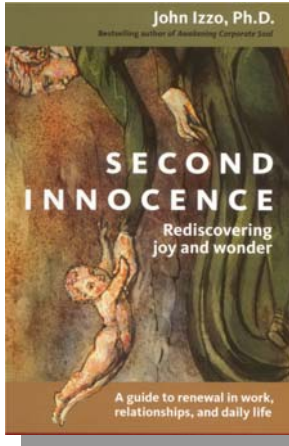




PRESS RELEASE



Berrett Keohler Publishers and Raincoast Books are pleased to present you with one of North America's most sought after change agents, speakers and authors of what will likely be **one of the most talked about books of 2004!**

Dr. John Izzo is widely known among leaders as the author of the best selling book *Awakening Corporate Soul* he was featured on the cover of ASAE's national magazine along with *Fast Company*, *Healthcare Forum Journal*, *Wisdom Television*, *ABC World*, *CNN* and many others. In March 2004 his new book **Second Innocence** will make its debut! The book suggest that in this post World.com and Enron, post September 11th world, **we must choose to fight cynicism and reclaim our idealism and innocence.** It shows a path for each of us, at whatever age we are, to rediscover the wonder and enthusiasm we often associate with youth.

Dr. John Izzo is know a of the most engaging, thought provoking, and human of the many voices that speak to corporate and association audiences. He speaks to over 100 associations and corporations every year and some of the most respected names in business such as: IBM, Blue Cross, Coca Cola, and Hewlett Packard. When speaking on **Second Innocence: Reclaiming Our Ideals and Renewing Our Hope**, his message is one of hope and responsibility in which he suggests that each one of us must rediscover our ideals and that only the rediscovery of our innocence can reinvent our workplaces, our communities and our families.

Groups such as ASTD, the American Library Association, the Operating Room Nurses Association, The Northwest Teacher's Association, the American Legal Administrators Association and the Greenleaf Center for Servant Leadership have already booked him for 2004 and dates are going fast.

For more information on Dr. Izzo and his forthcoming book, please contact us directly at

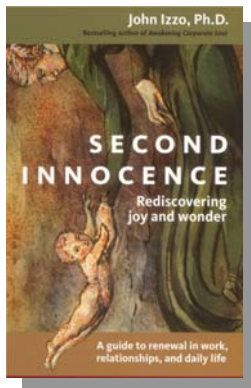
The Izzo Group
PO Box 668 Lions Bay, BC
Canada. V0N 2E0
604-913-0649
www.theizzogroup.com



Second Innocence:

A GUIDE TO RENEWAL IN WORK, RELATIONSHIPS, AND DAILY LIFE

Check out our book website at www.secondinnocencebook.com for more detailed information



- *Is it possible to age and keep the sense of joy and wonder about life without cynicism?*
- *Is it possible that our willingness to hold on to our innocence and idealism influences our ability to discover joy in our lives and make a difference in our world?*
- *Does our experience in the world take away our innocence, idealism and sense of wonder or does our choice to give up those qualities shape our experience?*

As a master storyteller Dr. John Izzo weaves a colorful pattern of how each of us can rediscover joy and wonder and eloquently provides us with a guidebook for renewing our work, relationships and our daily lives.

Through provocative questions you will explore profound questions such as: Is it possible to age and keep the sense of wonder about life that we had when we were young? Can we age without becoming cynical? Is it possible that our willingness to hold on to our innocence and idealism influences our ability to discover joy in our lives and make a difference in our world? Does our experience in the world take away our innocence, idealism and sense of wonder or does our choice to give up those qualities shape our experience?

Many people have become more cynical and skeptical about business, government, the world, about whether one person can make a difference, and our ability to create a healthy society where our children and families are safe.

Contained in the pages of *Second Innocence* Dr. Izzo suggests that only if we are willing to reclaim our innocence and idealism coupled with our wisdom can we hope to create better communities, better families, better workplaces, and ultimately a better world.

As children we do not choose to be innocent--it is simply our nature. We begin life with a naïve enthusiasm, a sense of wonder, a firm belief in ourselves and others, and a willingness to engage deeply in our days without fear our guilt. Most of us, in our youth, believed that we could change the world in some small but significant way. Yet, as we matured, our innocence can be met with disappointment, embarrassment, scientific fact, betrayal, financial concerns, the evening news, and so on. Slowly our natural innocence slipped away from us. *Second Innocence* explores the ways we can rediscover innocence in our lives and use that innocence to renew our life in four realms--daily life, relationships, work, and faith.

Drawing on his early experiences as a minister and his later work as an advisor to over 300 companies, the book explores the mindsets that are required to discover a "second innocence." Dr. Izzo begins with stories about figuring out what really matters to us and then explores some ways of thinking about life that facilitate innocence: Acting with courage, recognizing the small ways we "change" the world, holding on to our idealistic notions about those around us, seeing that our work is bigger than we see it, keeping our innocence as leaders,



understanding that the “glasses” we wear influence our experience more than our experiences shape our view of the world, thus, discovering ways to continually renew our work life, and rediscovering our ideals.

Based on the author John Izzo’s own life, and 25 years of experience as a minister, author and leading corporate advisor, *Second Innocence* is a chance to see the world with the same eyes of wonder and faith with which we first viewed the world. In the spirit of Robert Fulgham and Garrison Keillor, he provides thought provoking insights into the daily experience of being human from the unique perspective of reclaiming the innocence and wonder that we often associate with childhood.

Suggested Interview Questions for Second Innocence by John Izzo, Ph.D.

- Is second innocence only relevant to those in mid-life and beyond?
- You say second innocence is a choice. What are some choices we can make now, both personally and as a society, to maintain innocence and avoid cynicism?
- You ask the question: When was the moment you first began to believe you might not be able to change the world? Tell us why that is such an important question for you.
- What does it mean to be going “full speed in the wrong direction?”
- Many people begin their careers with idealistic notions of how their work will make a difference in some way. How can we rekindle our enthusiasm at work and in our careers? How can one determine the noble purpose of their work? And, how do we keep others from taking away that idealism?
- In the book you discuss ideas for getting past our “expiration date.” What is our “expiration date?” What does that mean and how do we keep the sense of wonder and purpose in our lives and work?
- How can someone in a management position use second innocence to be an effective leader?
- How can detours in your career and life lead to important roads?
- What can a person do to get started and rekindle their second innocence?
- You have had a life full of many experiences—a minister, an author, an advisor to CEO’s and large companies—what made you write this book at this time?
- Is it possible to age without becoming more cynical? How do we keep our innocence?