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Sent: Wednesday, February 13, 2008 12:27 AM
To: janice@theizzogroup.com
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THE IZZO GROUP

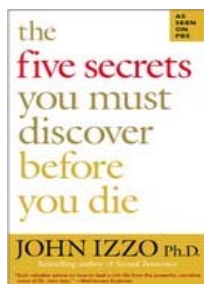
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Dr. John B. Izzo

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John Izzo visit:
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Keynote

the enlightened leader

Volume 23 - February 2008

Thank you for your subscription to the enlightened leader we hope that it shares with you valuable information and brightens your day just a little.

Reflections from Dr. John Izzo

The Most Important Decision Made in Every Business

One of the most important decisions that are made in business every day is the choice of who to hire? Perhaps no other single decision has a bigger impact on the success or failure of an enterprise than who we choose to work for us. Arguably, this is true from the most front line person to the most senior people. Having spent a lifetime helping companies create great corporate cultures that can remain successful over many years, I know the decision of who leads an organization is particularly critical.

Take, for example, Synovus Bank, which is one of the most profitable financial institutions in the United States. Their CEO for almost forty years was Jimmy Blanchard and under his leadership they were in the top 1% of return on investment to shareholders of all U.S. corporations and were named by Fortune magazine as the best company to work for in America. The story of how Jimmy was named CEO is instructive.

Almost forty years ago Jimmy was a lawyer in the legal department at the bank. The chairman of the Board was William Turner. Turner now in his eighties told me about how the decision was made to hire Blanchard as CEO.

"There were quite a few applicants for the position who were more qualified than Jimmy to run the bank. They had more experience, more operational expertise, and on paper would have been better candidates. But when Jimmy Blanchard walked into a room, people felt cared-about and loved. I remember thinking to myself-you can teach a smart lawyer to run a bank but I don't know how you teach someone to make people feel cared about. So we hired Jimmy and never regretted a day since. He learned how to run the bank but he made it successful through relationships. It was his ability to win people's hearts that mattered most."

One of the intangible things we need to look for when we hire people is their values. Knowledge can be learned but values rarely change. This is as true at the front-line as it is for CEO's. For many years Southwest Airlines has made values the cornerstone of their hiring process. They hire for values first. Herb Keller the former CEO once was quoted as saying: "A lot of people can fly an airplane but only some of them have a sense of humor." In other words, technical competence matters but if you want to be a great service business you have to hire people who care about making other people feel good.

Thank you Toronto, Calgary and Vancouver!

We would like to thank all individuals who came out to one of the Canadian book launches in January. It was wonderful to meet you all and we thank you from the bottom of our hearts for your warmth, your welcome and your undying love and support. In Toronto we had double the crowd at the January 9th event. On the 15th in Calgary the book store sold out and we ended up a #2 best seller across the country. In Vancouver 230 people RSVP'd and well over 450 people packed the Vancouver Public Library. We have to apologize for the lack of coffee, sweets and seating! Then again, we fed a few homeless individuals, we heard a wise man speak of his journey writing this book, we met new people (as we were sharing some really tight space) and we all did some learning.... but then again...that's what libraries were built for. Thank you so very much for your support!

Upcoming Public Author Events

Dr. Izzo will be in the following cities for Book Events for the book "The Five Secrets You Must Discover Before You Die". These are open events and you are welcome to join us.

Victoria, British Columbia
 Saturday, March. 1st, 3:00-5:00pm
 Chapters Indigo - 1212 Douglas St.
 t. 250-380-9009

Halifax, Nova Scotia
 Tuesday, March 25th, 7:00 -
 9:00pm the Lord Nelson hosted by
 Frog Hollow Books 1515 South Park

Appearances:

Information about Dr. Izzo's availability for keynote appearances or for Media availability can be obtained by visiting Dr. John Izzo's website www.theizogroup.com/calender.htm

Upcoming Presentations:

February 2008

- Feb. 6th - TELUS - Vancouver, BC.
- Feb. 8th - TENET Healthcare - Dallas, TX
- Feb. 11th - Northrop Grumman, Los Angeles, CA
- Feb. 12th - GMAC - Las Vegas, NV
- Feb. 9th - Media - San Diego, CA
- Feb. 13th - Northrop Grumman, Los Angeles, CA
- Feb. 14th - The Center for Org. Effectiveness - San Diego, CA
- Feb. 15th - MEDIA - Interview with Barry Kibrick - Los Angeles, CA
- Feb. 18th - Radio Interviews CKGL
- Feb. 21st - Radio interviews WGBB-AM
- Feb 28th - Interview - Toronto, Ont.

March 2008

- Mar. 1st - Chapters Book event, Victoria, BC
- Mar. 3rd - CHUM radio Interview
- Mar. 4-5th - Northrop Grumman - Baltimore, MD
- Mar. 6th - Radio Interview
- Mar. 7th - Mighty Peace Teacher's Association, Grand Prairie, AB
- Mar. 11th - HOLD Canadian Client
- Mar. 14- 22nd - Costa Rica
- Mar. 25 - Book Event at the Lord Nelson - Halifax, NS.
- Mar. 26th - Mackenzie Financial - Halifax, NS
- Mar. 27th - Sunlife Financial - Miami, FL
- Mar. 31st - Northrop Grumman - Baltimore, MD

April 2008

- April 2nd - Mackenzie Financial - Vancouver, BC.
- April 5th & 6th - HOLD Canadian Bureau
- April 8th - HOLD Canadian Bureau
- April 8th - 2nd HOLD Canadian Client
- April 10th, Fraser Health Region, Langley, BC.
- April 11th - Mackenzie Financial - London,

In my own business we have always hired first for attitude. As an author who speaks at about eighty corporate events each year, I have often heard clients say things like "that speaker was great but we hated dealing with his or her office." We knew that the people who represent us to clients make the difference between someone hiring us once or for a lifetime. One of the best compliments I receive on a regular basis is when clients tell me: "Your people are just so easy to deal with." I always smile because I learned a long time ago that you can teach someone to do the job, but you have to hire for attitude and values.

John Izzo, Ph.D. is author of Awakening Corporate Soul and Values Shift.

Tip for Employee Engagement

Each newsletter we are going to include an actionable tip for creating employee engagement. We know that one of the best predictors of a highly engaged employee is answering yes to the question-"My supervisor or someone at work cares about me as a person." But how do leaders let people know we care about their lives and careers? Years ago we got a simple practice from one of our clients-something they called the "first lunch" which was where each new employee had a lunch with their manager in the first few weeks with the goal of getting to know that person-to find out about their family, their hobbies, their career aspirations, and the things that really mattered to them. New employees loved it and managers were asked to take good notes. The program was so popular that managers started having "first" lunches with people who had worked for them for years just to get to know them as people. A new client of ours told us that when he took over as leader of a group of 35 people, he met with each of them for 45 minutes over a two month period to get to know them as people and to inquire about their career goals and aspirations. Not only did people thank him, but many of them told him that in twenty years of working for the company, no leader had EVER sat down just to get to know them. So over the next few months, have a meeting with each of your people just to get to know them, take good notes and start asking about the things you learn.

What Will You Regret at the End of Your Career:

What will you regret at the end of your career? Over the past two years Dr. Izzo interviewed almost 250 people from the age of 59-106 asking them to reflect back on their lives and careers to discover lessons learned. The result was his new book *The Five Secrets You Must Discover Before Your Die*. Here are some interesting statistics:

- 91% said they had not taken enough risks in their career;
- 43% said that the most important career choices they made involved "taking a risk and getting out of their comfort zone";
- 55% expressed regret at having been too focused on "career to the detriment of family and personal life";
- Yet 22% said they had sacrificed family time for their career but felt the sacrifice was worth the rewards;
- 78% identified "relationships" as the greatest source of personal happiness;
- 75% identified "making a difference" as the greatest source of meaning in their career-far more important than status, money or job title;
- 81% said that the most important factor in career happiness was "being true to yourself by choosing a career that fit your true interests.";
- When asked "what did not matter in terms of finding happiness?" 84% said "money beyond basic comfort" and 68% said "what other people think of you"

street - 7:00 - 9:00pm
T. 902.423.6331

Winnipeg, Manitoba

Monday, May 12th, 7:00-9:00pm
McNally Robinson Books -1120
Grant Ave. T. 204-453-024

Saskatoon, Sask

Tuesday, May 13th, 7:00-9:00pm
McNally Robinson Books -3130 8th
Street East (8th Street at Circle
Drive) T.306-955-3599

The Biography Channel DVD Series

The Five Things You Must Discover Before You Die is available on DVD. The Biography Channel and PBS has made this wonderful series available to you! visit www.fairwinds-press.com



Opportunity to hear and meet Dr. Izzo

Dr. Izzo to Open 2008 Servant Leadership Conference

Dr. Izzo will be the opening keynote speaker the annual Greenleaf Center Conference on Servant Leadership in Indianapolis in June, 2008. He will also present a day long pre-conference session. It is a great opportunity to meet other leaders from great companies around the world and a rare opportunity to hear Dr. Izzo at a public event
- [go there!](#)

Book Pick

Values Shift: Recruiting, Retaining, and Engaging the Multigenerational Workforce 2nd Edition

The second edition of Dr. Izzo's book *Values Shift* was released in the fall. Packed with new information on the trends of shifting employee values and expectations as well as lots of practical information on how to manage the different generations. Northrop Grumman has purchased over 3,000 copies for their leaders this year alone. Click here to

ON.

April 14th - HOLD Canadian Bureau

April 15th - Mackenzie Financial - Toronto, ON.

April 17th - Kimberly-Clark Corp. - San Francisco, CA

April 18th - HOLD U.S. Bureau

April 22nd - Mackenzie Financial - Quebec City, Que

April 23rd - Automotive Industries Assoc. Gatineau, Que

April 25th - HOLD Unites States Bureau

April 29th - Mackenzie Financial - Montreal, Que.

May 2008

May 1st - AAOHN, Salt Lake City, UT

May 2nd - Mackenzie Financial - Ottawa, ON.

May 6rd - CoreNET Global - San Diego, CA

May 7th - Northrop Grumman, Baltimore, MD

May 8th - HOLD Canadian Bureau

May 9th -Mackenzie Financial - Calgary, AB

May 13th - Mackenzie Financial - Winnipeg, Man.

May 15th - HOLD US Client

May 23-25th - HOLD Canadian Client

May 30th - HOLD Canadian Bureau

May 31st - HOLD - Canadian Bureau

'The Five Secrets' On Its Way to Best-Seller...

Dr. Izzo's Book The Five Secrets You Must Discover Before You Die is starting to hit best-seller lists in Canada and the United States. The book is in its fourth printing after being out for only thirty days! Many people are buying the book as a gift for clients, as a gift for friend, and several school systems are considering the book as required reading for Grade 12 students. Get your copy today and pass on the word to others.

Dr. Izzo's Bestseller is Reviewed with 'The Bucket List'

'The Five Secrets You Must Discover Before You Die' gets reviewed along side the movie The Bucket List starring Morgan Freeman and Jack Nicholson. Listen-up TV reviews the movie and talks with Dr. Izzo about "the five secrets" in his newest best seller and the hit TV movie - [to view](#)

(CTS TV across North America)

Dr. Izzo on the Buzz Workplace in Leadership Excellence Magazine.

Read this article now - [click here](#)

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For further information on Dr. John Izzo, his work, publications, writings and his national appearances schedule please visit www.theizzogroup.com. If you wish to unsubscribe please e-mail us and we will remove you from the distribution list.

order the book - [order now!](#)

Amazon Business Book of the Year

A friend of mine Marshall Goldsmith, one of the world's leading executive coaches, wrote the Amazon best Business Book of the Year for 2007-What Got You here, Won't Get You There. The basic premise of the book is simple but career changing-that each of us has one or two characteristics that hold us back from being more successful and that almost everyone knows what that is-except for us! Goldsmith shows how to seek and use feedback to enhance career success. Highly recommended! - [click here](#)

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