

## Leslie Nolin-Izzo

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**From:** Mail Manager [mailto:mail@senderauthenticated.com] on behalf of Dr. John Izzo [info@theizzogroup.com]  
**Sent:** Wednesday, June 03, 2009 10:54 PM  
**To:** janice@theizzogroup.com  
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### Dr. Izzo's Reflections



### The Work of Our Generation

My stepfather was only eighteen years old when he stormed the beaches of Normandy during World War Two. Until he died sixty years later, I always felt like he carried within him the feeling that he had been part of the great work of his generation-the effort to free human beings from tyranny. He told me once that "looking back on my life, everything else seems kind of trivial in comparison."

It occurs to me that there is a great work to be done in our generation as well, which is to create a sustainable relationship with the planet and to learn to live with our differences (that is to realize that we are all in this together now). As Monte Hummel, a friend of mine who used to be the president the World Wildlife Fund told me-"this is the generation where the course of the human experiment will be determined."

I could chronicle all the signs that we need to change course (collapsing Fisheries, melting polar ice, extinction rates 1,000 times the average, one-third of

the population going to bed hungry) but I would much prefer to suggest that you and I have a unique opportunity afforded few generations which is to be part of solving the greatest challenge in human history.

Recently I previewed an amazing film titled *Fierce Light*, a documentary that explores activism in our time as well as its connection to spirituality. Seen through the eyes of those who have tried to create change in our generation (heroes like Desmond Tutu and Tich Naht Hahn alongside everyday heroes who seek to create a sustainable world) the film inspires each one of us to see the work we are called to at this time in history.

The real point is that each one of us, and our businesses, must make an important choice. Either we can sit on the sidelines or truly enlist in the effort to build a sustainable world during our lifetime. This means taking what is a "hobby" for many of us (that is something we do when convenient) and making it a calling (which involves seeing it as central to our work in business and life). It's not hard to imagine what might happen if even 15% of business leaders made a passionate commitment to helping to create a sustainable human world in our lifetime.

If you go watch the film *Fierce Light* you will see that the work is going on already and we each have a chance to join in. Maybe if we do so, we will get the privilege of being the generation remembered for having turned the human ship at just the right moment in history. As my stepfather said-sixty years from now, just about everything else we are working on will seem trivial by comparison.

Be good to the world, do good work and love those close to you,

John Izzo

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NEED YOUR ADVICE - Book Title Survey

## New Book Title Survey

With the success of the book "*The Five Secrets You Must Discover Before You Die*" Berrett Koehler Publishers has asked Dr. Izzo to write a sequel and given this, we would like you to help us choose the title.

Please take a moment and follow the link to complete the "title survey" - it will only take a few moments of your time.

<http://www.zoomerang.com/Survey/?p=WEB2299E62ZK6C>

we sincerely appreciate your opinion.

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The Five Secrets Flash Movie

## Spread The Perspective

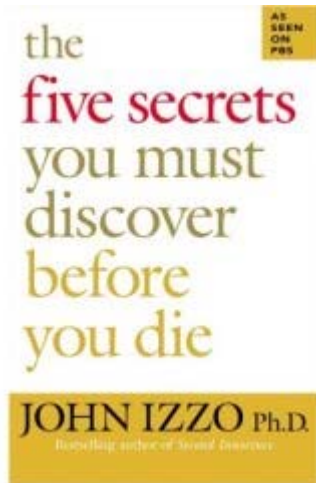
Over 400,000 people have now watched the four minute flash movie on [\*The Five Secrets You Must Discover Before You Die\*](#). Through music, pictures and words of wisdom the movie shares what Dr. Izzo learned from interviewing over 200 wise elders. It also gives people an opportunity to share their own person secret (and we have hundreds of them now).

Please take a look and pass it on to others. It might just make someone's day.

<http://www.bkconnection.com/thefivesecrets/index.html>

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### Graduation or Father's Day Gift



### The Five Secrets a Great Graduation or Father's Day Gift:

Dr. Izzo's most recent book, *The Five Secrets you Must Discover before You Die* is a great gift for graduation or for Father's Day. Exploring the wisdom of 250 people from the age of 60-106, the book helps each of us discover what really matters and how to discover lasting happiness and purpose. Why not get a copy for a new graduate or for Father's day and give the gift of wisdom this year, something that will outlast many other gifts.

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### Leading in Tough Times...

### Managing Careers During Downturns

How do leaders manage the careers of their people during downturns? Dr. Izzo recently penned a column for the *Globe and Mail* on this subject and here were some of the highlights:

- Keep having career discussions even if opportunities for promotions are slim. People need to know we are still thinking of them.
  - Provide lateral opportunities even if promotions are not available-such as the chance to work on key projects, attending conferences, etc.
  - Don't cut training and development programs. Training and skill development can be a form of reward so cut these as a last resort only.
  - Implement an external hiring freeze and create opportunities for internal candidates.
  - Identify high fliers and meet with them regularly to let them know that as soon as things get better you will be looking for opportunities for them.
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Nurse Week 2009

## Dr. Izzo inspires "during downturn"...

May 11 -17 was Nurse Week and this year we worked with the dedicated nurses at the Virginia Mason Health Center in Seattle, WA.

Dr. John Izzo delivered a full-day program on *Renewing the Heart of Healthcare* to 300 nurses. It was a day of personal reflection, renewal and appreciation.

For the past 8 years The Izzo Group has been asked to work with healthcare centers across North America, and some of the most rewarding events are the Nurse week celebrations in North America.

We would like to extend our appreciation to the many men and women who have dedicated their lives to caring for the sick and who have given their time unselfishly to solve the many healthcare challenges we face today. We would also like to extend a warm "Thank You" to the Leadership team of Virginia Mason for inviting us to assist you in creating your day of renewal.

To learn more about our *Renewing the Heart of Healthcare Program* or our *Contagious Kindness Program* please visit our website at [www.theizzogroup.com](http://www.theizzogroup.com).

Building Collaborative Relationships

## Rebuilding Collaborative Relationships.

Lost and strained business relationships are a sign of these economic times, however there is one thing that will assist us through these difficult times and that is the strength of our relationships... inside and outside our roles.

We were asked in 2008 to develop a program (for a large oil and gas client) that taught *collaboration* and the *management of relationships*. This complex program eventually became called the "*Building Collaborative Relationships program*". We based the program on Dr. John Izzo's book *Values Shift*, and research from *Awakening Corporate Soul* as well as the Character building traits in the book *The Business of Kindness*, by Olivia



MCIVOR.



We used the client's corporate values as a structure to base the learning outcomes on and developed a 2 day intensive program that not only challenges the norm for creating positive working relationships, it also incorporates the extreme conditions of the workplace today. It

takes into consideration the current challenges leaders are struggling with in terms of the trust, role redefinition, burnout and organizational restructuring.

This program is a 2 day intensive leadership collaboration program that assists leaders and managers in re-developing their relationships within their company as well as the ones they inevitably have to re-create outside the company walls.

We are now taking this program across North America and working with this company's entire management team in order to get a head start on developing the relationships they will again need once over this economic hump.

For more information on "*Building Collaborative Relationships Program*" or to learn more about the program and receive direct program feedback - please e-mail us: [info@theizzogroup.com](mailto:info@theizzogroup.com).

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Wise Elder Update...

## Mr. John Boyd - 96 year old painter holds final exhibition



ON LAKE ERIE SHORE (2000)  
Watercolour 6 x 9 inches  
Collection of Ann and Glenn Witzig

Mr. John Boyd is one of the wise elders who gave us much of his time for the filming of the television series back in 2007 originally titled, *The Five Things You Must Discover Before You Die*, which later became the book - *The Five Secrets You Must Discover Before You Die*". Mr. Boyd has become a close friend and in early spring he announced the was holding his final Art Exhibition and Sale in Toronto May 8th. We decided this was something that we just had to attend.

As the evening approached the *Globe and Mail* wrote an exceptional editorial on his beautiful long life and the evolution of his painting career (third career I might add). You can

view this editorial at: <http://www.theglobeandmail.com/news/national/ontario/article1128110.ece>

The weekend exhibition and sale was a mix of age groups from all walks of life who clearly arrived in celebration and appreciation for a man who ,to say the least, has inspired us and moved us all. Everyone purchased their treasures, I managed to get a few works of art, so I too have something to pass on to family in remembrance of this extraordinary human. His work can be viewed at [www.flickr.com/photos/29526755@n05/](http://www.flickr.com/photos/29526755@n05/) - My understanding is that he is going to continue painting abstracts.

I bought a few of his extraordinary pieces and I already cherish each one. I hold great admiration for this gentle man and with extraordinary pride will pass these treasures on to my children and children's children along with some great stories and lessons. If you haven't lately, call the wise elders in your own life, and let them know you love them.

warmly,

Leslie Nolin-Izzo

**Contact Us:**

For more information on The Izzo Group and for updates on Dr. John Izzo as well as Ms. Olivia McIvor's calanders please take time to visit us at: [www.theizzogroup.com](http://www.theizzogroup.com). Please visit our speaking page as we have recently uploaded new videos for both Dr. Izzo and Olivia McIvor.

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The Izzo Group

PO Box 668

British Columbia, Canada V0N2E0

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