

THE IZZO GROUP

IMPROVING THE QUALITY OF WORK & LIFE



the enlightened leader

April 7, 2010

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The New Normal

Why Engaged Employees Matter More Than Ever?

It has been awhile since we last communicated so let me begin by saying that I hope 2010 is going well for all of you and for your work. We at the Izzo Group have been busy helping leaders and organizations weather these challenging times.



There is a lot of talk these days in business circles about the "new normal" which is a long period of slow growth. I am always skeptical of announcements about new normal because predicting the future is bad science at best but I do know that many companies are taking their eye off employee engagement at precisely the wrong moment. If this is the new normal, slow growth for an extended period, then engaged Employees matter MORE now than ever before.

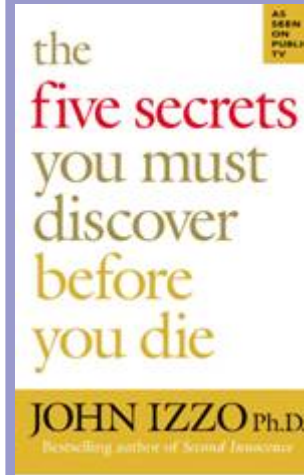
One of the ironies of the world of business is that companies tend to pay the most attention to their people during good times. During good times we focus on retention, have training sessions and motivational gatherings, we focus on the future and invite our employees to help create that future. Then when things get tough guess what happens?

We cut back training and do less career mentoring. We begin to think people should be happy to have a "job." We stop talking about the future and focus instead on an endless stream of problems that darken the horizon. Leaders start meeting in back board rooms making decisions that effect people's lives without engaging them in the process. We start to pay attention to things and forget about people.

Which of course: Is exactly the wrong prescription! When times get tough we need to cut costs and our employees hold the key to the knowledge needed to make things more efficient. We compete more for each customer so the level of service we give them matters even more and disengaged dispirited employees won't win customers. We need more innovation but creating a climate of fear means people hunker down instead of take risks. Our people are more in need of motivation and direction than ever so canceling the employee or leadership gathering is penny-wise and future success foolish.

The Five Secrets You Must Discover...

...Before You Die...



This book, based on the TV series continues to be a best seller!! Whether you are making plans to celebrate Mother's Day (May 9th) or Father's Day (June 20th) this book and/or DVD series send loving messages of appreciation and warmth.

Last year around this time we recieved a call from a gentleman in Wyoming. He was the father of seven boys and six girls, all had married and gone on to have families of their own. When he called to order the television series "*The Five Secrets You Must Discover Before You Die*" he said to us "I want my kids to know that even though I didn't have as much time to spend with them when they were growing up I think they are all really good kids and that I love them and am proud of them." By sending them the books and the DVD series he said he was letting them know he tried hard to raise them all to be loving, caring and responsible people. This gift was the closest thing out there that told his story. He wanted to "*pay it forward*".

It was a touching message from a father to his children.

If you don't know what to send your parents or children for Father's Day or Mother's Day - this series is touching, memorable and meaningful.

www.fairwinds-press.com

That's why smart companies always buck the trend when things get tough. They poach talent from other companies while others stop hiring, they keep their employees focused on the long term vision while others focus on what's wrong, they keep having those career conversations even if only to say "we still have our eye out for you." Smart companies focus on treating people like owners and engage their ideas because victims don't create change they sit around whining about it.

So ask yourself this question: Right now is innovation, service and cost effectiveness more important than ever in your business? If the answer is yes, guess what, engaged employees hold the key to all three of those doors. In fact, the average engaged employee is up to 25% more productive than a disengaged one so feeding engagement when things are tough is a winner.

Bottom line-keep people focused on long term belief in your brand, keep talking to them about their careers, have even more gatherings to motivate and inspire not less, involve your people in solving real problems that can help their own future instead of just announcing decisions (finding cost savings, finding ways to serve the customer, coming out with new innovative ideas for products/services).

Engaged employees always matter and ironically when things get tough they matter more.

Keep up the good work.

John

Teaching Kindness?

the Contagious Kindness Program

A question leaders may ask is what place does kindness have in the workplace? Kindness is a simple concept - too simple some might think to provide a solution to the complex and serious challenges of work. But it is precisely this simplicity that gives kindness such power to affect change at all levels within individuals and organizations. On a personal level, each of us can relate to how a simple kind word or an offer of help from a friend or colleague can go a long way to alleviate our stress and turn our day around.

The program reminds participant that in our careers the people who make a difference are not the ones with the credentials, but the ones with the concern and compassion for us. Our society is



Charities.... We Give to...

Giving back to the community and to our planet has been one of the many reasons we do what we do. Whether we are donating our time, our resources, our funds, our voices, our clothing, our hands or our expertise we have always tried to give to local and global foundations. It is part of who we are and I hazard a guess it is part of many of us.

Since 1996 we have taken on many small grassroots charities as well as a couple large ones. Like many of you, we have our pet charities, the ones we have supported for years. We have two, the Heart and Stroke Foundation and the Nature Conservancy of Canada. We decided however it was time to feature a few of the small and mighty charities we lovingly support. We are not marketing on their behalves, we simply feel it is important to share the good things people are doing to help others.

Best to you all,

Leslie

Bead for Life: www.beadforlife.org is a foundation that raises money for women in Africa inflicted with HIV. This foundation teaches women to craft beads from paper in order to make sellable jewelry. It then markets the jewelry across the globe. It can be sold by individuals like you and I who volunteer their time to host Bead for Life parties. A large percentage of the funds raised goes directly into the pockets of these women. It raises them out of poverty, funds and creates educational programs in their community on

built on a foundation of relationships, which connect individuals to families, work environments and communities. From playgrounds and courtrooms, to our staffrooms, trusting relationships lie at the heart of our challenges as well as our solutions. The way we affect each other relates to the quality of our interactions and ultimately determines the wellbeing and success of our workday and life. By beginning with self and building a strong foundation, you'll boost your ability to feel in control of your working environment both as an individual and a leader.

For more information on this license program or for a list of health regions in Canada using this program as part of their on-boarding process - please contact us.

Warmly,

Olivia

Helping to Re-Build Trust



Building Collaborative Relationships

In response to the economic crisis of 2007-2009, Leslie Nolin and Olivia McIvor of The Izzo Group were asked by our largest North American client to create an experiential learning module to assist their leaders in rebuilding and strengthening collegial relationships.

"If trust isn't there, work doesn't move forward."

program participant

We designed a leadership learning module "*Building Collaborative Relationships*" that tackled issues raised by the past year's economic situation. We rolled this program out across 762 leaders in 14 different cities over a 15 month period (feedback is on our website- under [Building Collaborative Relationships](#)). This one and a half day leadership/management module taught practices for creating better understanding in three areas of management:

HIV and AIDS and supports housing and community development for their children. check them out!

KIVA.org: www.kiva.org this is a microloan website that takes small loans from those who can afford it and finds individuals abroad who desperately need funds to keep their small companies going. It's a website and its goal is to alleviate poverty - one dollar at a time.and yes, we are "microloaners"!

Nature Conservancy: www.nature.org for the past 10 years we have given to the Nature Conservancy of Canada (NCC) as it has been working to protect many of the worlds most threatened natural habitats. Through education and outreach it is saving species and important natural places for generations to come. It is the leading conservation organization working around the world to protect lands and waters for nature and people.

New Program by Dr. John Izzo **Your Brain on Change:** **The Secrets to Changing Yourself & Others**

The capacity to change is critical for both personal and organizational success. Organizations spend millions of dollars trying to get people to change and on learning activities aimed at helping people develop new habits. Yet many efforts to get people to change fail and training often fails to produce real behavioral change. In this talk, Dr. Izzo will explore emerging research on the brain that shows why it is so hard for us to change habits and the five keys to sustainable change in behavior. You will learn why our brains are hard-wired to change rather than resist change once we understand how habits are actually formed and changed. You will see why so many traditional change efforts fail and learn how to use this new science of the brain to lead others to change and also how to change

- Personal collaboration (self awareness of one's style of leadership and how it impacts others)
- Interpersonal collaboration (how to connect and engage with others)
- Cultural collaboration and influence (how leaders can create a climate that encourages)

If you want an experiential and practical program that can:

- **Encourage, recognize and reward teamwork:** *Giving and receiving feedback techniques, 4 recognition techniques, what motivates individuals exercise, defining engagement (150% question) exercise, Personality Styles-understanding each persons unique style*
- **Encourage others to cross boundaries and relinquish their territorialism:** *Delegation quiz, building trust, leader vs. manager*
- **Understand various interests, suggest compromise to establish cooperation and build win/win solutions:** *generational differences, win/win conflict style quiz, what are my personal values (values card sort or leadership cards)*
- **Consult key stakeholders when making decisions:** *building trust, delegation*
- **Willingly take advantage of the assistance and expertise offered by other departments and business units to address problems and opportunities:** *leader vs. manager, appreciative inquiry model*
- **Offer compromise and trade-offs to gain cooperation and build consensus, externally and internally:** *removing judgments, assertiveness vs. aggressive skills (think, feel, want)*
- **Build networks of external stakeholders:** *generational differences*

If you want to improve the quality of your workplace please call us today.

yourself. Dr. Izzo will show how this new science of the brain influences everything from performance management to training, from large scale change efforts to how we make changes in our own life and work. This keynote will change how you lead change forever and lead to lasting changes in your own life and work.

Ask us today about Dr. Izzo's new research.



The Green Room

The Corporate sustainability movement has made headlines in a serious way ever since Al Gore sounded the alarms over five years ago. Although we have seen the bookstore shelves saturate with well intentioned books with the top "how to's" and "best ways" to save our planet. We still continue to need, use and waste too much. Although the media spotlight has recently focused our attention on important issues we still owe credit the everyday heroes who have paved the way towards sustainability. Many of these heroes have been trying to convince us for decades.

One of these extraordinary individuals is fellow Canadian, Rex Weyler. He has spent the past 40+ years researching and writing on topics that challenge us to think and act as the intellectual species. He presents to audiences globally and inspires us to preserve and respect our spectacular wild places. He teaches us how easy it is to be responsible for our treasures. He is inspiring, real and possesses a soothing warmth that leaves you wanting to protect our world.

To learn more about Rex Weyler please visit:

<http://brucesharpe.blogspot.com/2009/05/pecha-kucha-vancouver-rex-weyler.html>

or Greenpeace International website:

<http://www.greenpeace.org/international/about/deep->

The Business of Kindness: four part series

The Business of Kindness: part one

Kindness is a quality that provides an emotional benchmark for recharging and centering oneself in the midst of the stress and changes of today's workplace.



Author Bo Lozoff, leader of an organization called the Human Kindness Foundations, writes, "In the midst of global crisis such as pollution, wars and famine, kindness may too easily be dismissed as a soft issue or a luxury to be addressed after more urgent problems are solved. But kindness is in the greatest of need in all those areas, kindness toward the environments, toward other nations, and toward the needs of people suffering. Simple kindness may be the most vital key to the riddle of how human beings can live with each other and care properly for this planet we all share"

This quote has resonated with me since I first read it because of my career in human resources and the 'soft skills' dilemma that those in my profession understand as we struggle to promote these very skills in the workplace. Soft skills, or people development skills, have not been given the same consideration as the harder operational skills, because of the belief that they don't impact the bottom line as directly as the accounting or loss prevention departments do. We now know that recruitment, retention and 'just in time' training are reaching a critical mass. Businesses now believe that these so called soft skills, these 'luxuries to be addressed after the urgent problems are solved," are becoming hard core competencies as a matter of expectation due to ongoing demand for more emotional intelligence in the workplace being at an all time high.

One of the most noticeable and alarming effects of the increasing demands in the workplace is the much greater levels of stress and emotional toll leading to turnover, absenteeism, increased disability claims, lawsuits and, worst of all, rising incidences of

green.



The Izzo Group Ltd. is a firm dedicated to creating organizations and leaders capable of sustaining the highest levels of performance and commitment in their people. We are the hub of a pioneering group of organizations and leaders committed to creating workplaces founded on the synergy between growing people and creating profits. We offer a full range of training and consulting services aimed at helping everyone in the organization to experience and take responsibility for creating more engaging high-performance cultures and bottom line results.

We offer:

The Izzo Engagement Index (IEI) a healthcare culture surveys to help you better understand your employee's needs and wants as well as potential hot spots.

Training and Mentoring Programs to help you shape your culture:

- Four Generations One Workplace: leadership for the generations
- The Contagious Kindness Program (healthcare) / The Business of Kindness (corporate)
- Building Collaborative Relationships
- Renewing the Heart of Healthcare
- People Centered Leadership
- Renewing the Spirit of Nursing

workplace violence. Companies can no longer avoid dealing with the 'soft' issues that affect collegial relationships and employee morale. This is because an abundance of research shows that neglecting these issues is significantly debilitating people, productivity and, consequently, profits.

It's important to set the tone of this four part series of articles by first explaining how the kindness movement in North American began. Kind acts are not new but one woman stood up for an ideal that sent ripples of hope around the world; she was Anne Herbert, a California journalist. Herbert was a columnist during the early eighties who coined a phrase simply by chance that has become one of the most famous quotes of our time. From bumper stickers to key chains, this profound piece of advice reads "Practice random acts of kindness and senseless acts of beauty." Herbert grew tired hearing of random acts of violence on the news, something I think we can all relate to. She decided to do something about it and challenged her readers to go out and commit random acts of kindness. (con't)

>> [Click Here](#)

Generational Card Series

OVER 400,000 sold!

This card set helps you understand the different values and needs of the four generational groups currently within the workplace today.



This card set outlines **generational gifts, skills and training expectations, learning needs, motivational needs and communication expectations** of the four valued generations sharing the workplace today in a very quick reference style.

Use these cards to increase knowledge and promote constructive communication. Use them as mentoring and management training tools. They are up to date quick reference guides that anyone can use to better their culture and foster collaborative relationships.

Contains TEN of the four series so you can share and learn!
32.95 CND/USD

order now! www.fairwinds-press.com

Thank you!

We would like to thank you for your time and attention today.

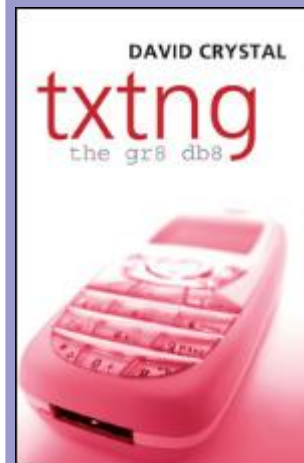
Keynote Appearances, breakout session programs, pre and post conference sessions available.

Television and Radio Appearances

Print media interviews.

Please call us directly or visit our website for more information.

Book Shelf



TXTING: the gr8 db8 by David Crystal

This book takes a long hard look at the text-messaging phenomenon and its effects on literacy, language, and society. Young people who seem to spend much of their time texting sometimes appear unable or unwilling to write much else. Media outrage has ensued. "It is bleak, bald, sad shorthand," writes a commentator in the UK Guardian. "It masks dyslexia, poor spelling, and mental laziness." Exam answers using textese and reports that examiners find them acceptable have led to headlines in the tabloids and leaders in the qualities. Do young people text as much as people think? Do adults? Does texting spell the end of literacy? Is there a panic in the media? David Crystal looks at the evidence. He investigates how texting began and who uses

Many of you have heard either Dr. John Izzo or Olivia McIvor present at a conference, a showcase or your workplace is one we are fortunate enough to work with.

We want to thank you for your hard work over this past year as we realize it has been a year filled with many changes and we, like you, know how uncertain change can be. We want you to know that we have read your stories and learned a great deal from your notes and feedback. Thank you all for sharing with us.

Until next time,

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it, why and what for. He shows how to interpret its mix of pictograms, logograms, abbreviations, symbols, and wordplay, and how it works in different languages. He explores the ways similar devices have been used in different eras and discovers that the texting system of conveying sounds and meaning goes back a long way, all the way in fact to the origins of writing - and he concludes that far from hindering literacy, texting may turn out to help it.

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