

the enlightened leader

IMPROVING THE QUALITY OF WORK AND LIFE

Reflections from Izzo



As many of you know I have spent much of this summer interviewing, along with my colleagues, almost 200 people from the age of 60-106 asking them to reflect back on their lives. This research is the foundation of a five-part television series I taped in September for the Biography Channel (to air in 2007) and my next book titled: *"The Five Things You Must Discover Before You Die"* (2007).

One of the themes that emerged from these interviews is the importance of gratitude and kindness in living a fulfilling life that impacts other people. Many of these "wise elders" talked about choosing to be in a place of gratitude. Some begin their day with a time of thanks for being alive, some take walks each day recounting the things they are grateful for, and many talked about the important role being grateful serves in our lives.

This principle can be applied in so many simple ways at work and in life. We can choose on our drive home each day from work to recount a few key things we are grateful for about that particular day. We can choose to begin each meeting by recognizing things that are working. We can choose to focus on what we have in our lives instead of what we don't have.

I recently ran across an e-mail that was being passed around which is the story of a restaurant manager who when asked how he was, would always answer: "Fabulous" His gratitude was so contagious that employees would follow him every time he changed jobs. People like to be around grateful people.

Someone once asked him how he could be fabulous all the time to which he said: "Well at every moment I have two choices-to be fabulous or miserable. If something does not go my way, I can choose to see it as a learning experience or get frustrated or depressed. In each case I choose the most positive response". Whenever something challenging happens in this life—he said "I have two choices, I can see it as something bad or as a learning opportunity. I always choose to see it as a learning opportunity".

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***"Everything we take from the world dies with us,
but whatever we give to the world
is recycled and outlives us."***

—DR. JOHN IZZO

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National Appearances

www.theizzogroup.com/calender.htm

SEPTEMBER 2006

- Sept. 8th—State of Louisiana Mental Health—Louisiana
- Sept. 12th—TELUS—Consumer Solutions Leadership
- Sept. 18th—LOMA Institute, San Francisco, CA
- Sept. 19th - Stanford Medical Center - San Fran, CA
- Sept. 25-29th - *Filming for the Biography Channel* - Toronto, ON

OCTOBER 2006

- Oct. 1st—Shoppers Drug Mart—Toronto, Ont.
- Oct. 3rd - Howard College - Baltimore, MD
- Oct. 4th - City of Calgary - Calgary, AB
- Oct. 6th - Health Trust Purchasing Group - Nashville, TN
- Oct. 12th - American Bar Association - Vancouver, BC
- Oct. 15th- Shoppers Drug Mart - Calgary, AB
- Oct. 17th - Trinity Healthcare - Leadership Conf. Dearborn, MI
- Oct. 19th - CSSD - Kananskis, AB
- Oct. 23rd - KPMG - the Private 75 Conference
- Oct. 25-26th - Group Health Cooperative - Seattle, WA

NOVEMBER 2006

- Nov. 2nd - People Report - Dallas, TX
- Nov. 5th - Shoppers Drug Mart - Halifax
- Nov. 8th - Whistler Chamber of Commerce - Whistler, BC
- Nov. 15th - Scotia Bank - Toronto, Ont.
- Nov. 16th—Whistler Chamber of Commerce—Whistler, BC

DECEMBER 2006

- Dec. 1st - BC Children's Hospital - Vancouver, BC
- Dec. 14-15th - St Joseph's Healthcare Retreat - Michigan

Upcoming dates are available on our website

Dr Izzo Reflections con't from pg. 1


Some time later, he was shot in a robbery at his restaurant. When he was wheeled into the emergency room, he saw the dejected faces of the doctors and nurses and thought *"I am a dead man!"*. He knew he had to take action. Looking up he said to them: *"I guess I have two choices here, I can choose to die or I can choose to live. I want you to operate on me as if I am alive, because I choose to live."* The doctors and nurses smiled. The man lived.

So practice gratitude and focus on what is working, choose to be thankful for what you have. I have been doing this as a consistent practice since I began these interviews and I recommend this simple practice. Try it.

Keep up your good work, you do make a difference even when you don't know it.

Until next time,
Dr. John Izzo

Health Care Newsletter Starting January 2007 "Renewing the Heart of Healthcare"



As many of you know, Dr. Izzo has done extensive work in health care and beginning in 2007 we will publish a second free e-newsletter titled-
"Renewing the Heart of Healthcare".

The bi-annual newsletter will focus on creating engaging health care workplaces and enhancing compassionate care.

If you wish to be included in the subscription list for this second newsletter as well as this existing one please e-mail us and let us know as we will not be sending this new newsletter out to the existing newsletter list.

If you know of individuals who you think may benefit from this new newsletter or if you would like to contribute an article regarding a best practice please contact us.

info@theizzogroup.com.

"Each one of us whether we intend to or not, will at some point become a character in someone else's story.

*We all talk about people when they are not around,
and others will talk about us when we are not around. The obvious question is:
What will they say?"*

JIM KOUZES & BARRY POSNER,
A LEADER'S LEGACY



Dr. Izzo kicks off... Whistler Spirit Event & the Idaho Private 75

Dr. Izzo was the featured speaker at the Resort of Whistler kick off for their winter season. Almost 500 managers, business owners and community leaders from a wide variety of businesses gathered for the annual Whistler Spirit event. Dr. Izzo challenged the audience with his message on **Cultivating the Spirit of Service**. He identified four paths to a spirited service culture. The response was tremendous and Dr. Izzo was invited back to address a wider audience of leaders. Whistler is consistently ranked as one of the top ski resorts in the world and often ranked as number one in North America by ski and travel magazines. During the event, other presentations were made about the 2010 winter Olympics which will be held in Vancouver-Whistler.

Earlier this month, Dr. Izzo addressed the annual celebration of the Idaho 75, an annual event that brings together the Top 75 privately held companies in Idaho. Speaking on **Leaving a Leadership Legacy**, Dr. Izzo challenged the business owners and CEO's to leave a legacy in three areas of their life: in their business, in their personal lives and in their community life. Among other things he challenged the leaders to be as intentional in their personal lives as they are in their business lives.

Highlights from 2006



- Wise Elder Interviews and taping of TV show for Biography
- Forty Events with TELUS on Spirited Teamwork-reaching one-half of the entire team (12,000 people)
- Spent March with tribal elders in Tanzania
- Presented at major conferences including *Greenleaf Servant Leadership Conference*, *Association of Nurse Executives*, and *National Education Association*
- Clients included: *Scotia*, *Shoppers*, *Frito-Lay*, *US Cellular*, *Trinity Health*, *Stanford Medical Center* Significant work in healthcare on compassionate workplace and care

Each year I am filled with gratitude about the good work I get to do and the great people I get to work with. This year was no exception. I thought it might be interesting to recap the work we have done this year and let you know what is ahead for 2007.

Of course, much of 2006 was taken up with an exciting research project in which we interviewed almost 200 people from the age of 60-106 in something we have called the "wise elder project." We taped a five hour TV show in Toronto, based in part, on those interviews for a show to be aired in 2007 on the Biography Channel titled *The Five Things You Must Discover Before You Die*. I am ending the year working on my next book with that same title. So many of you helped us find wise elders who could reflect on their lives and tell us what they have learned, and my life has been deeply enriched by those conversations. I look forward to sharing what I have learned with you.

Late in 2005 I was approached by TELUS, one of Canada's largest telecom providers to join them in a series of events on Spirited Teamwork. Over the course of six months, we held sessions with almost half the team members in this 25,000 person organization. In addition to the sessions, which included talks by myself on spirited teamwork and talks by internal leaders on company strategy, I was reminded of how important it is for companies to take the time to let their people know what is going on. As we moved across the company we could feel the excitement build and the number of attendees kept growing. At the end of the series of sessions, we produced four videos to keep the momentum going back in teams, while managers had specific templates for keeping the conversation going. The client was very happy but more importantly, we heard so many stories of what a difference these sessions made for individuals and

teams.

I continued to give keynote talks and lead retreats on the core messages of my work: **Creating spirited organizations and helping leaders at all levels keep a sense of purpose in life and work.** I had the privilege of working with great companies across a wide variety of industries including *US Cellular*, *Trinity Healthcare*, *Shopper's Drugs*, *Scotia Bank* and *Frito-Lay*. I closed the conference of People Report, a consortium of restaurants that care about great people practices founded by Joni Doolin who has become a good friend.

Healthcare

My work continues to deepen in health care, helping health care leaders and clinicians keep heart and compassion in their work and workplaces. This year we worked with several hospitals and health systems to craft strategies to create truly compassionate workplaces with engaged employees. We have incorporated an even deeper focus on creating truly sacred care in these organizations and we have added new members to our team including a very gifted physician. My work this year took me from Stanford Medical Center to Resurrection Health in Chicago, to Trinity Healthcare, Avera Health, Group Health in Washington and many, many others. I had the privilege of being one of the keynote speakers at the Association of Nurse Executives in Orlando where over 1,800 chief nursing officers had gathered to learn and share.

Education

Education was also a focus, speaking at several education conferences to teachers, principals and administrators on renewing the spirit of education. In April, the National Education Association had a gathering of 500 leaders in education from across the USA and the entire conference was built around the **Four Paths from Awakening Corporate Soul**.

Most of March was spent in Tanzania with my friend Richard Leider and fifteen other men camping and meeting with Tribal Elders. Perhaps this was part of the spark that later ignited into our wise elder project. I was deeply moved by the humanity of the people of Tanzania and whenever we would meet with the elders they would tell us about their worries about the future.

I am worried about the future-about the growing enormity of climate change, of studies that show the oceans are becoming barren because of over fishing, and so I have tried to do what I teach and bring an even stronger message on ecology to my talks, to all humans regardless of industry and this newsletter.

Looking Ahead to 2007 (next page)

Ahead in 2007

- Television Show airs in April " *The Five Things You Must Discover Before You Die* "
- New Book-September-based on the wise elder interviews
- New Keynote and Workshop Titles including: "Leading for Lasting Impression" and "Memorable Leaders—How to Become One"

Revised Tenth Anniversary Edition of
"Awakening Corporate Soul"

So what is ahead for 2007—well we are hoping for another great year to influence many people and organizations. I will be coaching my daughter's eighth grade basketball team alongside my friend Jeff (who wrote about being a volunteer firefighter in this issue).

My new book should be done and completed in early 2007 (*The Five Things You Must Discover Before You Die*) and out by fall. The Biography Channel TV series will premiere in Canada in April and then run all year. We are finally getting around to revising *Awakening Corporate Soul*, my first book published in 1996, and I hope it will share many of the practical ways we have found to create a soulful workplace.

We have begun, finally, work on a book just for healthcare called *Renewing the Heart of Healthcare*.

Summer brings a planned trip to Europe, our bi-annual visit to Italy, punctuated this time by a visit to Provence.

Of course there will be conferences of leaders in many places, and I will try as always to bring a clear message of what it takes to be a memorable leader and a truly engaging workplace.

I have some new titles for 2007:

- *Leading for a Lasting Impression*-being a Memorable Leader,
- *The Five Things You Must Discover Before You Die* (Lessons from 200 Wise Elders)

alongside revised versions of talks I have been giving for several years:

- *Awakening the Spirit at Work*,
- *Renewing the Heart of Healthcare* and
- *Creating Inspiring Workplaces*.

I will continue to try to live the simple motto of our company: " *to improve the quality of work and life.*" and I hope with all my heart that my work does.

New Programs for 2007

The Five Things You Must Discover Before You Die

What are the keys to a purposeful, successful, and fulfilling life? What must we discover about life before it is too late? Dr. John Izzo interviewed over 200 people from the age of 60-106 and asked them to reflect back on their lives. What did they learn? What would they do differently? What brought the greatest happiness and meaning? What were the important crossroads and the decisions they made and what did they regret? In this inspiring, entertaining and thought provoking program, Dr. Izzo shares the five themes which emerged from this research-Reflect More, Risk More, Love More, Enjoy More and Return More. In this program Dr. Izzo will also feature segments from interviews with wise elders as they talk about their lives and what they learned. This program is based on Dr. Izzo's five hour series for the Biography Channel and is book, *The Five Things You Must Discover Before You Die*. The interviewees ranged from successful business leaders and actors to town barbers, from Holocaust survivors and veterans, to teachers and aboriginal elders. Across cultures, he discovered the secrets to a life worth living.

Spirited Teamwork: Everyone is Responsible

Successful teams and successful organizations are places where every associate is responsible for creating a great place to work where excellence and high morale drive success. But what are the keys to spirited teamwork? How does each team member create a place of truly spirited teamwork? Dr. Izzo shares insights and practical ideas on how each person can become responsible for a great workplace. This program has been successfully given to entire companies, large divisions and associates at many levels in a wide variety of industries. Clients often speak about how associates come back on "fire" for their role in creating a better team and a better workplace.

Sacred Service:

Beyond Customer Service to Compassionate Care

Almost every health care organization is trying to provide great customer service to patients and clients but many traditional methods fail to inspire truly compassionate care. In this program, Dr. Izzo uses two decades of experience advising health organizations to show the path to truly compassionate care-to where every patient feels loved and cared for deeply. Through compelling stories and real life examples, this program can be focused on formal leaders or to front-line clinicians. Whatever the audience: From nurse leaders to front line nurses, from physicians and to other care providers, this program will show how to get beyond customer service to compassionate care.

FOUR GENERATIONS, ONE WORKPLACE

THE HALF DAY WORKSHOP

Based on Dr. Izzo's book Values Shift: the new work ethic and what it means for business, 'Four Generations - One Workplace' focuses on educating individuals about the differences between generations as well as learning how to bridge the gaps between them.

The workshop can be taught by our experienced trainers or we can license your trainers to teach this program within your organization. This program teaches trends specific to the four generations at work today: *The Pre-War/Pre Boomer Generation* (born before 1942), *The Baby Boom Generation* (1942-1962), *The "Gen X" Generation* (1963-1977) and the *Generation Y* (born 1978-1990) and then moves forwards into collaboration.

In this experiential and interactive workshop:

- * we explore how and why our work ethic has changed
- * we discuss the gifts each generation offers as well as the challenges
- * we look at the retention issues that surround each generation
- * we look at what a variety of companies are doing in light of the trends
- * We explore the data on the six major values people expect to be able to live at work today

Learn tips and practical ideas on what companies and managers can do to attract a variety of age groups, retain these valued individuals as well as inspire and communicate more effectively

This program is being experienced and trained in both the United States as well as Canada.

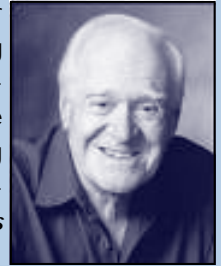
For more information please contact our office.



A Story to Inspire

You Never Know the Difference You Make

Antony Holland is an 86 year old actor we met during our interviews for our television series. We spoke with Antony in early September during our Wise Elder research for the TV series and for the book *"The Five Things You Must Discover Before You Die"*.



Early in his life he was a teacher and he taught acting in England after World War II before moving to Canada. A few years ago he was contacted by a former student and when visiting London, the student invited he and his wife to dinner, sending them an address in London for the meeting. The restaurant was very upscale and when the bill arrived it was quite hefty. Antony insisted on helping to pay for the dinner however his former student held his ground and said to his valued and wise teacher, *"Antony, don't you know everything I have is because of you. Your teaching set me out on my career and without your help I would not be here now."* In that moment, Antony realized that he had made a difference in Kenny's life and had never known the impact of his teaching. Had he not been reconnected with his former student he would never have known what a difference he had made in this person's life.

Each one of us makes a difference in people's lives and we often don't know it. In our interviews with older people this summer, we heard so many stories of how we make a difference and may never find out. Antony Holland told us: *"From that moment on whenever I meet someone, whether it is a student or a fellow actor, or a stranger, I tell myself-this could be Kenny-know you could make a difference in this person's life."*

"The greatest tragedy is for a person to spend their whole life fishing only to discover it was not fish they were after."

— HENRY DAVID THOREAU

The Business of Kindness

By Olivia McIvor, Senior Consultant, Trainer and Author



In the June 2006 edition of "the enlightened leader" previous article, I planted the seed of 'kindness in business' as a simple concept to provide a solution to the complex and serious challenges we face daily in our work. It is precisely this simplicity that allows kindness such power and magnitude to affect change at all levels within individuals and organizations.

Kindness is something that each person knows how to do and can appreciate across all cultures, religions, genders and age barriers. Regardless of how independent our job description might state we are required to be, we are each still a colorful thread interwoven into the fabric of a team environment. I assume no one reading this article, does not yearn for a deeper connection while at work, or to have the experience of joy and exuberance of seeing the positive results of a collaborative effort.

Many individuals believe that kindness is a 'soft and fluffy' ideal that hasn't earned a rightful place in the tough world of hard-core bottom line business. The truth is, kindness is powerful beyond measure. It is also the one sustainable element that inspires individuals to develop connection, compassion and community in the workplace.

A recent survey by Towers Perrin, involving 85,000 employees worldwide, concluded that only 1 out of 7 employees are engaged in their work and willing to go the extra mile. A startling statistic, one that reminds us that something is greatly amiss within our organizations and teams.

During speaking engagements about the changing landscape of business, I will often compare the people in our organizations to oranges; it's a great visual. Think for a moment about an orange, with its beautiful gleaming skin, bursting with sweet flavor and juice inside. What happens when you squeeze it?

The obvious answer is that you get orange juice. Squeezing brings out the fundamental nature of the orange. In these times of rapid change, when we are squeezing our organizations through downsizing, mergers, increased workloads and continuously shifting directions to remain competitive, it is important to ask these question in regards people:

- What happens when you squeeze your department, your people, your benefits & recognition programs?
- What do you see coming out? What do you want to see coming out?

- And, most important, how can we use these challenges as a tool to create deeper engagement between the organization and the people within it?

The human spirit, both in the individual sense and as a collective consciousness, has proven its ability to rise to the challenge and meet constant demands. Throughout history there has always been an increased need for flexibility, creativity and perseverance to deliver performance and results. To accomplish this under pressure while being squeezed, one requires a courageous temperament combined with unrivaled passion and purpose. I don't believe that anyone gets up in the morning intending to go to work and do an inadequate job any more than the so-called organization intends to put employees in harm's way. However, perhaps we need to speak more openly and honestly about courage and inner-strength building when we are being squeezed by external influences. In my experience, we tend to close our eyes and not discuss the critical issues facing us that would give people the skills to survive these times as a team and triumph.

Using kindness as a core value and driver:

Planting the seeds of kindness in business is a proactive approach that is aimed at enhancing the health and sustainability of the people within our organizations. We need to find unique ways to counteract the increasing and often subtle forms of stress, disengagement and even potential violence. As we all know, leads us down a pathway to poor collegial relationships and eventually the potential of creating a toxic work environment.

Consider providing support for a kinder workplace in all or one of these three key themes:

Kindness to Oneself:

Nurturing the Human Spirit

This theme includes self-care, resilience and nurturing of one's inner spirit. By beginning with self-worth and building a strong foundation, one is then capable of expressing kindness to others. The journey begins with self.

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Kindness to Colleagues: Creating a Circle of Friends

This theme focuses on treating others with mutual care and respect. It fosters teamwork and looking out for one another through establishing friendships in the workplace. We then can invite others into our circle of positive influence.

Kindness in the Community: Sustaining Our Capacity to Thrive

This theme looks at making a difference locally and globally through community service. It encourages people to expand their kindness efforts beyond their immediate life and work by giving freely of themselves for others. In giving we receive back.

So here is a starting point.....

When was the last time you committed a random act of kindness in the workplace? I warmly challenge you in the 48 hours to commit an act of kindness in one of the three kindness themes.

In the next article in this four part series Olivia McIvor will discuss the 12 Character Building Traits needed to create a kinder and more respectful workplace.

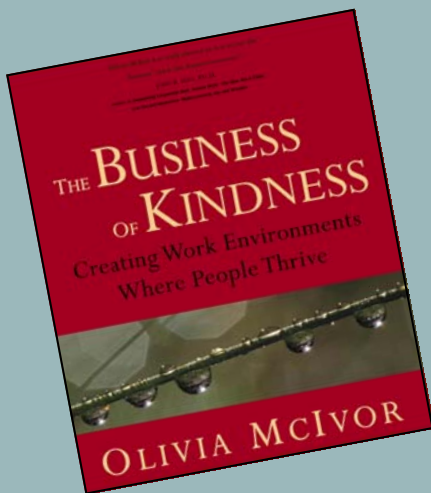
Look for it in the next edition of 'the enlightened leader'.

*No act of kindness, no matter how small,
is ever wasted*

-AESOP

New Book Release!

The Business of Kindness: Creating Work Environments Where People Thrive by Olivia McIvor



The Izzo Group is thrilled to congratulate Ms. Olivia McIvor, a senior consultant, trainer and speaker with The Izzo Group on the release of her first book!

Order your copy today before it hits bookstores!

VISA and MASTERCARD Accepted.

Organizational & Trade discounts available!

*“The law of service:
He who wishes to live long
must serve, but he who wishes to rule
does not live long.”*

HESSE, "JOURNEY TO THE EAST"

Workplace Research Nugget

TODAY'S EMPLOYEES ARE DIFFERENTLY LOYAL

Employee loyalty is something many organizations are struggling with today. Many leaders say that employees are just not as loyal as they used to be. Yet our research suggests that today's employees are not less loyal, they are "differently loyal." Here are some of the ways they are differently loyal:

Career development and opportunities to learn and grow were the only two factors strongly predicting retention among workers under 35 in a large study conducted earlier this year. Job security was a significant loyalty factor only for baby boomer employees.

Today's employees may not want to leave as much as they want to change. A University of Guelph study showed that employees who changed jobs within a company had the same increase in loyalty as those who changed jobs by going to a new company. Employers should work hard to make it easy for people to change jobs within your organization and should identify high potential people, looking for opportunities for them to grow.

Another large study showed that pride in your employer is now a significant predictor of employee loyalty. Just as many younger workers have intense loyalty to brands such as Apple and Nike, the potential for a strong emotional connection with your "brand" as an employer is there. Yet many companies fail to work hard to help employees see why they should be proud to work for their company.



“My Bad

By Leslie Nolin-Izzo (leslie@theizzogroup.com)



I often find myself in wonderful conversations with clients about the challenges that come with having a workforce that contains four or five different generations. The training challenges, language challenges, diversity challenges and work ethic challenges are a few topics of conversation. I was born in 1967 so I sit on the Baby Boomer - Gen-X cusp. However I am married to a true Boomer and am raising the next group of youngsters we will undoubtedly find an appropriate label for.

Many of these engaging conversations are with other women (*must be that social gene*) and we often howl at some of the apparent differences between the generations as well as the ones between men and women. Often these differences are shrouded in language that clearly means something in-particular, usually to a specific age group. This is often what causes some of the conflicts within a workplace. It isn't that people mean anything different its just that the language used isn't what one group understands, respects or prefers over another. (and I am still only referring to English) Please allow me to illustrate with a couple of examples many of you parents can relate to.

I am finishing my dinner one evening last week and my 13 year old daughter starts to clear the table. My son says to his sister, *“If you don't rinse the plate the spaghetti sauce will bake on!”* my daughter says, *“Oh, my bad..* and proceeds to rinse the dish before putting in in the dish washer. Another time my son is blabbing about an individual at school and the recent physics test...he carries on about this classmate's killer test score. I correct his grammar during this monologue and he says... *“My bad”* and proceeds to correct his grammar and carry on. OK, I realize this may not sound like a big deal but...in essence these two kids have learned to say in *their 2006 slang...* *“sorry, I'm wrong”* and then correct the situation and carry on. I don't think I learned to openly admit that I was wrong until I was in my late 20's, in any language! These two little words have allowed a generation to be ok with doing something incorrect or wrong with humor and some confidence. I have watched many fellow parents quiver at the 'slag'. I guess what I am trying to say is that every single generation has a language unique to their generation, as does an industry or level of leadership or area of the country. Does anyone remember *“Hey man”, “Eh?”, “Where's the beef?”, “how's it hang'in?, “What's up?” “I need to burn that”*(referring to a CD—not with matches...hmmm) Most of the slag I am hearing (and I hear a lot) happens to be fairly decent slag. *“my bad”* has allowed a generation (and their parents) a gentler way of admitting an error without feeling like a fool. In my personal opinion there is nothing more prominent than the 70s slang.

Feeling foolish and taking responsibility have historically been the biggest aversions to admitting error. When I was a teen, those impressionable social years we all have wonderful memories of right?... people didn't admit errors, you simply made up an excuse if you could or blew it off. The fact

that it has become socially acceptable to be wrong is truly a great thing. Heck, I find it fairly easy to give feedback to both my kids. And I hope this will translate into them being good employees one day and someone's great boss another day... Remember... *“my bad”* is kind of like saying— *“oops...sorry”*.

Using this little ah-ha...Ask yourself how do you relate to people at work, at home? Do you expect others to speak the way you do or are you open minded and willing to have some fun with communication. Most conflicts in the workplace start with misunderstandings or poor communication. If we all expect everyone else to communicate the way WE need them to we haven't got a hope. Tomorrow choose to listen to a different age group - hear what they say and how they say it. If you don't grasp what the other person is trying to communicate...simply say *“my bad”* and start over!

If you can remember any of your own generational slag term send them in as I will be post them next newsletter.

Climate Change You Can Do Something

Just this past week, a leading world economist issued a report suggesting that climate change and global warming may cut 20% from world economic growth in the decades ahead. The evidence for a warming climate, both anecdotal (melting glaciers, pine beetle infestations, forest fires) and scientific (warmest temperatures in almost 26,000 years) suggest that the time for action is NOW. But what can the average person do? What can a company-large or small-do to help? We have found a particularly useful website that is truly a site for people looking for ways to aid the environment.

The CarbonNeutral Company (www.carbonneutral.com) is a website that helps you understand the meaning of “Carbon Neutral”. Often “Enviro-lingo” gets in the way of people making simple changes because the language used to describe these changes is not understandable. This site is filled with helpful information for businesses, households, kids projects, school projects and the like. It helps you calculate how much CO2 you create by driving to work each day, running your office, renovating your house, buying your next vehicle etc. It then assist you in understanding the state of our planet in REAL terms. What are they talking about when the talk about CO2? What's the hub-bub?

This site has ethical shopping, carbon neutral wedding invitations, books on going green, a travel guide and a lot of interesting information on the subject. Check it out!



Biography Channel Update:

We would like to take this opportunity to thank the hundreds of individuals, companies and families who attended The Biography Channel's filming of "The Five Things You Must Discover Before You Die"

in Toronto at the end of September.

It meant a great deal to us to see so many of you attend and enjoy this truly meaningful experience.

Thank you!



Thank you for taking the time to
Be in the Audience!



What Did You Want to Be When You Grew Up?

By Jeffrey Sparling



I was quite young when I began my career as a volunteer. By the time I was 16 I had logged enough hours as a program leader for kids to be named the Calgary Boys Club "Boy of the Year."

If there has been one dynamic thread through my life that I can look back on with quiet satisfaction, it has been my desire to help others. The community, those less fortunate, clients, the elderly, hundreds and hundreds of kids I have coached in the community and through high school, a friend, a stranger or a dog. The huge payback for countless hours of service to others? A warm thank-you. A genuine smile of gratitude.

And now at 54...

I am the oldest, newest member of our village's volunteer fire department. At a time in my life when I thought my volunteer days were winding down and I would have time to pursue some of my more personal ambitions, I have engaged in one of the most demanding and meaningful volunteer pursuits I have experienced. An experience that makes it easier to count your blessings.

Firefighter certification, auto extrication certification, first responder certification, rope rescue certification.....And then recertifications.....Lordy, I feel 15 years younger.



"Everything we take from the world dies with us, but whatever we give to the world is recycled and outlives us."

— DR. JOHN IZZO

We are 20 strong and service one of the most dangerous stretches of highway in our province. We respond whenever we are paged, for an unimaginable number of reasons. Most of our ranks are young aspiring individuals who are paying their dues to become professional firefighters. I have never felt as intensive sense of duty from my involvement on a team as I do here. We are all volunteers.

My expectations of how I would feel, or the sense of contribution to community, as a result of my involvement as a volunteer firefighter were vastly underestimated. The sense of urgency of reviving a dummy during first responder certification to being on the extrication team of a head on collision where we had to dismantle an automobile to access a young man carry the same intense, sobering sense of duty. For you realize that what you practise you will eventually face in the course of carrying out your duties. And you count your blessings.

It is not teaching shooting, scoring, or playing defence. It is dealing with the life and safety of another. It is doing whatever it takes to preserve life and mitigate the damage already in progress. It is racing to the fire hall when your pager activates, whatever you are doing.

And at 54...

It is still a smile of gratitude and a thank-you from those who you have served. It is the satisfaction of helping your fellow man.

Paper Comes From Trees

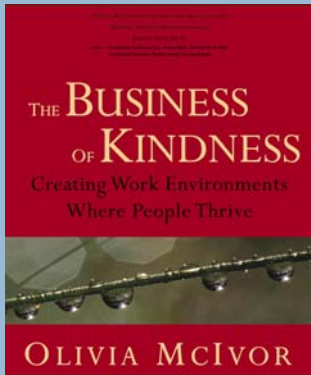


Whenever one of our children wastes paper I remind them that paper used to be a tree. I am always amazed how often they seem to forget that simple fact. Of course all of you know paper comes from trees, but do you know if the paper you use is recycled or if it came from forests that are being harvested in a sustainable manner? One paper company that is offering paper which is both recycled and certified is Domtar (www.domtarearthchoice.com) but others do as well. Remember we create a better future one choice at a time. Often the simple choice of what paper we use or what paper our company uses can make a large difference.

Books We Recommend

The Business of Kindness: On Sale Now!

Creating Work Environments Where People Thrive
By Olivia McIvor (**NEW RELEASE—Oct 2006**)



In workplaces everywhere, we are constantly being faced with new business challenges that will have a direct impact on the financial bottom line. More and more, we are being called upon to remain both innovative and competitive as business environments experience unprecedented change.

Kindness is a quality that is valued by all persons regardless of gender, age, culture, values or beliefs. Kindness as a core value and as a standard for decision-making it provides an easily understood “emotional benchmark” for recharging and centering oneself in the midst of stress and change of today’s workplace.

This book raises awareness and personal accountability for the development of a kind culture. This book also provides solutions by describing the 12 Character Building Traits that create positive, productive and profitable work environments.

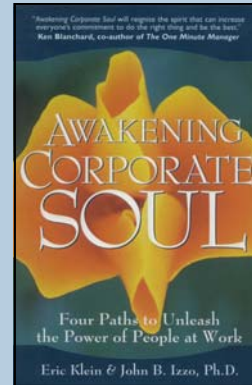
ISBN: 0-9682149-9-1 price: 36.95 CDN 32.95 USD

Left to Tell: Discovering God Amidst the Rwandan Holocaust By Immaculee Ilibagiza



Immaculee shares her miraculous story of how she survived during the Rwanda genocide in 1994 when she and seven other women huddled silently together in the cramped bathroom of a local pastor’s house for 91 days! In this captivating and inspiring book, Immaculee shows us how to embrace the power of prayer, forge a profound and lasting relationship with God, and discover the importance of forgiveness and the meaning of truly unconditional love and understanding—through our darkest hours.

Awakening Corporate Soul: Four Paths to Unleash the Power of People at Work By John B. Izzo, Ph.D. and Eric Klein (FairWinds Press)



12th Print Run!

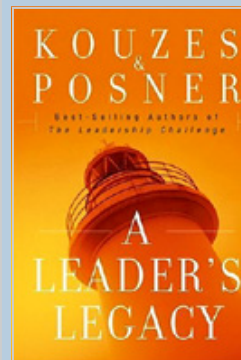
This timeless book blends the traditions of Eastern and Western spiritual philosophies. It was first published in 1997 and was one of the first Spiritual Business books on bookstore shelves in both the United States and Canada and has sustained close to a decade of readers. THE FOUR PATHS, have become a model

many healthcare organizations have built their spiritual cultures on. It provides a four part model that all organizations can use to harness the power of purpose within the organizational walls. *THE PATH OF SELF, PATH OF CONTRIBUTION, PATH OF CRAFT* and finally *THE PATH OF COMMUNITY* have been

the building blocks of appreciative loving cultures. This best selling book has seen the covers of the *Healthcare Forum Journal, the American Medical Journal, NURSEWEEK, Human Resources Executive Magazine*, and numerous others. If you have not read this book it is a must read. If your management or leadership team have not read this book they should. You can order online and receive substantial discounts for organizational orders.

A Leader’s Legacy

by Jim Kouzes and Barry Posner, Jossey-Bass



Kouzes and Posner have contributed immensely over the years to the research and literature on leadership. Their latest effort helps leaders examine and define the legacy we want to leave behind. It is practical, insightful and at times profoundly pointed in helping leaders define their legacy. With enough research to make it credible, it is in the end quite personal in

its approach. A great read for any leader concerned about their legacy and a great gift for anyone you want to encourage to take that journey. Young leaders in particular should read this book early in their careers while old salts will get a needed tune-up. As they say in the book: “You will be remembered, the only question is what will you be remembered for?” Highly recommended.

Products

Generational Reference Cards



This card series describes each of the four generations currently in the workplace. (Pre-Boomers, Baby-Boomers, Generation X and Generation Y) A handy set of four cards that outlines the *Gifts* each generations offers to the organization, *Motivating Expectations*, *Training Expectations* and *Communication Expectations*. Want to know more about the groups of individuals you work with and how you can work more effectively together? We have a quick reference tool!

4 cards/set, each order contains 10 sets!
can hand them out at work!

Download Past Editions

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Happy Reading.

Send us your thoughts.

Simply e-mail us your article—we allow for a maximum of 500 words and we do reserve the right to correct, edit and check any facts contained in the document.

Book Ideas?

Have a great book you think readers should look at? Let us know we'll spread it around!

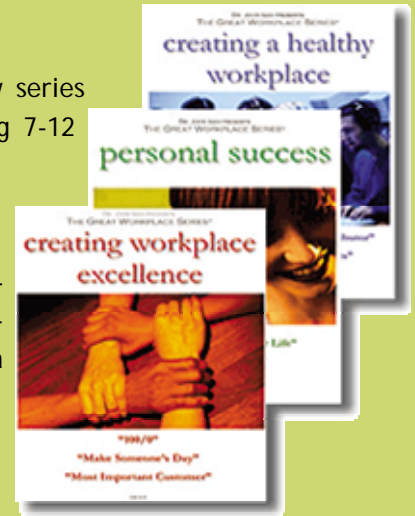
Know of a great workplace?—let us know—we'll feature them in an upcoming edition on best practices and best workplaces.

Know of a great individual who deserves recognition? Write us and tell us about them—we're dedicating an edition to all those we don't recognize enough!

great workplace culture DVD series

40% DISCOUNT!!

Dr. Izzo has produced a new series of teaching videos averaging 7-12 minutes in length. The nine videos are meant to be shown at the beginning of staff meetings, at performance reviews or at the beginning of a conference to set a specific tone and assist in creating change. Our goal is to encourage and assist you in your leadership role of creating a culture of excellence.



Each video explores one of Dr. Izzo's key messages with new stories and material including: "Enjoy the Rowing", "100/0", "Your Most Important Customer", "Make Someone's Day", "Be the Dog", "The Five Rows", "Complainers and Contributors", "Appreciation..., Priceless!", "What's Your Edge?" and "What Questions Rule Your Life?".

The intention behind these vignettes is to supply you with a variety of messages in short useable chunks to enhance an idea, new direction or message you would like to encourage within your workplace.

If you wish to preview three of these vignettes, please go to www.theizzogroup.com and on the homepage there is a direct link to our DVD preview page.



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