years."

Regarding the years ahead, Zimmer has explored the idea of growing his business by perhaps one day putting Zimmer Success Group beneath the same roof as local chiropractors, massage therapists, psychologists and psychiatrists. His thought is that meditation rooms could be available along with yoga and pilates classes.

No telling whether this one-stop graduates from the brainstorm stage and into actual brick and mortar. Either way, Zimmer leaves them leaving with heads held high.



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