



BETTER LEADERS. BETTER LIFE.

AbidingStrategy.com



Hi there,

We know what day it is...

And while April 1st is usually reserved for jokes, pranks, and “gotcha” moments—this email isn’t one of them.

Because what we’re about to share is very real.

The Abiding Membership we announced earlier this year?

It’s ready to launch!

And while we *could* have had some fun with this email today... we think what’s coming is too important to joke about.

Earlier this year, Lisa was asked what inspired her to create The Abiding Membership—and her answer says it best:

“As my coaching business grew, I realized it would become more difficult to serve every business owner who needed support. The reality is only about 20% of executives even have a coach. There’s a gap—and I wanted to help fill it.”

For many small business owners—especially founder-led companies—access to consistent, trusted guidance can be limited. Between time constraints, affordability, and the overwhelming amount of conflicting information online... finding clear, actionable answers isn’t always easy.

So Lisa built something different.

A single place where business owners can access over 40 years of experience—without the confusion, without the noise, and without needing to sift through thousands of search results.

And here’s where it gets even more interesting...

Inside the membership is AbiBot—an AI-powered research assistant trained exclusively on Lisa’s work.

That means instead of sorting through endless articles and opinions, you can get concise, relevant answers rooted in proven experience.

As Lisa shared:

“By limiting the AbiBot Research Assistant to my own work, members know the answers are grounded in decades of real-world experience—and tailored to their specific questions.”

This membership is more than just a resource library—it’s the culmination of Lisa’s life’s work.

After decades of building, coaching, and writing, everything is now being brought into one place to serve business owners at every stage—from startup to succession.

Because as Lisa puts it:

“I’m only one person. I can’t be everywhere—but this membership can be a starting point for anyone who needs guidance.”

So no... this isn’t an April Fools’ joke.

But it *is* your heads up. We’re in the final stages. We’re putting on the finishing touches, and we’re getting ready to launch!

Plus, for 2026, we’ll be offering a special Founders Rate—making it even more accessible for those ready to take the next step.

—

Lisa Harrington

Abiding Strategy®

To see Lisa's full interview in Bold Journey Magazine

Click here

To Learn More about the Abiding Membership

Click here

Customer testimonials :

“As the CEO of a start-up company, Lisa's executive peer group was a great channel to intentionally grow and develop. I first joined in early 2019, and quickly started working 1:1 with Lisa. I've refined my communications approach and developed a cadence for ensuring our people are all on the same page. Lisa helped us develop a mission, vision, and values that have been critical to our organization over the last two years of fast-paced growth.”

-B.B, CEO



Lisa Harrington

PLM, CPCU, CAM, AAM, AAI, AIAM, AIP [CAE, CRIS]

CEO

Abiding Strategy®

If you have feedback for us or want to reach out to us regarding something, feel free to contact us via the details provided below.

Write an email to help@abidingstrategy.com

(or) Call 850-528-2121 to get connected with our team.

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