



June 11, 2008

### Reflections From Izzo

Let me give you a simple example. One of the things customers love about Westjet is their stellar on time performance. One of the things I know is that in the gate area, almost every employee is trained on how to welcome a plane and de-board passengers. When the plane arrives, not only is everyone trained to do it but if the person who is supposed to meet the plane is tied up for some reason, someone will step up and welcome the flight. Such a simple thing-train people and then treat them like adults. Ceate a place where the employee can decide who is best at any moment to meet the plane.

This may seem like such a small thing but let me tell you a story. I recently arrived on another airline, a major competitor of theirs, and we arrived a few minutes early. We then sat at the gate for over fifteen minutes with the door open waiting for the "right person" to meet the plane. Four employees stood around and waited, unable to serve other planes waiting for that one person to arrive. Other planes were probably waiting for those ramp workers while they waited for the supervisor, who is the only person who can do the job. The flight attendant kept apologizing saying he had called.

I happen to know personally that at this airline employees don't feel like they are treated like owners but rather that they are told when to blow their noses. At that airline, only certain people can "de-board" the plane. No one else is trained to do it (though it is a job any of these people could easily do) and if someone were to do it they would be in big trouble. When the "right person" finally arrived to free us, the on board flight attendant apologized profusely but said: "It's not my fault REALLY, I called them three times!" Oh, and by the way, it was not the union rules that make it so only one person could meet the plane.

The result of not treating people like owners was that an early arrival turned into a late arrival, four employees wasted almost twenty minutes of their time, a good employee felt the need to blame someone else thus making his colleagues look inept or uncaring.

Now magnify that simple story across hundreds of jobs and thousands of moments of truth. Imagine planes doing more flights because they get turned around faster, employees using that twenty minutes which becomes thousands of hours on useful effort for the company, and all the good will from the acts of "ownership."

But now the most important question: Do the people who work for you and in your company feel like and get treated like owners? Write and tell me your story of how a

### Technology and Science Workers: Why They Stay and Why They Leave?

Dr. Izzo has worked with several large engineering and technology organizations including Northrop Grumman, Hewlett Packard and IBM. Studies show that the number one reason why engineering and technology workers turn down a new job is because the work they are doing is interesting and they don't want to leave. In other words, doing interesting work is the single strongest glue for these workers. If you combine that with the fact that a "clear career path" was the top factor in choosing a new job for new graduates, and you can see that creating a culture where people feel they are mentored about career is critical. The simplest way to insure that people feel mentored is first to have a system where employees have regular development conversations (at least every six months) with their manager. Even more so, make sure every leader at every level sees it as their job to "look out for the careers" of everyone. Whether you a project leader or someone reports to you, career mentoring is not a position but a philosophy. Embed that philosophy at every level of the organization.

### 1st Place Winner at the Independant Publishers

culture of ownership is created and sustained. Do good work and be well.

Best, John

### Costa Rica Retreat: February 2009

#### *life long benefits of attending the retreat*

An opportunity to set clear commitments to being a leader who will make a significant difference in the world.

Have the opportunity to set a course of "true north" for your legacy as an influential leader.

An opportunity to learn alongside of one of North America's most respected voices on leadership and personal growth.

An opportunity to learn with a select group of leaders, who like yourself, are dedicated to making a difference through personal growth and influencing others.

An opportunity to explore the beauty of the rainforest with unique guides in a special setting.

An opportunity to see first-hand a completely sustainable community in action . You will learn about the leadership behind these innovations and have the opportunity to dialogue with members of that community.

#### **Participants:**

This retreat is designed for a small group of leaders. There is space for 18 individuals who have an appreciation for new experiences, want to learn and grow with the challenge and support of others. Most, if not all individuals will have a working knowledge of Dr. Izzo's work. Most will have read his writings, learned or participated in his Biography Channel series or have listened to his audio recordings.

#### **The Location:**

Costa Rica is located in Central America between Nicaragua and Panama. The government is politically very stable and has a high regard for the country's tourism industry. The location where this retreat will take place is a luxury tent lodge and conservation project focused on adventure sustainable tourism. The lodge is nestled on 842 acres of pristine jungle along the Savegre River. This jungle lodge, in our mind, is a five star resort complete with a cacophony of natural music each and every night.



#### **Awards!**

Five Secrets You Must Discover Before You Die has been named Best Self-Help Book of the year by the Independent Publisher's Association winning the Gold Medal for best Self-help Book of the last twelve months! We would like to thank our our Publisher - Berrett Koehler for their hard work and support over the past year, our publicists Jane Wesman Public Relations the United States, Meisner, Degroot & Associates in Canada and FSB Associates for their online publicity- Thank you all for your hard work! Friends, family colleagues, clients and supporters of Dr. Izzo's work - you all have played a part in this book's success.

#### **Five Secrets You Must Discover Before You Die**

the  
five secrets  
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you die

JOHN IZZO Ph.D.  
Executive Director of Family Enterprise

Dr. Izzo's latest book, *The Five Secrets You Must Discover Before You Die* was recently featured on the PBS show *Between the Lines*. The host, Barry Kibrick interviewed Dr. Izzo

for thirty minutes. Kibrick said the book is. The show will air in many major PBS markets including Chicago, L.A., and San Francisco. The website, "Curled Up with A Good Book", recently ran a stellar review of the book.  
[www.curledup.com/5secrets.htm](http://www.curledup.com/5secrets.htm)

#### **Recognition: One Size Does NOT fit All**

One of our clients has a recognition profile for each of their employees (including new employees). It consists of a simple questionnaire in which employees can let the organization know how they like to be recognized (thank you notes,

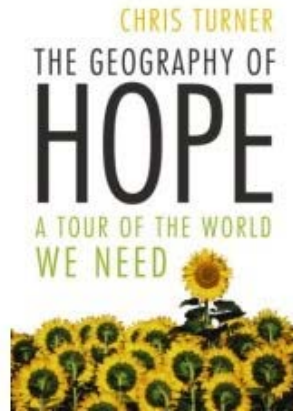
For more information or to register for this retreat, please visit [www.theizzogroup.com](http://www.theizzogroup.com).

**Great Book: Some Good News for a Change**

## The Geography of Hope

*A Tour of the World We Need by  
Chris Turner*

This book will inspire you and show you how we have the technology and the will to meet the challenge of global warming. As many of you know Global Warming and energy may be two of the most important issues of our generation. There has recently been fresh evidence that the climate is changing rapidly with increased ice melt at both poles and March being the second warmest March on record. The headlines may have read "snow in China for the first time in 100 years" but the rest of the winter in China was the warmest on record. So much for headlines! But instead of getting depressed, read this book by Chris Turner. He is a journalist and a parent who took a tour of the world to see how we are rising to the challenge of creating a sustainable future. From wind farms to green buildings, from cities that have conquered the transportation challenge to how we live our daily lives, Turner shows us both the urgency of meeting the challenge ahead but also how the solutions are already at hand if we only have the will. This book will challenge you but also inspire you. A great contrast to doom and gloom (think of it as doom and do something instead)




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**Dr. Izzo Speaks on Sustainability**

## Dr. Izzo on Sustainability

Dr. Izzo recently received rave reviews for a talk on Sustainability: The Challenge of Our Generation to the Canadian Housing and Mortgage Corporation. Dr. Izzo has been a leader in helping organizations and individuals meet the challenge of sustainability which we believe is the single greatest challenge of our generation. Consumers are increasingly looking for companies to go "green" which is both good for the future and good business. The talk is sobering and inspiring and will leave your people eager to help create a sustainable future. If you are interested in having Dr. Izzo speak to your group or conference on sustainability, please contact us.

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recognition in front of a group, one on one, and also asks them about their hobbies and interests. Nothing will ruin recognition faster than a group recognition for someone who prefers a private pat on the back or a movie ticket to someone who has not attended a movie in years. When employees are up for awards of various kinds, the manager is also contacted to ask them for ideas on how the gift can be personalized to them. When it comes to recognition, find out how people want to be recognized.

### Dr. Izzo on Public Television this month!

Dr. Izzo's show "*Love More*" is being televised on Public Television throughout the Month of June -

Please follow [this link](#) to view the listing schedule.

### Ordering Books and Products

To place orders for any of Dr. Izzo's or Ms. Olivia McIvor's books and products please visit our international distributor:

[www.Fairwinds-press.com](http://www.Fairwinds-press.com).

Multiple order discounts are available by simply emailing us at [info@theizzogroup.com](mailto:info@theizzogroup.com).

### a few more reasons people leave a company...

According to Hubpages.com the top ten reasons why people leave an enterprise are:

1. Below Average Wages or Unreasonable Work Demands

## Four Generations - One Workplace takes North America by Storm

This experiential and interactive program explores how and why our work ethic is changing, the potential conflict that having 4 generations in the workplace at one time is causing and focuses on what the research is telling us about the six major value shifts people expect from work

Tips and practical ideas on what companies and managers can do to attract, retain, inspire and communicate more effectively with their greatest asset: **their employees!**

1. To gain an understanding of the 4 generations currently sharing the workplace and the imprints that make each generation unique;
2. To learn practical methods for improving communication, enhancing performance, de-escalating conflict and how to facilitate learning in each generation;
3. To explore in depth what the current trends and research are telling us about the expectations people have with regards to work and how that is challenging retention strategies;
4. To learn the strengths and challenges that come from each of the generations in order to attract what your company needs;
5. To learn practical tools and tips for motivating & engaging the changing workforce

2. Lack of Autonomy and Respect
3. No Professional Development Program
4. No Advancement Opportunities
5. Lack of Recognition
6. Lack of Health Benefits
7. Health Problems or Job Burnout
8. No Job Security
9. Bad Management Behavior
10. Transportation Expenses

go there.  
[www.hubpages.com/hub/quit](http://www.hubpages.com/hub/quit)

This program is a full-day program for managers and leaders and is also designed to be delivered as a train the trainer program so you can continue to educate your own leaders. Four Generations- One Workplace - these generations are all in your workplace...do you know how to ensure you keep them?

For information on this program - please contact us at [info@theizzogroup.com](mailto:info@theizzogroup.com).

## 2008 Woman's Leadership Forum

### 2008 Woman's Leadership Forum: Vancouver, Sept 29th-30th



Designed to deliver a powerful leadership development experience, this two day forum unfolds in an energizing, creative and supportive environment where you are invited to explore, learn and take action. Participants from diverse backgrounds will discover more about themselves and their leadership potential through inspirational messages and stories from prominent keynote speakers combined with an extensive line-up of interactive workshops that enable you to customize the program to your specific needs and interests. Dr. John Izzo's keynote on "THE FIVE THINGS YOU MUST DISCOVER BEFORE YOU DIE" will be the Keynote Speaker SEPTEMBER 30th at 8:30 am - if you are not registered for this leadership forum in Vancouver...mark your calendars and attend!

[www.womensleadershipforum.ca](http://www.womensleadershipforum.ca)

Rule number two, ask people for help. The best ideas for keeping costs down are innovation flowing are nested in the brains of your people. Many companies wait until the crisis comes to tighten the belt and ask for help. Engage your people in finding ways to keep costs down and morale up. Don't wait for the crisis to ask for their help. Final rule, stay optimistic and focused on the long range vision. Tough times always come and go but adaptable businesses stay the course. Don't make cuts that diminish your long term capability in response to short term challenges. No one wants to be part of a "sinking ship" so leaders

must put the immediate challenges in the context of long term vision. And don't forget that layoffs should always be the last, not first, resort. Good people are hard to find and you don't want to diminish trust which can take years to rebuild. Dr. Izzo can speak to your leaders about navigating your culture during tough times.

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