

the enlightened leader

IMPROVING THE QUALITY OF WORK AND LIFE

This Newsletter is Produced by The Izzo Group

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Reflections from Izzo



Tsunami Outpouring Should be the Norm

Over the last month, the compassionate outpouring of Canadians and Americans to the Tsunami disaster in Asia has been overwhelming. Individuals and businesses have opened up their hearts and wallets while artists and musicians shared their talents in support of relief. This event and our response serves to remind us of how good it feels when we are part of a great cause, one we can make a difference in solving.

Yet great causes don't only come by on occasion, we are surrounded always by causes waiting for someone to take action. The disaster is an opportunity for each of us to ask whether giving and being of service need to be a more regular element of our everyday lives.

Perhaps we can begin by simply noticing opportunities as we go through our day-the person collecting for a cause outside the grocery store, a young activist begging for a few minutes of our time to consider a petition, the homeless person begging for not only money but for the grace of our attention, or making sure we send a letter when we read about something that concerns us in the morning newspaper.

Beyond these small but important generosityes, it seems to me that one of the most important questions a person can ask is this: What issue truly calls you? What calls to you as you read the paper, watch the news, experience life? It might be homelessness, cancer, bullying in schools, ecology, or children.

Whatever calls us, maybe the world would be a better place if each of us committed to at least one great cause in our lifetime, one to which we will devote

significant energy all of our lives-through our money, our time and our influence.

So to all of you who opened your heart and effort to the people of Asia, well done. May this spirit of gratitude and service become a way of life for each of us.

National Appearance Schedule

Due to Confidentiality contracts we have not included some client's names.

January 2005

Jan 04	Corporate Client	Halifax, NS
Jan 05	Corporate Client	Halifax, NS
Jan 06	US Cellular	Waukesha, WI
Jan 07	Learning Network	San Diego, CA
Jan 11	Corporate Client	Regain, SK
Jan 13	St. Jude's Anglican Home	Vancouver, BC
Jan 14	Corporate Client	Toronto, ON
Jan 19	Conaco Phillips	Calgary, AB
Jan 21	Rock Bottom Restaurants	Copper Mt. CO
Jan 25	Mercy Medical Center	Sioux City, IA
Jan 27	Mercy Medical Center	Des Moines, IA
Jan 28	Pepsi—Frito-Lay	Mississauga, ON

February 2005

Feb 3	HR Prof. Assn of ON	Toronto, ON
Feb 11	Charles— Schwab	Berkeley, CA
Feb 23	Hostess-Frito-Lay	Halifax, NS
Feb 25	Aggregate Producers ON	Toronto, ON

March 2005

Mar 1	Conf. Board Of Canada	Vancouver, BC
Mar 8	TGIF	Bahamas
Mar 9	Golden Corral Restaurants	New Orleans, LA
Mar 13	NCCBH	San Francisco, CA
Mar 18	Doctor's Hospital	Columbus, OH
Mar 22	Manor Care	Minneapolis, MN

April 2005

Apr 6	Corporate Client	Toronto, ON
Apr 11	National Chaplains Assn	Albuquerque, NM
Apr 12	Rae Hospitality	Savannah, GA
Apr 23	Allegheny Regional Hosp.	Old Springs, VA
Apr 30	Manulife Financial	Cancun, MX

The list keeps going... to be continued.

Speaking Availability?

Please call us toll free at: 1-604-913-0649 or
e-mail your interest to leslie@theizzogroup.com

Simple Ways to Improve Morale

In each newsletter we like to feature simple ideas that can make a big difference in improving morale. Here are a few simple ideas that can help shift the workplace energy in a positive direction:

- Greet every employee briefly each morning—just connect and let them know you care
- If you manage sites that you can't visit every day, call once each day to check in and ask about any highlights that should be celebrated
- -Send handwritten thank you notes to teams and individuals outside your own department or unit. Whenever you hear about something good happening somewhere else, surprise them with a note
- Post inspirational quotes and good news stories around the office or workplace even if they have nothing to do with your business as it will brighten the day

Pick a favorite piece of upbeat music, something that inspires you and puts you in a good frame of mind. Play it every day on your way to work—your theme song for choosing to begin the day with a good attitude

Values Shift: Revised Edition Send Your Ideas

Many people have asked when Dr. Izzo's second book-Values Shift (2000) would be revised. Our plan is to publish a revised edition in the fall of 2005. The new edition will include information on how values have changed in the last five years with up to date survey data and research on our ever changing expectations at work. What's more, the new edition will include more leading edge examples of how employers and employees are innovatively responding to the new world of work. As part of the revision process, we are seeking ideas from companies and leaders as to how they are responding to employee expectations around balance, trust, growth and development, partnership, community and noble cause. We will also add new features of individual companies who have been particularly innovative and leading edge in responding. If you have a specific idea or technique please send it to us at info@theizzogroup.com. We are also interested in suggestions on companies that might merit a larger feature in the new edition. Last time we featured companies like WestJet, Van City, TD Industries, and AES.

Gen X'ers Spend More Time With Family But Less Satisfied

A recent study showed that Gen X moms and dads are spending more time with family and less time working than their baby boomer counterparts. But are they more satisfied? The survey found that Gen X dads in particular, were less satisfied than boomer dads even though they spend more time on family and child-raising. It turns out that although they spend an average of 3-6 hours per day with family, they want to spend even more time. Gen X moms also spent more time with family but were still less satisfied than boomer moms. Consider this one more piece of evidence showing why companies should put family-friendly policies and schedules near the top of benefit priority lists.



Remind Your People: The Higher Purpose

This past month Dr. Izzo spoke at a series of six events across Canada for the telephone banking division of CIBC. As part of the events, the senior leader of the division reminded employees of the deeper meaning of their work, sharing stories of when telephone representatives had made a real difference in the lives of customers. The stories ranged from preventing a potential suicide to making the last months of a customer with cancer less stressful through an important financial solution. At one of the events, colleagues gave a standing ovation to the employee who had made the difference. When was the last time you took time to share a story that reminded your people of the deeper meaning of the work they do?

Second Innocence: Best Selling Business Book 2004

Books for Business in Toronto just published their list of the best selling business books of 2004 and Dr. Izzo's latest book **Second Innocence: Rediscovering Joy & Wonder** was #1. We would like to thank all of you for your support and to our many organizational clients who purchased copies for their managers and staff.

Congratulations to Beverly Kaye whose book **Love it Don't Leave It**, was also in the top five. Beverly wrote the following about Dr. Izzo's book: *"If you are at mid-life or mid-career and think the best is behind you—read this book immediately!"*



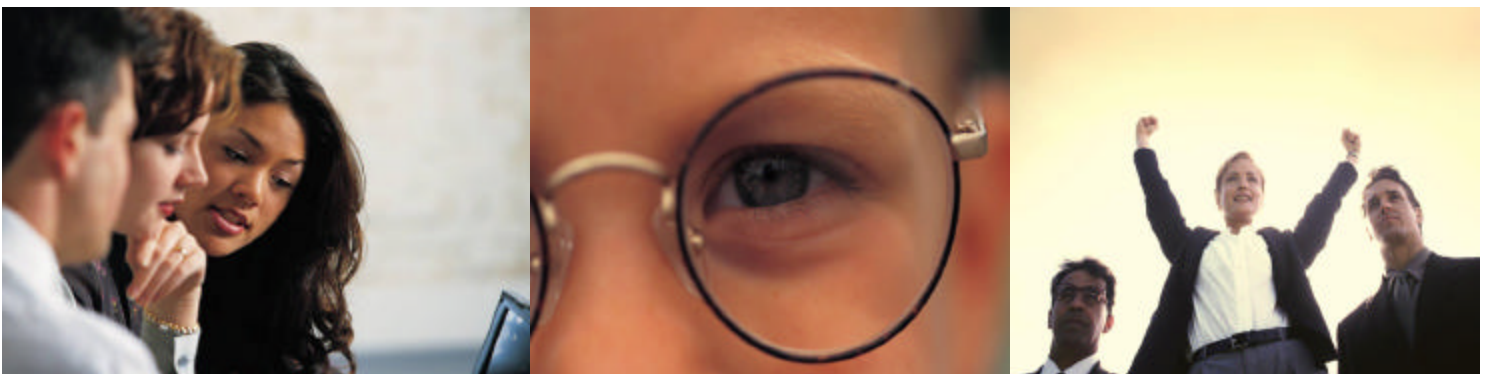
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A Choice to See Goodness

There are only two basic ways to approach life; the first vantage point is that of innocence and the second is that of cynicism. And at any given moment, and on any given day, each of us makes this choice many times. The way of innocence ushers us to joy and wonder while the path of cynicism takes us away from the experience of being fully human. The path of innocence promotes renewal while the path of cynicism can slowly erode our spirits.

When we were children we were also fully engaged in each moment of our day. Whatever was in front of us, we gave it our full attention, we had a natural faith in the world and as children we rarely wondered if life had meaning, we simply acted as if what we did mattered greatly. Most children believe they can and will change the world in some way.

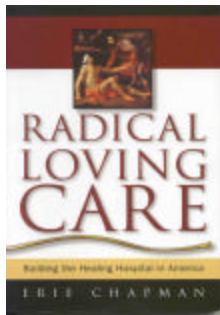
It is a choice to wake up, to be aware of the joy all around us, to believe that the universe is friendly, to affirm the beauty of all things, to see in your marriage possibilities, to know your work makes a difference, to choose again the possibilities of your vocation, to reclaim your ideals, and to be more in the moment. It is not a choice we make once, but a choice we make hundreds of times every week.



RECOMMENDED BOOKS...



Radical Loving Care:



Building the Healing Hospital in America

Erie Chapman

One of the most compelling books I have read on creating a hospital or health system that truly treats every patient and every encounter as sacred. Through storytelling and experience as a hospital CEO who has transformed several organizations, Chapman will challenge your mind and encourage your heart.

(John Izzo)

A book from a dynamic healthcare leader, that will inspire other healthcare executives to embrace a forgotten, yet practical way of being. The insights, wisdom and focus on the caregivers' needs make this a must read for all who minister in healthcare and for all who are afraid of hospitals. It is time to reclaim what has gotten lost over time and to put the humanness back into healthcare. We can do both, balance loving care with traditional clinical care.

There is a whole range of things that doctors and nurses do with patients that have a big impact, including things which have nothing to do with direct medical treatment. Consider the effect of a caregiver entering the room with an unhappy look on her face, intent on getting the job done, as opposed to a smiling caregiver that radiates warmth and caring and believes they have time for the patient. The difference will have an effect on the patients healing. This and many other simple ideas are laid out in Erie's guide to creating Healing Hospitals. With Radical Loving Care as a practical guide, no leader has the excuse now not to take their hospital system in a more imaginative and healing direction.

Revised Edition *Coming Spring 2005*

Values Shift: The New Work Ethic & What it Means for Business

John Izzo & Pam Withers



Partnership. Balance. Synergy. Community.

These are some of the values shaping the work ethic that is transforming the workforce.

An understanding of this transformation is essential for business leaders who want to attract and keep the very best employees.

Values shift defines how and why our work

ethics is changing, and it focuses on the six major value shifts people, of all ages, are looking for at work. As well, it offers practical ideas on what companies and managers can do to retain and inspire the people they need and value.

Based on leading edge research and experiences with more than 200 companies, John Izzo and Pam Withers help people understand these shifting values and how they differ across generations and across gender. Worried about the upcoming labor shortage...

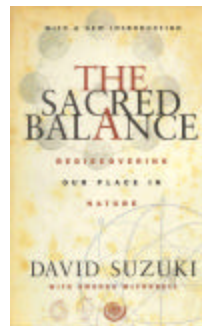
The Sacred Balance

Rediscovering Our Place in Nature

David Suzuki

David Suzuki is one of the most influential conservationists of our generation. In this gentle but hard hitting book, he helps us understand the intricate web of life upon which we depend for our continued existence. By the time I finished it, it seemed for the first time I truly understood how delicate the sacred balance is and how we must change our relationship with the earth in our generation. The Sacred Balance is a path that leads to wisdom. This is a book that challenges the mind

while caressing the soul. Filled with insightful perspectives, it is a creative vision of great social import. We are given a transformative message that if followed leads one down a path of hope and optimism. This is a living document to our moral evolution. (John Izzo)



Dr. Suzuki is a gentle revolutionary breathing new life into the mainstream mindset. With insight and imagination we traverse space and time, all the while being infused with Dr. Suzuki's unique perspective. This is a life journey and nature itself is praying for our survival. The spiritual challenges are many and The Sacred Balance has opened a window that we all may see the truth. This book was one of Dr. Izzo's favorites reads this past fall!

Rediscovering the Joy of Work Adopting a New Attitude!

- **Your job is bigger than you think!** Mundane everyday work can be turned into something significant, when we adopt the attitude that our job is of value!
- **We never know when we are changing lives! Yes**, sometimes it is obvious, when we have touched someone's life, but often the moment is unknown to us. A smile, a friendly hello can make all the difference in the world, to having someone feel special! Think today that you are changing lives just by being friendly.
- **Get past your expiration date!** Have you been in your job so long, that you do everything the same way every day? Take a moment today to learn something new. Become conscious for a few moments and look at your job with fresh eyes, what can you do differently that will benefit yourself and others?
- **Write your retirement speech!** Take a moment and think about what you would like others to say when you are ready to retire. How do you want to be remembered, what contribution do you want to leave behind? Are you well on the way or do you need to tweak and fine tune what you are doing and how you are thinking?
- **Bake a cake for the office troublemaker!** Take time today to connect with someone in the office that you don't really know, or don't really like. What can you find out about them, what common ground do you have? Be open and share yourself.
- **A working renaissance!** The journey towards a renaissance in our work, must begin with the belief that more is possible and the choice to engage with our work as craftspeople. What can you creatively do in your job today to give it extra zip?
- **Choose to be happy!** Yes, you can choose how you wish to be that day! What choice will you make today?
- **Dream big!** Believe that all is possible! What do you want your job to look like? It is all in your attitude! Stand in a place of unlimited possibility!

From...

Second Innocence

Rediscovering Joy and Wonder

New Newsletter Format and Our Commitment to You.

We have tried to be responsive to the many requests over the past three years. Many of you would like this newsletter longer, some shorter. Some have asked for a printed version and many of you still want it e-mailed. You want more *post it* sheets and many want more books recommended. So, we decided there was a perfectly good way to do it all!

What we have done is create a schedule that fits with most people's requests. We have designed a format that will be responsive as well as informative. Having said all this we are pleased to present to you the new 2005 Enlightened **Leader Format**.

The Enlightened Leader Newsletters—twice per year. This newsletter will arrive in your inbox January/February and again in July/August. It will be designed to cater to your reading availability and to the windows in your work and life schedules—Summer and New Years.

Shorter Enlightened Leader newsletters - "Horizons"

Delivered to you once a month. These will consist of one page of useful tips, quotes, happenings to use during your days at work or in life.

Comments or Suggestions?

Do you know someone who might benefit from our newsletter?

Please feel free to contact us at :

info@theizzogroup.com

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

What is the cost? - Because many of you have asked we want you to know this newsletter **is free !** We do not charge for this service and we do not sell, trade, barter or even consider parting with your e-mail addresses. The catch? You have to read it and hopefully make a good change in your life. That's the only catch.



Want to write an article for us?

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!

Thoughts, ideas or letters to the editor

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