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Sent: Wednesday, October 13, 2010 12:33 PM
To: leslie@theizzogroup.com
Subject: [The Enlightened Leader] Volume 30- Fall 2010



October 13, 2010

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A Few Words from Dr. John Izzo**We Are All Social Entrepreneurs**

I am just back from four amazing days teaching and connecting with over 150 social entrepreneurs at the Social Venture Institute at Hollyhock Retreat Center outside of Vancouver, BC. What is a social entrepreneur? These are business owners who are creating and running mostly for profit businesses where doing well and doing good sit side by side as prime directives. Their businesses range from software to farming, from travel to publishing and from the moving business to making coffee, but what they all have in common is a focus on multiple bottom lines.

Take a case in point-Bruce Poon Tip. He owns a privately held company named Gap Adventures. The company had its origin from his personal passion to create travel adventures that would add value to the lives and cultures of communities

around the world, while giving tourists an experience beyond the "coach tour or all-inclusive" that so permeated the travel business. Beginning with one shaman in a rainforest in Ecuador, his business has grown to become a thriving world wide enterprise with over \$150 million in revenue. His goal has always been to make money and do good at the same time. Gap grew 42% in 2008 in the height of the recession, but it was not enough for Bruce. He called his team together and said we need to radically reengineer because "we simply are not doing enough good in the world." The company has embarked now on major efforts to improve the lives of the communities where their business has brought so many tourists.

>> [Click Here](#)

Kindness in Business: Part II**The Business of Kindness****Be The Dog...****Gentle Reminder:****Be the Dog**

Three years ago Dr. Izzo started the phrase "Be the Dog". For many of you this means very little. The term "Being the dog" means, "How are you going to the door each and everyday for the thing that matters the most to you?"

What are you trying to learn, master or hoan that requires you to Be The Dog? Is there a challenge professionally that you are working on? Is it a new skill, sport or social accomplishment? Are you a student and finding something in your sights particularly challenging? BE THE DOG is a phrase that reminds you to keep going to the door, keep striving until you accomplish your goal...even if...its just a pat and a scratch.... Be the Dog...

the DVD is available at www.fairwinds-press.com

Building Collaborative Relationships

Over the past ten years The Izzo Group has worked hand in hand with some of the largest companies in North America. We are dedicated to teaching leadership, management, and frontline employees, about the

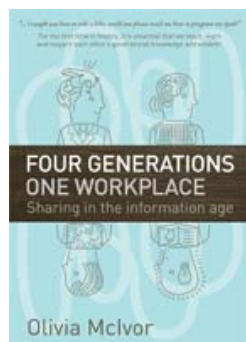
In the first article in this series, I planted the seed of "kindness in business" as a simple concept to provide a solution to the complex and serious challenges we face daily in our work. It is precisely this simplicity that allows kindness such power and magnitude to affect change at all levels within 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 descriptions 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 and tumble 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.

>> [Click Here](#)

New Fall Title for Limited Release!



Four Generations One Workplace: sharing in the information age by Olivia McIvor

Over the past four years Olivia McIvor has worked with hundreds of our clients in need of current information on the Four Generations influencing the workplace today. Communicating across the generations, the gifts and strengths of each, motivating expectations as well as training and learning needs. The research and data used to create the training program was rich with challenges facing clients however, it was equally rich in solutions, ideas and best practices in bridging the generational gaps.

This past year many of you have been interviewed by Olivia McIvor as she set out to write the book, *Four Generations One Workplace*. She wanted to capture the generational knowledge in this time of fast technology, a global concentration on sustainability and growing demands on power, people and resources around the world. We thanked you individually for your contribution we wish to also thank you publicly.

Four Generations One Workplace: Sharing in the Information Age by Olivia McIvor is available in this pre-publication release. We have only 500 copies for this pre-pub release, so if you are interested in ordering copies for your workplace at the discounted rate of \$16.95/copy (regular publication price after November 1, 2010 is \$24.95/copy) please visit www.fairwinds-press.com or call us at the office and order by telephone.

PechaKucha (Pe-cha-ch-ka) in Your City

Inspiration can be found anywhere, all we have to do is open our eyes.



PechaKucha (Peh-chak-cha Pecha Koocha or Pe-cha-ch-ka)

There are different pronunciations depending on your global location. This celebration of local talent began in 2003 in Tokyo. It was started by young designers and artists to meet, network and show their art publicly. Some seven years later PechaKucha is a global phenomenon that means to "chit-chat", and has grown to over 300 cities globally and to over 60 events monthly.

necessary elements a corporate culture requires to attract, retain and develop the workforce they desperately depend on. We have conducted, with success, workshops titled *Four Generations - One Workplace, Building Collaborative Relationships, People Centered Leadership, Renewing the Spirit at Work, Embracing Change in a Changing World* and numerous others.

We take seriously the needs of our clients and often it isn't us that always sees the need, it is our clients. We have built relationships of trust and expertise and have been asked to develop unique programs and leadership retreats designed to wrestle with a particular challenge until it worked through. following the 2008 economic crisis, that many are still navigating through we were again asked to put together a program that would address the tumultuous new time we face. (Distrust, financial struggles, new work teams, new leadership and uncertain future, generational challenges and so forth) We were asked to use our expertise and research to create a program that addresses the newly formed gaps in colleague collaboration now that corporate chains of communication across North America had been compromised. The Izzo Group developed the program, *"Building Collaborative Relationships"*, a program that would assist companies in the "re-development" of strong relationships with-in their company as well as externally.

We have run over 127 programs since its creation in 2008 and we are heading into 2011 with another 20 dates on the calendar. If you would like more information on this collaborative process please visit our site and read the client feedback comments and program summary.

The idea? To give locals from all walks of life, a chance to get up on stage and tell how they have made a mark in the city. Presenters are chosen from a list of submissions and the 15 lucky presenters can be artists, architects, journalists, technologists, writers, activists, urban planners, musicians, inventors, doctors, nurses, researchers, foundation heads, humanitarian reps... and the list is truly endless. Each speaker has the opportunity to tell their story on how they chose their career and why they do what they do. They are required to present with a powerpoint presentation AND, they only have 6 minutes to present. (yes there is a buzzer)

Most individuals chosen to present are not people accustomed to being in the spotlight. These are citizens, who over the years have built something inspiring and PechaKucha is usually their first opportunity to perform a professional 'show and tell'. Thursday, September 30th I attended my ninth PechaKucha. The people chosen to present were people who in most cases started with a vague vision, they added some hard work and a dash of chutzpa and lo and behold they have created something they call work and we onlookers call inspiring. As with past evenings, the line up started with a local musician or band to entertain us and 15 Vancouverites later we all were inspired, felt more connected and were entertained in an educational way. These 15 people are shaping my city and our future, we all are.

Why do this? There is nothing better today than to see people within your own community get a chance to show their accomplishments, all to raise money for people in need. It does make what we do that much more important. Haiti has received almost 80,000 from these forums. To see what other cities have raised, please visit their website/blog at www.pecha-kucha.org - click on your city to find out if you have a local chapter. If there isn't one, start one. the website comes complete with the must-dos and have-to-haves to get a successful Pecha-Kucha going.

Tickets are not expensive 10-15 dollars in North America and every event is for a social cause.

Thanks for taking the time to learn. www.pecha-kucha.org go there!

Kindness

Healthcare Culture Program

The **Contagious Kindness** program was created by Olivia McIvor and Leslie Nolin after two health systems came to us and asked if a morale and culture change program can be created specifically for healthcare? It is based on Ms. McIvor's book *The Business of Kindness: creating workplaces where people thrive.* (2006).

We were asked; Could we create a culture change program that focuses on creating wellness and kindness and tailor it to each health center's specific values?

The book, *The Business of Kindness'* (BOK) premise is based on 12 Character building traits and is filled with research and exercises on creating a vibrant healthy workplace. We used each client's values in the creation of **Contagious Kindness: the culture enhancement program for healthcare.** If you are struggling with high turnover rates, increased sick time and struggling customer service scores let us help you create a light. Kindness is not an easy to give, but we are all capable.

Ms. McIvor will be presenting her research at the Greenleaf Center for Servant Leadership's first healthcare Healthcare Symposium Milwaukee, Wisconsin www.greenleaf.org - Erie Chapman is the closing keynote for this special program.

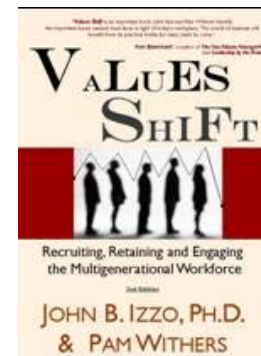
for more information on the Event - click on the link above. For more information on the Contagious Kindness program, email us directly: info@theizzogroup.com

Retention & Engagement Assessments & Strategies

Employee Engagement & Satisfaction Survey

Is your organization concerned about employee retention? Does fostering high levels of ownership and commitment stand out as one of your priorities? Would you like to know how vulnerable you are to losing good people right now and what vital few things you need to improve to keep them?

Values Shift in 9th printing!



We would like to announce that Dr. John Izzo and Pam Withers' book **VALUES SHIFT : recruiting, retaining and engaging the multigenerational workforce** - 2nd edition is in its 9th printing. 60,000 copies this title has sold!

To order copies of this work, please visit: www.fairwinds-press.com

Open Events

Greenleaf Center for Servant Leadership - Healthcare Conference October 26-27th, 2010 - Milwaukee, WI - the Contagious Kindness Program - registration:

www.greenleaf.org

Richmond Hospice Association - November 19th, 2010 Contagious Kindness: embracing connection, compassion & community in our lives.

www.richmondhospiceassociation.com.

The Izzo Group offers a unique service. We have developed a leading edge process by which we assess the current level of employee engagement within your organization or division and help you build a strategy to increase engagement and enhance retention. Based on our leading edge research, we have identified the four keys to engagement. Based on this work we provide the following service:

- An assessment of your current employee engagement level
- A clear picture of how vulnerable you are to losing good people
- A focused picture of the few vital issues that require improvement to enhance engagement and reduce turnover in your organization
- A solid strategy for retaining and engaging your people

With 15 years of employee engagement assessments behind us and five years of generational research we have a unique assessment tool to help you. **Contact us for more information.**

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