

# Izzo Consulting Inc.

IMPROVING THE QUALITY OF WORK AND LIFE

We need a name for our Newsletter! Contact us with your idea and you could win an "Awakening the Corporate Soul: Workbook"!

The Izzo Consulting Newsletter  
Volume 1

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**W**elcome to the first edition of the Izzo Consulting newsletter. Thank you for your interest and we sincerely hope you find this newsletter helpful, interesting and informative.

Using Dr. John Izzo's knowledge, insights, and experiences we created this newsletter in the hopes of informing people of new developments in the ever-changing workforce, as well as providing ideas and tools to assist people in living more meaningful and balanced lives. Also included to help on your path of continual learning, is a guide to reference materials, including a book corner with a list of books Dr. Izzo has, or is reading and a brief summary of each.

In this edition, we will be highlighting the Generation Gap that is prevalent in today's workforce as well as some thought provoking information on this topic.



## THOUGHTS FROM DR. IZZO

*"As I write this, our world is digesting news of bombed out dance clubs in Bali and nerve gas in Moscow. The stock market is up (finally) but so are layoffs and unemployment. We live in an age of great paradox. We have more*

*books on parenting and more neglected children. Stores filled with books on new age values but more violence in the schools. More land in parks in the world than ever but more deforestation and species going extinct. More people saying they need to find more balance (and focus on what really matters)-but calendars just as full and people staying as late as ever in the office. We have more leaders saying people are their most important asset and lower trust between employer and employees than ever. It is exactly all these conflicting signals that make this time in human history so important and exciting. We can all make a difference-in our workplaces, in our schools, in our families, in our communities, and in our world. I hope this newsletter gives you some ideas-on how to be a better leader, how to be a better person, how to build a better business, and how to live a better life. So as an ad recently said on television-"do something, do anything." Together this time of paradox can be a turning point."*

## IDEAS ON MANAGING PEOPLE AND CREATING SOULFUL WORKPLACES

### **Appreciation At Work: One Idea**

Want a simple way to make people feel more appreciated at work? Why not try what several of our clients are doing and start every meeting with appreciation. That's right, before each meeting take a few minutes and recognize what is going right and give staff members a chance to recognize others on the team. Do it at every meeting without fail. Clients tell us it really works.

### **Have a First Dinner or Lunch with New Employees:**

For some time now we have been telling managers how younger workers are looking for a more personal experience at work. They want to be known for who they are inside and outside of work. At Total Systems Services (Columbus, Georgia) each new employee has a social dinner with their new boss within two weeks of starting their job. What do they talk about? Well, everything except work. That's right-who is this person, hobbies, family, career interests, dreams. New people love it. After a recent speech a large division of the General Services Administration is going to start their own "first lunch" program.

### **First Day-Ask Them What They Think:**

One of our clients has a great practice for employees on their first day of the job. Managers sit down with first timers and let them know that because they are new, they will have lots of good ideas. They are told to keep track of those new ideas and things that need re-thinking. Then the manager meets with them each week for the first two months to get their ideas. What a great way to start a new job!

### **Send Us Your Ideas:**

We would love to feature your best ideas for managing people and creating a more soulful workplaces. . . Send your ideas to: [info@izzoconsulting.com](mailto:info@izzoconsulting.com)

## **GET READY FOR OLDER WORKERS!**

Get ready for the age of the older worker. The U.S. Bureau of Labor says that by 2008, a full 25% of employed persons will be over age 65! Why? Because there are not enough younger workers to fill the jobs of retiring boomers, and because boomers want to keep working part-time. Smart companies like Walmart are already trying to re-think their HR practices and job designs to get ready for the shift. Are you ready?



## **BOOMERANG EMPLOYEES? A GROWING TREND**

More and more companies are recognizing the value of "boomerang" employees." These are people who leave the organization and decide to come back after taking another job. Boomerang employees cut training costs, send a great message about your culture to current staff, and can be a great way to get great people to return. Several of our clients have tried different techniques to encourage "boomerang." First, let people know when they are leaving that they are welcome to come back and you will try to find a place for them if they call back. Second, call valued employees who leave about every 6-8 weeks and find how things are going. Don't forget to make those calls personal as well-how is the family, hobbies, and so on. Finally, send an e-mail newsletter to former "alumni" with exciting company happenings, new contracts, and positions you are looking to fill. What is the bottom line? Make people feel like they are still part of the clan.

## Understand the Generations And Bridge the Gaps

One of the most challenging aspects of the work environment is understanding the generation gaps. On September 25, 2002, Dr. John Izzo presented a workshop in Atlanta Georgia in association with *WYNCOM's Lessons in Leadership* distinguished speaker series. Dr. Izzo discussed the differences between the generations in regards to what imprinted their lives and how that imprinting affected their approach to work life.

John divided the room of into specific age categories: Pre-Boomer (born before 1942), Baby Boomer (born 1942—1969), Generation X or Nexus Generation (born 1963—1977) and Net or Vilos Generation (born 1978—1998). He then asked them to answer a series of questions about their values, influences and imprints, how they think and how they think other generations see them. After some tough group work they shared answers with the entire room. People were amazed at the similarity in values from such dramatically different groups and what struck the most notable chord was how little they knew about each other.

We have compiled a brief synopsis of this workshop in this article, along with information regarding each era. Our hope is that this information may stir some good conversations in your workplace and that fellow employees and managers too can bridge gaps.

### Pre-Boomer (born before 1942)

Born before the second world war, many of these people trusted their government and countries, and went to war. Many of the people born in this generation are still working, growing and learning. Characterized as old fashioned, trusting and steady they are, in essence, the most consistent, regretless and loyal individuals in our population. Their most

*"They are, in essence, the most consistent, regretless and loyal individuals in our population."*

important values are listed to be Trust, Work as a Noble Cause and Partnership. In their day, they didn't have media, they had radio and dish soap commercials. The events that shaped their view

of work and life were based around an era of trust. They hitch hiked everywhere, family values were of utmost importance and credit cards were evil.

They watched the radio, listened to Dick Clark and American Bandstand and saw Kennedy assassinated. Above all, work was considered a privilege and their loyalty to work was similar to that of a family.

### Baby Boomers (born 1942-1969)

This generation makes up the largest group of individuals in North America. They are affluent, educated, healthy and will, in fact, work longer than any generation previous to it. They intend to remain active and involved for as long as they physically can, most opting for part time work that allows them to retain their status. When growing up, there

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were only three channels on the TV, if you even had one, and they were ABC, CBS and NBC. The VCR was now available and the first test tube baby was born. Their top values are listed as Balance and Synergy and Trust. Events that imprinted them in-

clude the Vietnam War, the women's movement and the space program. They had a strict upbringing and strong family values, people went to church and stayed with one job for life. In this era, Elvis died, disco was a fever and the coming of age included separatism and tolerance. In the work environment, they believe others see them as anal, controlling workaholics. With too much structure, old fashioned views and their over worked and underpaid attitude, some consider them to be obstacles to be overcome. In truth, their generation would like to be seen as trying to achieve balance, they worked hard and respect each other for doing so, they have learned to deal with conflicts and are organized and extremely aware.

### Generation X (Nexus) (born 1963-1977)

Nexus, meaning bridge or link, are a generation that is positioned between the Information Age and the Industrial Age. In their media, sports have become as important as politics, the TV was filled with scandals, starving children and evangelist preachers. This generation saw a prince and princess marry and Microsoft and Apple begin a war. Their important values are listed as Balance, Personal Growth and Development. Their imprints include inflation and recession, personal computers and microwaves. Desert Storm was their

war, the Space Shuttle Disaster, the stock crash of '87 occurred, and the Berlin Wall fell. They grew up with eating disorders, HIV and either dual working and/or divorced parents. They are viewed in the workplace as apathetic, self-centered and too open-minded. Overly concerned with personal life, they are seen as unwilling workers. Opposed to this view, they describe themselves as thoughtful and aware, driven, but not by the same things as others. They value their whole life, not just their work life. They are a generation that hates to be micro-managed and find rules and unnecessary politics frustrating.

### Net (Vilos) Generation (born 1978-1998)

The Vilos generation, *Vil* meaning velocity and *os* meaning source, were born in the information age. They have access to everything immediately, and everything has access to them. Their media world is filled with drugs, sex, poverty, pedophiles, corruption, presidential and corporate scandals, killer viruses, computer hackers, dot com hysteria, terrorism and easy money. They can be beeped, rung and instant messaged any time anywhere. This generation list their values as Balance, Work as a Noble Cause and Growth and Development. Their imprints include credit card

*"They feel their generation is viewed as spoiled brat technophiles."*

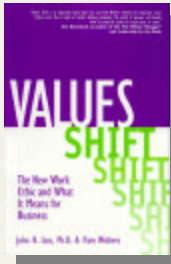
debt, teen pregnancy, STD's, endless learning and 103 channels with nothing to watch. Their family lives consist of single parent or dual

income, friends instead of family, non stop scheduling, traveling at an early age and being raised in different countries. They feel other generations view them as demanding, individualistic spoiled brat technophiles. They are under worked and over-paid with no work ethic and haven't paid the dues the other generations have. They don't speak normal English, in fact they type, not talk. In truth, these people are driven, altruistic and in search of complete life balance. They were raised alone and survived, and have the most genuine drive to make this world a better place. ☺

*If you wish to have a more detailed summary e-mailed to you, please contact us at [info@izzoconsulting.com](mailto:info@izzoconsulting.com) and we will be happy to send you one.*

## THE BOOK CORNER

Welcome to the Book Corner. In this section, we will give a brief explanation of books that Dr. Izzo has read, or is in the process of reading, as well as updates on John's past and current works. If you know of a book that might interest us, please e-mail us at [info@izzoconsulting.com](mailto:info@izzoconsulting.com).

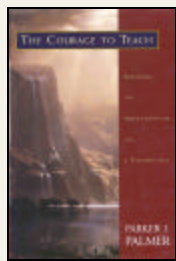
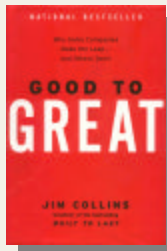


Values Shift: The New Work Ethic and What It Means for Business—John B. Izzo Ph.D. and Pam Withers, FairWinds Press, 2000

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 ethic is changing, focusing on the six major value shifts people expect from work. It offers practical ideas on what companies and managers can do to retain and inspire the people they need and value.

Good To Great—Jim Collins, HarperCollins Publishers Inc., 2001

How can good companies, mediocre companies and even bad companies achieve enduring greatness? Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least 15 years. After analyzing the histories of 28 companies, Collins and his crew discovered the key determinants of greatness.

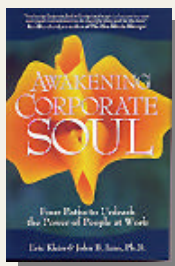


The Courage to Teach: Exploring the Inner Landscape of a Teacher's Life—Parker J. Palmer, Jossey-Bass, A Wiley Company, 1998

Teachers choose their vocation for reasons of the heart, because they care deeply about their students and subject. But the demands of teaching cause too many educators to lose heart. In this book, Parker Palmer takes teachers on an inner journey toward reconnecting with their vocation and students, and recovering their passion for one of the most difficult and important of human endeavors. Palmer guides us through the inner work of teaching to help us create communities of learning—and he calls upon the educational institutions to support teachers in this work?.

Awakening Corporate Soul: Four Paths to Unleash the Power of People at Work—John B. Izzo, Ph.D. and Eric Klein, Fairwinds Press, 1998

In this compelling book, wisdom traditions are used as a basis for leaders and companies to re-discover commitment, passion and performance at work. Filled with anecdotes, modern case studies, ancient teaching stories, and personal examples, this book is for anyone who wants to bring greater sense of meaning, spirit, creativity and fulfillment to their work and work place.



## Public Program in Saskatchewan!

We are excited to announce that we are in the process of organizing a public program with Dr. Izzo on March 4, 2003 at the Delta Hotel in Regina Saskatchewan. The full day program on Awakening the Soul at Work is based on Dr. John Izzo's first book "Awakening Corporate Soul." The program will explore the four paths to leading meaningful work and personal lives. For more information, please contact us at (604) 913-0649 or e-mail us at [info@izzoconsulting.com](mailto:info@izzoconsulting.com)

## WHAT MATTERS MOST: DR. IZZO'S NEWEST KEYNOTE TOPIC

Over the past year, Dr. John Izzo has been delivering a new keynote topic titled *What Matters Most*. The 60-90 minute talk focuses on how to determine what matters most to you and ways to align your life with these values. Since September 11, 2001, more and more of us are trying to focus on what really matters and this new inspirational keynote is striking a responsive chord among audiences. Knowing what matters most is also a critical issue for any business wanting to be more successful and focused. Dr. Izzo challenges audiences to recognize how important this simple question of what matters most is for our world and community at this time in history. In recent weeks he has delivered this to the American Legal Administrators, the Aviation Insurance Association, the American School Personnel Association, and the American Private Practice Physiotherapists.

## Upcoming Events:

Dr. John Izzo will be presenting at the following events:

Nov. 12, 2002—Annual World Wide Teleconference for WYNCOM's Lessons in Leadership, Cincinnati, OH

Nov. 14, 2002—University of Toledo and WYNCOM's Lessons in Leadership, Toledo, OH

If you would like any information regarding these events, please contact us at [info@izzoconsulting.com](mailto:info@izzoconsulting.com).



## CONSERVATION TIP:

If all the Cars in Canada and the United States had properly inflated tires, it would save an estimated 2 *Billion* gallons of gasoline each year (got a gauge?)

If we all recycled our Sunday newspapers, we could save ½ million trees every week.

If you print a copy of this article, please recycle it.

## NAME OUR NEWSLETTER!

Our new e-mail newsletter is meant to feature ideas for improving the quality of work and life. Take a look at our first edition and if you have a great name for our newsletter, send it to us. If we use your name, we will send you a copy of our workbook companion to Awakening Corporate Soul.