

the enlightened leader

IMPROVING THE QUALITY OF WORK AND

Volume 9 March 2004

Thoughts from Izzo

The last few weeks have been a whirlwind for me of talks and media appearances focusing on my new book-Second Innocence. From San Diego to Victoria, reporters and hosts have asked me the same question: With everything that is going on in the world-terrorism, jobs going overseas, shootings in schools, how can we see the good in the world? How do we keep our idealism and hope?



It seems to me that we must begin by recognizing that while all these “bad” things are happening in the world, there are many very good things happening at the same time. There is more democracy in the world, more empowerment in the workplace, more people concerned about the environment, and more enlightened leaders like you than there have ever been in human history. Maybe we should be asking a different question: With all the good things starting to happen in the world, how can I be one of the people helping to build that better world?

Next time you read the newspaper make sure you do two things: First, remind yourself that what you are reading is only part of the story. Remember that for every cheating CEO there is another who is creating a great workplace, for every terrorist there are thousands of decent people who want a better future for their children, and the bad stories may make news but they are not representative of the world as it is.

And then ask yourself this: How would I have to read the news of the day differently if I believed I could change the things that I am reading about? What small way-this very day-could I make the five rows around me a little bit better: At work, in my community and in the world. Write a letter, make a call, give a gift, send a note to your local editor, and watch what happens to us when we choose to come off the sidelines and into the game.

Second Innocence Book Launch

Wednesday March 31st
Vancouver Public Library
Alice MacKay Room
350 West Georgia
Vancouver, BC

Organizational Rituals: Keeping the Magic at Work

One of the questions we are often asked is how do organizations keep the magic? How do they keep growing? We have discovered that many great organizations use “rituals” to keep employees focused on making work better. Here are some examples of rituals: Motivational moments at the beginning of every day where people get excited about the day ahead (Umpqua Bank); Topic of the Day where staff gather at the beginning of the day and talk about one way they will wow customers today (Park Hotel); Appreciation at the start of every meeting; Daily intention-what do I intend to accomplish in my job today (Walmart); Book with best ideas that flight attendants have found to have fun on flights with customers (Southwest); and the reading of the mission statement every day in every department (Ritz Carlton). Try one or all of these simple rituals. Need more details -e-mail us at info@izzoconsulting.com

Upcoming Programs and Book Launch Appearances Go to www.secondinnocencebook.com

March 2004

March 25- Book Event-Elliott Bay Books- Seattle, WA
March 31-Vancouver Library Book Event - Vancouver

April 2004

April 8 Corporate Event - Regina, SK
April 12 Chicago Coaches - Chicago, IL
April 13 Transitions Bookstore - Chicago, IL
April 15 Toombs-KWA Book Event - Calgary, AB
April 15 Calgary Coaches - Calgary, AB
April 21 Corporate Event - Toronto, ON
April 28 HR Conference - Calgary, AB
April 29 Corporate Event - Regina, SK

May 2004

May 1 Corporate Event - Vancouver, BC
May 4 Corporate Event - Memphis, TN
May 5 Corporate Event - Norfolk, VA
May 6/7 Corporate Event - Missoula, MO
May 12 ALA Houston - Houston, TX
May 12 IVP Care - Dallas, TX
May 13 TD Industries - Dallas, TX
May 13 ALA Dallas - Dallas, TX
May 14 Dallas Coaches - Dallas, TX
May 22/25 ASTD - Washington, DC

Want information On Dr. Izzo availability and fees to speak to your corporate group or an association that you belong to?
[Speaking Availability?](#)

Please call us toll free at: 1-877-913-0645 or
e-mail your interest to leslie@izzoconsulting.com

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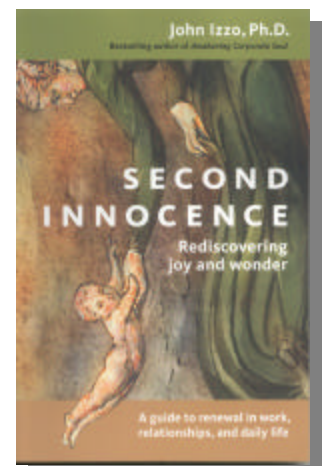
Nine Ways to Put Wonder Back in Your Job

Print and Post

1. **Know what dessert is for you in your job:** Know the parts of your job that you love the most. Make more room for the things you love to do at work. If you are not sure, keep a list for two weeks of the parts of your day that gave you wonder and the parts that gave you a sink. Ask how you could focus more on the parts that are dessert for you?
2. **Remember your job is bigger than you think:** In any job there is a higher purpose and a trivial purpose. The higher purpose is the real way you can make a difference in the lives of those you serve. Write out a statement of your higher purpose and each day ask: "How can I make sure to fulfill that higher purpose today?"
3. **Bake a cake for the office troublemaker:** Every office has a troublemaker or someone whose attitude brings every one else down. Try an act of kindness towards that person and see what happens. In my new book I tell the story of a woman who baked a cake for the office troublemaker and wound up turning her around.
4. **Set a goal for yourself:** Nothing will steal the wonder in your job faster than when you stop growing. A 65 year-old teacher once told me how she set a goal for herself at the beginning of each school year focusing on how she could be better at one part of her job. What is your goal this year? What are you trying to be better at?
5. **Make Someone's Day:** Every day we have the chance to make someone's day at work. Small acts of kindness and helpfulness can often turn someone's day around. Every day make sure to make someone's day.
6. **Focus on Giving more than Getting:** The people who enjoy their jobs (and lives) the most don't go around asking what their job can do for them, but ask what can they do for their place of work. When you come in every day, ask what can I do to make this workplace better today?
7. **Celebrate what is going well:** As human beings it is so easy to focus on what is not working. Talk to colleagues about what is going right. Notice when people make a difference and say so. Each day identify three things that went right at work today.
8. **Get it off your chest:** If you have a concern at work, express it. There is a good chance that others are concerned as well. But speak as a hero not as a victim. Say what is on your mind but have a suggestion on how it could be improved..
9. **Wherever you are, start there:** Don't wait for the CEO or someone else to make the workplace better. Wherever you are in the organization start with yourself and small ways to make your team more productive and engaged.



Dr. John Izzo, From the book
"Second Innocence: Rediscovering Joy
and Wonder"



Greenleaf Conference On Servant Leadership 2004

Greenleaf Center for Servant Leadership June 10-12, 2004 in Indianapolis!

Many of you are familiar with the work of Robert Greenleaf who founded the concept of servant leadership. His work influenced the thinking of many great leaders and many leadership gurus. Every year, the Center for Servant Leadership holds an annual conference in Indianapolis. Many people have said it is one of the most inspiring and thought provoking conferences that an enlightened leader can attend. This year's conference will be in Indianapolis June 10-12 and will feature keynotes by Dr. Izzo, Laurie Beth Jones (Jesus, CEO), John Carver and many others. Dr. Izzo will also be doing a full-day pre-conference session in addition to his keynote. If you have ever wanted to hang out for three days with a group of dedicated and enlightened leaders (including the CEO's of some of Fortune's top ten companies to work for), then this conference is for you. Check it out at www.greenleaf.org

Survey Says: Not Enough Communication

Recently we conducted an employee survey for a client. The results suggested that employees wanted improved communication. The leaders began to discuss doing more newsletters, sending out memos with paychecks, and other similar ideas. From our experience, when employees say they want more communication they usually mean they want more "listening." They want leaders to come out and listen to them, to hear their ideas, and to find out what they need to do their job better. So next time people say they want more communication, don't assume they want to hear your voice more. Try asking more questions.

Comments or
Suggestions?
Do you know someone who
might benefit from our news-
letter?
Please feel free to
contact us at :

info@izzoconsulting.com

You can also contact us if
you wish to have your name
taken off our
mailing list.

Pentagon Report on Global Warming

This past month the Pentagon issued a report on global warming and climate shift (the report was featured in an article by Stephen Hume in the Vancouver Sun). The Pentagon report suggests that there is growing evidence that the world's climate may shift dramatically in the next decade and could lead to species extinction, nuclear war, violence between countries over resources, and droughts in some areas like the US/Canada prairies (the world's bread basket) that could last up to 1,200 years. We don't know about you, but if even the defense department is concerned about global warming, the time has come to do something. We need to begin with our own lifestyle - a few less trips in the car (or get one with better mileage), turning the lights out when we are not in the room, and reuse or recycle everything you can. Then write a letter to our leaders saying the time has come to take action.

Long-Term Happy Marriages:

Want a long-term happy marriage? The largest study ever done on such marriages suggests a simple secret: Have 7-8 more appreciative interactions with your partner in a day than critical ones. Simple formula - why not start today?

be the dog column



Do you know someone "Being the Dog"?
Write to bethedog@izzoconsulting.com

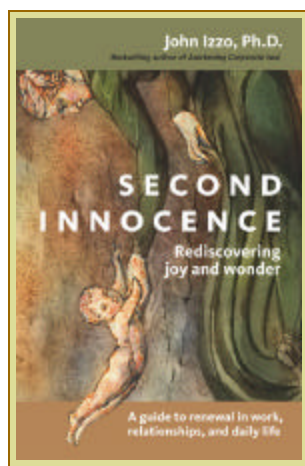
Every month we feature a leader who has demonstrated the perseverance to "be the dog" at inspiring people. A commercial leasing manager in Calgary had great success last year with a simple technique. During Easter week, employees arrived to find a large chocolate Easter egg on their desk with the name of a fellow employee. They were given the following simple instructions: "Some time in the next few days give this egg to the colleague whose name is on your egg. When you give it to them, tell them one thing you really appreciate about them as a colleague or as a person. Think carefully about what you want to say so that the appreciation will be sincere and heartfelt. The eggs all got distributed, people felt recognized and people said "let's do that again next year." So why not try something a little different this year to recognize people.

**new book—is now available in
stores and on the internet!**

**This Book is now
Available in airport stores
in the USA at WH Smith
& Hudson's.**

“This is a wonderful book of modern parables, stories that remind us of what it takes to live a life of hope and joy in an age of cynicism. It will rekindle your love of life and your desire to make the world a better place.”

-Laurie Beth Jones, author of Jesus, CEO, The Path, and Teach Your Team to Fish



**Second Innocence:
#2 Self-Help Book on Amazon**

We would like to thank everyone for your support with Dr. Izzo's book *Second Innocence: Rediscovering Joy & Wonder*. Through the Amazon campaign you helped in making *Second Innocence* rank #3 in non-fiction and #2 in self help and #10 overall in Amazon. If you would like to help spread the awareness of *Second Innocence*, email info@izzoconsulting.com. Remember *Second Innocence* is available in stores and on Amazon. Keep spreading the word!

Dr. Izzo is now in the media talking about Second Innocence and we will be letting you know when he is in your area. Also if you have any suggestions of where Dr. Izzo could speak please email info@izzoconsulting.com

Second Innocence Feedback!

Here is what people have been saying about Second Innocence:

“As I enter my midlife with all the skepticism I have undoubtedly earned, I truly, truly loved the stories John has to tell in this book. It has shown me that my own midlife a choice not a forgone conclusion!”

“I am very excited about this new bookbeing able to read the inspirational stories and insights John has shared with myself and many others over the years.”

“This book created a space in my mind, body, and heart for a new lease on life.”

“Rather than trying to write a book of original thinking on the subject of becoming more childlike (rather than childish) with age, he has succeeded in writing a book with a universal message contained in many wise and deeply engaging stories.”

**Second Innocence
available in these supportive
stores!**

- Any Barnes & Nobles
- Waterstones
- Benjamin's and Books. co
- Stacey's - San Francisco, CA
- Elliot Bay Book Company - Seattle, WA
- Transitions Book Place - Chicago, IL
- Tattered Cover - Denver, CO
- Brookline Booksmith - Brookline, MA
- Book Passage - Corte Madera, CA

Watch for Izzo in the Media:

March 22: Fox News, San Diego

March 23: Fannie Kiefer Show-Studio 4 (Vancouver)

March 25:- Seattle Radio KBSG –FM 93.7 noon

April 4: Radio KLSX—FM, Los Angeles 7 am

Association Magazine-Book Excerpt-Second Innocence (June Issue)

Working Mother-Book Excerpt-Second Innocence (Summer Issue)

Call us for an interview 1-604-913-0649 or toll free at 1-877-913-0649

the book corner

All available on Amazon!

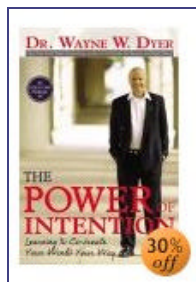
Ideas Are Free: Alan G. Robinson



Firms that take ideas seriously take their employees' thinking seriously, and employees who think are employees who are alive. Thus argue Robinson and Schroeder, management academics and corporate creativity consultants. Ideas are the life force of corporations, they say, and managers who recognize this can increase profits and avoid budget cuts and layoffs. Kill employee ideas and what you have is a carcass of a company, a firm mired in bureaucracy and rote processes with a staff of dulled zombies. But ideas are just the tip of the iceberg.

The key to a successful company, argue Robinson and Schroeder, is encouraging a corporate culture that swiftly recognizes and implements improvements. With that in mind, the authors focus on ideas as the catalyst of corporate change rather than the

The Power of Intention Dr. Wayne Dyer



For this best selling author, intention is not dogged determination, but an inner awareness "that exists in the universe as an invisible force of energy." This conviction, gleaned from Dyer's professional experiences, metaphysical studies and contacts with personal mentors, has allowed him to link to the force of intention and use it to enhance

his life and work. For Dyer, there are seven faces, or energy fields, of intention: creativity, kindness, love, beauty, expansion, abundance and receptivity. Drawing on a variety of spiritual traditions and gurus, Dyer first describes how to surmount the barriers that may get in the way of connecting to this power, such as negative thinking, relying on the opinion of others or retaining a controlling ego. Although Dyer's message is deeply sympathetic, his conception of the fields of insight reads like a familiar mixture of Eastern and Western philosophies wrapped up in a new theoretical package.

The Bully, The Bullied & The Bystander: Barbara Coloroso

This is an extremely helpful book that both parents and teachers can use to deal with bullying, an aspect of school that the author feels "is a life-and-death issue that we ignore at our children's peril." Starting with a bottom-line assumption that "bullying is a learned behavior," Coloroso (Parenting Through Crisis) wonderfully explains not only the ways that the bully, the bullied and the bystander are "three characters in a tragic play" but also how "the scripts can be rewritten, new roles created, the plot changed."



The Bully, the Bullied, and the Bystander

From Middle School to High School—How Parents and Teachers Can Help Break the Cycle of Violence

BARBARA COLOROSO 20% off

“There are no great acts, only small acts done with great love.”

Mother Theresa



John Izzo Second Innocence CD

Live from New Mexico

Listen to John while you drive or just simply take the time to refresh your memory of the wonderful message that you heard John give at your conference or workshop. This CD will inspire

you to look at your life in a deeper perspective, releasing cynicism and creating joy and wonder.

Order me at: info@izzoconsulting.com