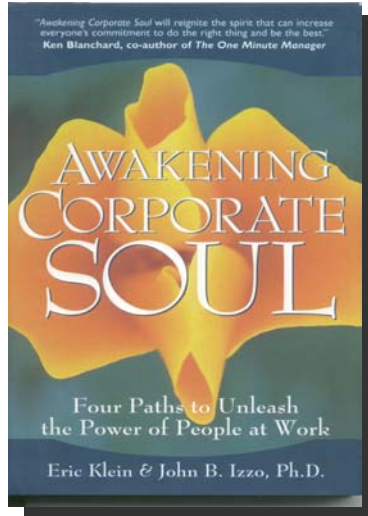




THE 150% SOLUTION: THE SPIRITUAL SIDE OF PEAK PERFORMANCE



“In the East, a soul that is constantly seeking its own reward and, forever trying to feed it’s own desires is called a hungry ghost, a soul in a perpetual state of hunger, endlessly consuming things but never feeling satisfied. Our culture tends to reinforce the hungry ghost mindset, promising the feeling of personal fulfillment via consumerism. When a company depends on “outside” rewards to motivate performers it creates a workplace filled with hungry ghosts. The ghosts incessantly ask, “What are you doing for me? What can I get from you?”

Chapter 5, The Path of Contribution

What creates peak performance? How do organizations motivate people to greater heights? Ask the Buddha or check your Bible. The key to top performance for sales people and others may come from taking a spiritual journey exploring what they want to create in their lives and work.

Published in 1996, Awakening Corporate Soul was in fact one of the first books of its kind. One that blended the spiritual beliefs from Eastern and Western traditions in order to create a common language of understanding for the workplace. It blends together the best of both to create a cooperative corporate doctrine. Small Press awards deemed this book Best business book of 1997, it is a national best seller, published in many languages.

It may sound strange to invoke spiritual teachers with the questions concerning peak performance and the bottom line but Dr. John Izzo, Ph.D., in his book *Awakening Corporate Soul: Four Paths to Unleash the Power of People at Work* (Fair Winds 1998), offers an old approach to new issues -- one that uses the wisdom of spiritual traditions to stoke the fire of peak performance and personal renewal at work. In workshops all across the United States, salespeople and leaders are exploring issues of personal legacy, discussing peaks and valleys of their lives and careers, and exploring times of 150% performance all in the name of taking a spiritual journey aimed at enhancing performance.

Dr. Izzo is creating an unorthodox wave of performance management, one focused on the inner journey. “Most companies fail to see how important the inner journey is to outer success,” says Izzo. “We are teaching a process of self-management, that helps individuals discover the roots of performance for themselves and take responsibility for their own job fulfillment.” “Recently as last week, one of my clients who is initiating a Corporate Soul program, told me about a valued employee who had given her letter resignation and then asked if she could withdraw it. When asked why she wanted to stay she replied, “This is the kind of environment I want to grow in, I realized that the promotion and salary increase wasn’t going to inspire me, what this place is trying to accomplish, does.”



“Sustainable peak performance must come from the inside.” Explains Izzo, It is essential that organizations teach people how to bring more of themselves to every moment of work.”

Izzo teaches what he calls the 150% formula. “Anyone can pour on the steam for a short dash to the finish line,” says Izzo, “great athletes, artists, salespeople and leaders -- exceptional performers in any field -- go beyond 100% effort using what we call the 150% formula.” What is unique about his approach is the focus on the values, gifts and legacy that individuals want to bring to their work. “By helping people explore 150% experiences in their lives and careers,” says Izzo, “they discover a personal formula for performance and fulfillment.”

John Izzo has worked with large and small companies (such as Telus, AMS Corporation, and Mayo Clinic and AT&T). He realizes that 150% performance does not come from external rewards but occurs when people know what they want to create in their work and take responsibility for creating it,” says Izzo. So, he began to apply his knowledge of spirituality to the issue of peak performance. He combine his East/West background as a minister with his corporate experience to create a method for achieving sustainable peak performance that begins with the inner journey.

The Paths

Path of Self

When we are aware of our own core values and take personal responsibility for creating satisfaction and engagement in our own work. For most of us engagement at work is a happy accident not the result of intentional activity.

PATH OF CRAFT

When we approach our work with the eye and heart of the artist. Every task is imbued with craftsmanship and attention to detail and the mindfulness that promoted learning.

Path of Contribution

When we know our work makes a difference. We connect to the higher purpose and the business purpose of the work. When people feel appreciated by others.

PATH OF COMMUNITY

When we work with others in true community, we are able to speak the truth to one another, we support and challenge each other to express and live our values. We help each other see the true greatness hidden beneath the roles and titles.