

the enlightened reader

IMPROVING THE QUALITY OF WORK AND LIFE

Volume 6 Oct 2004

thoughts from izzo



Just the other day I was having dinner with a good friend who was a fiery activist in his early days. Together with others he founded one of the world's most well known organizations, one that had tremendous influence on the world twenty years ago. As we ate dinner I asked him if he missed those days of his youth when he was on the edge "changing the world." He told me that mostly he thought about how "naïve" he was back then. As we talked, I wondered whether it is our experience that makes us less naïve or whether it is our willingness to be naïve that allows us to accomplish great things. Maybe, it is only naïve people who ever change the world—whether that world is politics, business, communities, and so on.

The people who founded Southwest Airlines naively believed that airplanes could compete with the car. The people who started Apple Computer naively believed they could alter the world of personal computers. John Kennedy naively promised to put a person on the moon within ten years. Gandhi naively believed the British would leave India without a war. In each case, those with more experience scoffed.

We often associate such idealism with youth, and it is true that many of us choose to give up our "idealism" as we grow older. I have seen this in smaller ways in my workshops when people talk about the fond hopes they had for their lives and careers when they were young, hopes that have been replaced now with realism and sometimes with cynicism.

Just recently I spoke at a conference for an industry where most people feel their products are nothing but a commodity with little to differentiate other than price. In the audience were a few organizations that did not accept this paradigm and were proving by their results that service can win customers if you are innocent enough to bet on it.

Perhaps it is only naïve leaders and people who change the world. So what would you try to accomplish in your life, work, and leadership if you were just a bit more innocent and naïve?

who's your brand?

We hear a lot about the challenges of sustaining a unique brand in today's competitive market. Companies spend millions on colors, logo's, market research, advertising pitches and slogans, the right packaging, the perfect uniform for staff and all the bells and whistles. What some of our clients are noticing is the need for a "people brand" within their company. The Brand isn't just the logo, the store or the quality products, it is also the experience people do or do not have while they patronize your restaurant, toy store, coffee shop, health center or grocery market. Creating an "Identifiable Spirit" requires intentional planning and persistence.

Here are some questions to ask yourself about your Culture Brand:

1. What is the unique experience we want people to have when they walk into our establishment?
2. Are they having it and how do we know?
3. What does it mean to be a "your company" person.
4. Do we live our own brand?
5. Do our employees have some creative control over what our brand experience is?

We have found some of the most successful companies genuinely see the power in creating a unique experience for their customers.

Some organizations that are doing the hard work needed to create an deeply rooted "Culture Brand" are:

Umpqua Bank—www.umpquabank.com

Synovus Bank—www.synovus.com

Applebee's International —www.applebees.com

Take a peek!

Conservation Tip:

Got lots of CD's that you can't use? Well you're not alone! Many CD's cannot be erased and rewritten—here is a place that will take and recycle them for you. simply send whole disks, without packaging, in packages of less than 50 lbs. to:

NE-SAR Systems
420 Ashwood Road
Darlington, PA 16115-9325
(724) 827-8172

Comments or Suggestions?
Do you know someone who might benefit from our newsletter?
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.

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Ten Sure Ways to Be A Great Leader

Print and Post.

Over the last decade we have worked with thousands of managers and leaders (and listened to thousands of stories about leaders from those who work with them). We thought it might be fun to share what we have learned from all those stories about what it takes to be a leader who inspires others to greatness:

1. **Write 1-2 personal thank you notes each week.** We can't tell you how many people have told us how much those notes mean to them.
2. **Take time to get to know what is happening in people's lives.** Many managers were taught not to get "friendly" with employees but employees tell us they like leaders who take the time to know about their lives (kids, hobbies, passions).
3. **Learn people's names.** Old wisdom yes, but thousands of front line people have said-do you know he or she remembered my name
4. **Ask people what they think regularly.** Just like in marriage, our people are a lot more interested in us asking what they think then in hearing our opinion. So before telling people what to do, always ask what they think.
5. **Have high standards.** I have asked over 20,000 people to remember the best boss they have ever had. Then I've asked them if they were an easy boss or a tough boss? About 95% said they were a leader with high standards. So what are your five key expectations? D you give tough feedback?
6. **Inspire people.** We have heard hundreds of stories of leaders who dared to inspire with everything from motivational slogans of the month to inspirational story time during meetings. Two things that are always true when we hear those stories-people poke fun at those leaders and then tell them how much they admire them.
7. **Be passionate.** Studies of great teachers have shown that teaching methods have next to nothing to do with the teachers we love. Rather we love teachers who are passionate about their subject and show it. We respond to the leader's passion about the brand, about what makes us different, about what we can accomplish together.
8. **Give others the credit.** People love to get credit for accomplishing something and when you give the credit to others they usually give some back.
9. **Walk around & ask good questions.** Leaders know they are supposed to walk around but just showing up is only half the secret. When you walk around, ask good questions-find out how the work is really going for people, what would make them more effective and listen deeply.
10. **Remind people of the higher purpose.** People give almost 2/3 of their adult life to work and most of them hope it made some difference to someone. Remind people of how your products and services help make lives better and do it whenever you can. Remember 80% of new college grads would rather make a difference in their job than a lot of money.

Dr. John Izzo,

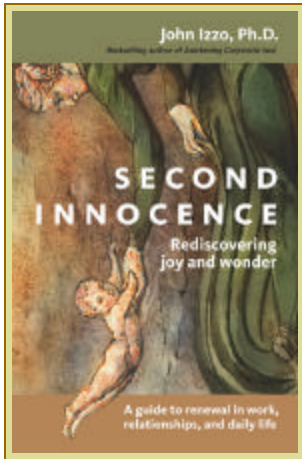
Author of "*Awakening Corporate Soul*" and "*Values Shift the New Work Ethic*"

Order copies here:

www.izzoconsulting.com

new book update

[Pre-orders available on Amazon Now!](#)



"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*

By the bestselling author of *Awakening Corporate Soul* (more than 60,000 copies sold)

Inspires readers to reclaim their idealism and find their sense of wonder again—without surrendering their critical faculties

Full of witty and compelling real-life stories

Second Innocence describes a unique philosophy for turning life's corners with more enthusiasm, less cynicism and more faith in each other. The innocence that John Izzo advocates is not the naïve innocence of childhood. This innocence is a chosen one, one that breathes freely despite the scars from life's mistakes and failures, despite the harder truths that become apparent to us as we become adults.

"What might happen," Izzo writes, "if we began to think of innocence as a quality we bring to our lives, a perspective and a way of looking at the world, which is not replaced by experience but which influences our experience? When we choose innocence as a frame to experience the world, the qualities of hope, idealism, openness, and faith nurture the experience of wonder and joy in our lives."

In the tradition of Robert Fulgham and Richard Carlson, Izzo uses his experiences as a son, husband, father, employee, minister, author and organizational development consultant to inspire readers to see the world from this new, rejuvenating perspective. Chapters with titles like *Full Speed Ahead In The Wrong Direction*, *Choose Your Glasses Carefully*, *Getting Past Your Expiration Date*, *The Burned-Out Buddha* and *The Power of Not Now* explore how to reclaim our innocence in four realms—daily life, faith, work, and relationships.

"It is not that experience should not shape our idealism", Izzo tells us. "In fact, our initial innocence must be shaped by our experiences. To hold on to our innocence is a life long process and it is our ability to foster the quality of innocence that continues to bring us to the edge of what is possible in our lives and in our communities. That we may choose innocence and idealism while incorporating the harder experiences of living is the core premise of this book."

Both practical and inspiring, *Second Innocence* combines wonderful stories with a inspiring philosophy to help us maintain our idealism and enthusiasm throughout our lives.

public events in 2004

ASTD: American Society of Training and Development—April 22, 2004 in Washington DC.

This program is a full-day pre-conference workshop on: **Work Journey in Midlife:** Visit the website and make a commitment to be there. Go to: www.astd.org.

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

If you can't make it to ASTD then you can experience a Pre-conference workshop with John Izzo along with a Keynote on the second day. Pre-conference workshop on *Creating the Engaged Workforce* and the Keynote Presentation on **Innocence, Idealism and the Servant Leader**. Other presenters include Laurie Beth Jones, John Carver and Bill George of Medtronics. Go to: www.greenleaf.org

book launch speaking opportunities needed!

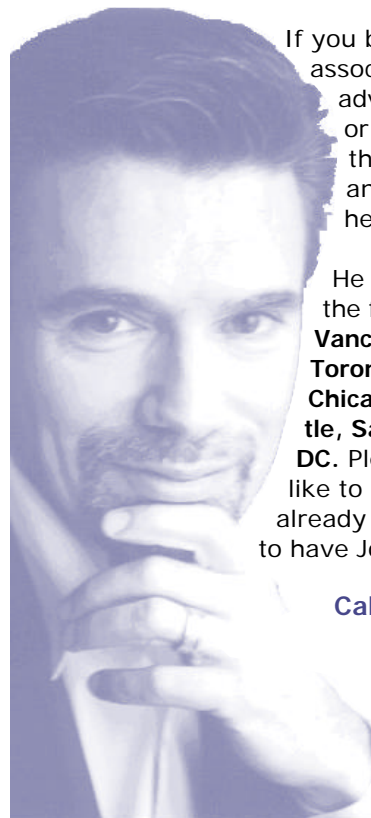
We need your help! John Izzo will be embarking on a large book launch across North America starting in February 2004, and we are looking for individuals or associations who would like to host a book launch event and offer John Izzo's expertise to their client base or membership.

If you belong to an organization or association that may want to take advantage of his travel schedule or would like to add you city to the list by having him speak at an event in your city we want to hear from you!

He is already scheduled to be in the following cities:

Vancouver, Edmonton, Calgary, Toronto, New York, Chicago, Atlanta, Las Vegas, Seattle, San Francisco and Washington DC. Please let us know if you would like to host an event or if you are already planning event and would like to have John as the keynote speaker.

Call Leslie @ 604-913-0649



NEW!

be the dog column



This is a new section in our newsletter. Many of you have heard Dr. Izzo talk about **"Being the Dog."** A concept he got from his dog who for ten years went to the door every time the bell rang even though never once was it for him! Great leaders go to the door. Every month now we will feature examples of people who kept going to the door to create powerful change.

This month we are featuring Lloyd Hill, the CEO and Chairman of Applebee's, one of the leading family restaurant chains in the world. When Lloyd accepted the job as CEO he made a series of field visits to restaurants in the chain. He noticed that in some of the restaurants customers left just a little bit better than when they arrived. He began to believe that if you treated people a certain way, they could leave a restaurant better than when they walked in even if it was only in some small way. Over the last number of years he and others at Applebee's have continued to promote that simple message along with the message that Applebee's would have "noticeably better people." Although their success can be attributed to other things, it is one more example of the power of a few simple messages driven relentlessly.

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

20 questions that will change your work life

1. What do you enjoy most about your job?
2. What do you enjoy the least?
3. What are your strongest skills?
4. Which skills are you interested in developing further?
5. Which parts of your job do you find most challenging?
6. What new challenges would you like?
7. How satisfied/engaged do you feel in your work, day to day?
8. What changes in your work might help you feel more satisfied/engaged?
9. What is most important to you right now in your career?
10. What do you want to create next in your career?
11. Can you describe how you contribute to our organization?
12. How could you contribute more?
13. What additional tasks or projects would you like to take on?
14. What interests you about those?
15. What parts of your job would you like to let go of?
16. What other jobs attract you? Why?
17. Are there other talents you want to try? Why?
18. What would be the soul nourishing decision?
19. Who do you need to support your decisions?
20. What is preventing you from making this change?

new to izzo

We are proud to introduce to you **Ms. Olivia McIvor**, a workplace wellness and human resources expert. Her extensive background has encompassed professional development and training in the Retail and Banking sectors with a growing client base in healthcare. She is a senior consultant here at Izzo and has been facilitating our **People Centered Leadership** Program in Healthcare as well as Izzo's **Branding from the Inside Out** Program. Her development skills are furthering the success of our pioneering program **Three Generations—One Workplace: How to Build Bridges and Thrive in the Future.**



We are excited to have Olivia as a full time consultant and teacher here at Izzo Consulting Inc. as her many talents and gifts are already being utilized by our clients.

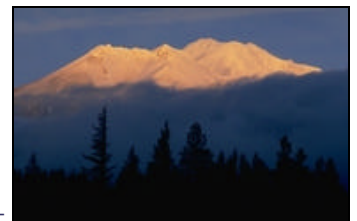
the bigger story

Just a few weeks ago, I spent an entire day speaking to leaders at the Mayo Clinic in Minnesota. It is an organization with a long history and a reputation for excellence. Throughout my time at Mayo, I was struck by how their history and stories from that past continue to shape the organization. At lunchtime I spoke to over 400 people from several sites. The auditorium in which the event was held had large photographs on each wall featuring both the founders and history of the clinic (and yes the eyes seem to watch you wherever you sit). As I spoke to the group about keeping the spirit in our work, it occurred to me how important it is to remind people that they are a part of something bigger than themselves. No one could sit there that day and not be aware that others had come before them and handed them something of significance to take care of. No one could forget that they would be part of this legacy only for a short time before they too would leave the room. Inspired by the photos I asked them a simple question: "One day you too will be a photograph on the wall, will this great history be richer for your participation in it?" What photographs and stories in your company remind people that they are part of a bigger story?

Ski season get away?

Are you feeling the need to "Get Away?" How about a stay in the world renowned Whistler Village? Stroll through the pedestrian only streets and shop or browse at the wide variety of shops and specialty stores. Try one of the many distinctive restaurants, cafes, lounges or nightclubs in the area, and during summer watch as the village comes alive with clowns, musicians and presentations on the streets. If you're into skiing, Whistler Blackcomb mountains have over 7,000 acres of ski and snowboard terrain, with 12 alpine bowls, 3 glaciers, 200+ marked trails and 33 lifts. **Available only to our clients** is an opportunity to stay in Whistler in a one bedroom condo at the Lost Lake Lodge for a reduced rate of \$140 Canadian (\$100 US) per night. Summer rates of \$90 Canadian (\$65 US) per night start May 1. If you are interested, please contact us. Both of these offers are only valid with a two night minimum stay.

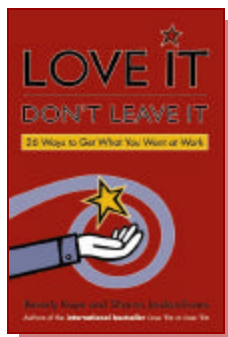
E-mail us at info@izzoconsulting.com for available dates!



the book corner

All available on Amazon!

New Release!



Love it Don't Leave It 26 Ways to Get What You Want at Work by Beverly Kaye and Sharon Jordan Evans Berrett Koehler

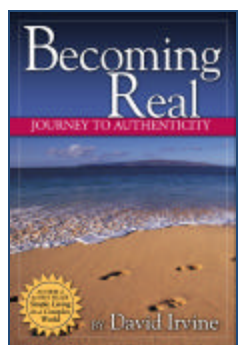
Given the current economic uncertainty, workers are reluctant to leave jobs, even ones they feel are not a fit. They disengage, produce less, and bide their time in quiet dissatisfaction. **Love It, Don't Leave It** empowers these employees to improve their job fit and find career satisfaction, all without leaving their present employer. This book couldn't be more timely.

Love It, Don't Leave It is from the authors of Love 'Em or Lose 'Em and uses the same straightforward, A to Z format that made the previous book a success (over 250,000 copies sold). But whereas Love 'Em or Lose 'Em targeted the nation's approximately 7 million managers, Love It, Don't Leave It targets an additional 102 million employees—an even bigger potential audience.

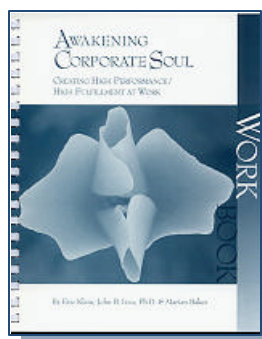
New Release!

Becoming Real: Journey to Authenticity by David Irvine

Self-respect, meaningful impact, and the freedom that comes from living in harmony with your deepest self is achievable. The promise of becoming real, of living a life without façade or pretence or the need for prestige is possible. In this personal and provocative work, David shares his profoundly human journey to realness and his vision of authentic living.



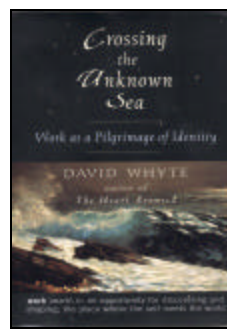
The authentic journey is a voyage to awaken us and take us to the heart of what our life is meant to be about. Yet when we conform to the world's expectations, we stray from that path. While some books offer ephemeral ideas for behavior change, this book offers enduring wisdom for real change. This book is valuable for those committed to amplify your impact in the world – business and community leaders, parents, teachers, entrepreneurs - from your *presence* rather than your *position*, from your *soul*, rather than your *role*, and for those who yearn for serenity beyond the fleeting allure of achievement and materialism.



Awakening Corporate Soul: The Companion Workbook
By John Izzo, Eric Klein and Marion Baker

This workbook is a companion to John Izzo's bestselling book **Awakening Corporate Soul**. It is an effective "field" book that helps leaders with scores of practical tools and ideas for creating an engaging workplace. In addition to helping create better teams, it contains a 12-week process for creating more

fulfillment in your own life and work. Numerous organizations have used this manual as an ongoing management development guide. This Manual can only be ordered through Izzo Consulting Inc.



New in paper back!

Crossing the Unknown Sea: Work as a Pilgrimage of Identity By David Whyte

Our greatest opportunity for discovery and growth, according to bestselling author and Fortune 500 consultant David Whyte, is in the thing we most often want to get away from: our work. It's where people spend the majority of their time, and it's where many spend much of it wishing they were somewhere else, doing something else. And it's where people often spend their time not being present, and not being themselves. Whyte points out that "as human beings we are the one part of creation that can refuse to be itself. Our bodies can be present in our work, but our hearts, minds, and imaginations can be placed firmly in neutral or engaged elsewhere."

The book takes us on the holiest of pilgrimages – to the center of identity and the roots of growth.

Awakening Corporate Soul: Four Paths to Unleash the Power of People at Work by John Izzo and Eric Klein



Our 1996 bestseller, this book helps leaders and individuals explore four paths to more soul at work. Based on the spiritual traditions of east and west, it has sold over 50,000 copies to date. With a nice mix of personal development for leaders, ideas for creating spirited, engaged workplaces, and exercises to rediscover the purpose of your own work/life, **Awakening Corporate Soul** is an indispensable tool to discover more of what you should at work.

Upcoming Programs:

September:

Sept 18—Event for Speakers Spotlight—**Toronto**
Sept 18 - Event for the Lavin Agency—**Toronto**
Sept 23rd—Mayo Clinic—**Minnesota**
Sept 23-24th Leadership Retreat
Sept 26th—Applebee's International—**Phoenix**
Sept 27-28 —St Mary's Medical Center

October:

Oct 2nd - Event for The Lavin Agency —**Vancouver**
Oct. 7-8 Regina Qu'pelle Health Region —**Regina**
Oct 10—American Legal Administrators Assn. New Mexico
Oct 20th Event for The Lavin Agency—**Vancouver**
Oct 23-24 Georgia Power Company—**Atlanta**
Oct 29-30 St Francis Hospital Leadership — **Retreat**

November:

Nov. 3-4 Liquor Board of Ontario—**Toronto**
Nov. 14th Event Eagles Talent Agency—**Virginia**
Nov. 18th Fraser Health Region Mgmt. Conference—**Vancouver**

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 info@izzoconsulting.com