

the enlightened leader

IMPROVING THE QUALITY OF WORK AND LIFE

Reflections from Dr. John Izzo



It's been awhile since our last Enlightened Leader so I'm glad to be back in touch. As you know I have been busy producing a TV show, revising Values Shift, and advising some amazing organizations. One of the things I have been thinking about of late is the important role that business is playing in shaping the world our grandchildren will live in. While the United States is in the middle of a surprisingly early presidential race and

Canada is debating how to address climate change, many businesses in both countries are taking a leading role in saving the planet. The Gates foundation is trying to wipe out Malaria, Walmart is embarking on a new commitment to "go green," TD Bank just unveiled their own plan to become environmentally friendly and companies are falling all over themselves to advertise how "good" they are. Recently, I counted twenty significant ads in the newspaper that put "good work" or "being green" as a reason to buy someone's products/services. I see both real opportunity and some perils in this trend. On the one hand, I believe business is uniquely positioned to change the course on issues like climate change and loss of bio-diversity (which may wind up being the defining issues of our generation). For example, Walmart, which spans the globe now, could effect more change overnight by demanding "green suppliers" than any single government could do in a decade. Indeed because many companies operate in many countries, a change of heart in one company can echo around the globe. The danger of course is that whenever businesses fall all over themselves to appear to do good, it is up to us as employees and consumers to ensure these claims are backed up with reality. We cannot accept PR releases as reality and each of us can push our companies to recycle more, use less, leave a smaller footprint, and challenge times when our companies are not working with the future in mind. Walmart is a great example. I for one think a green Walmart would have a tremendous impact on the planet but I know it is a long road from press release to embedding that into everyday practice. And doing good is increasingly good business. Take the example of Toyota who's rise to become the largest auto manufacturer in the world has been driven to no small extent by creating cars that are good for the future (e.g. the Prius). General Elec-

tric has gone even further with Jeffrey Immelt their CEO staking GE's future on an idea they call *Ecomagination*-the greening of technology for a generation. As one GE executive was quoted as saying: "This is a mega trend and we can own this." So get ready folks, I think GE is right-business at the forefront of saving the planet is itself now an important business trend. Those ahead of the curve will make a lot of money and just might save the future in the process. Business played a significant role in getting us where we are today (as did each of us) and business may well play a vital role in determining whether we are remembered as the generation that turned the ship or left an awful mess. Let's all do our part to encourage our own companies to lead the way and to hold feet to fire for those who we buy from.

Have a great summer, *John*

National Appearances

A complete schedule is available at:
www.theizzogroup.com/calender.htm

MAY 2007

May 7th	Stanford Medical Centre
May 11th	BCHRNA—Vancouver, BC
May 15th	Mercy Hospital—Iowa
May 16th	Worldwide Relocation Cncl., Las Vegas, NV
May 18th	ENBRIDGE—Calgary, AB
May 24th	Alberta Employment & Immigr. Calgary, AB
May 28th	TELUS—Vancouver, BC
May 29th	Calgary City Police Calgary, AB—AM program
	City of Calgary— Calgary, AB— PM program
May 30th	CMA Conference—Calgary, AB
May 31st	Thunder Bay Reg. Health— Thunder Bay, Ont

JUNE 2007

June 1st	St. Joseph's Care Group—Thunder Bay, Ont.
June 5th	Ontario Dairy Council. Niagara Falls, Ont
June 6th	City of Calgary, Calgary, AB
June 7th	Marketing Assn. for Credit Unions- Banff, AB
June 9th	ATI Physical Therapy— Chicago, IL
June 13th	Northrop Grumman Corp.- Baltimore, MD
June 19th	Assoc for Manufacturing Excellence— Edmonton AB
June 20th	Caritas health Group—Edmonton, AB
June 22nd	Meeting in San Francisco—Publisher
June 25th-26th	St Joseph's Hospital—Leadership Retreat
June 28th	Greenleaf Centre for Servant Leadership Annual Convocation—Dallas, TX www.greenleaf.org

JULY 2007

July 2-23rd	Family Trip to Italy
July 23rd	TELUS—Toronto, ON.
July 25th	Northrop Grummen Corp—Los Angeles, CA

AUGUST 2007

Aug. 15th	Northrop Grummen Corp—Baltimore, MD
Aug. 30th-31st	St Joseph's Hospital—Detroit, MI

5 Ways to Get Employees Aligned to Your Values

It seems like almost every company has a set of values or principles these days but many companies do little to drive these values or align employees with their values. At the Izzo Group, we have worked with many organizations align behavior with values. Here are seven ways to increase the value of having “values.”

- **Keep the values visible.** In addition to putting them up in visible places, keep them visible in every gathering—orientation, staff meetings, leadership gatherings, and company celebrations.
- **Focus on one value at a time** and talk about what they mean. Have teams focus on one value for a 30-45 day period exploring what that value means in their work area (getting specific with changes in behavior based on those values). Track progress over this period of time and keep the conversation going (checking in and going deeper). Then move on and focus on the next value while integrating behavioral changes from the first.
- **Connect recognition to values.** When recognizing employees either verbally or in writing, connect your praise with the values. You could just say “great job on that project” or you could say “great job on that project, as you know one of our values is 100% responsibility and you are lived that value on this project.”
- **Live the values in moments of truth.** The real test of values is whether we live them in moments of truth, when it might have been easy not to live them. As leaders, when we see an opportunity to live or not live the values in a moment of truth, we need to speak up. These are the moments when staff decide if they are real. An example was when one of our clients had to sell one of their divisions and decided to live their value of ownership by involving the effected employees in the decision of who to sell their division to.



- **Take credit based on values.** If we make decisions as managers and leaders based on values we need to take credit for it. Let people know that you made a particular decision because of your company’s values which reinforces that values are guiding real decisions

Toyota Hybrid... ...Reaches a Milestone



The Toyota Prius, the world’s most popular Hybrid car, passed a milestone this month passing the one-million sales mark. The Hybrid Prius and Camry are key factors behind Toyota’s ascendancy to the world’s largest auto manufacturer having recently surpassed GM which had been the worlds larges for half a century.

Class of 2007 What They Are Looking For?

A recent on line survey by Workopolis in the United States asked the university graduating class of 2007 their top priorities in accepting a job offer. The top priorities in order of importance were: Good Benefits (83%), a well defined career path/opportunity for advancement (78%), a strong starting salary (69%), a company with a good reputation (64%) and work-life balance (63%). These results show the importance of communicating learning philosophy and clear guidance on development opportunities during recruitment. Also, recruiters and managers need to highlight company accomplishments (including social responsibility which is a major focus of reputation for younger workers) as well as pointing out real-time examples of work-life balance efforts. The same survey asked where they are going to search for prospective jobs—networking, campus career center, and on-line job sites were all ranked evenly followed by company websites.

Dr. Izzo and Dr. Covey

at Greenleaf Conference

June 2007 *Register today!*

The annual conference on Servant Leadership sponsored by the Greenleaf Center will be held Jun 28-30, 2007 in Dallas, Texas. This promises to be a very special conference and an exciting opportunity to learn about servant leadership while networking with other organizations. This year, the conference will feature Dr. Stephen Covey, Colleen Barrett (President of Southwest Airlines) and Dr. John Izzo. Dr. Izzo will be conducting a full-day, pre-conference session on Servant Leadership in Organizations (June 28). This is a unique opportunity to spend an entire day with Dr. Izzo and then attend the rest of the conference. For more information, go to [www. Greenleaf.org](http://www.Greenleaf.org)



A People Leader's Morning Ritual

How managers and leaders begin their work day can make a large statement about their priorities. One leader told us recently that the first thing he does upon arrival is to walk around and say hello to each of his staff members, often engaging in a brief conversation about what's happening in their lives. He is very intentional about each employee getting a turn for a longer conversation. Seems to us this is a great way for leaders to connect with people each day. Try some variation on this simple ritual.

Dr. Izzo's New Programs

Return on Life

At the Izzo Group we have just developed a new program titled: Return on Life: Living Your Life with Awareness & Intention. Having just conducted the program with a senior group at a large telecommunications company, we believe this 2-4 hour program is a great fit for any organization that wants their leaders and people to become more intentional about life planning and work-life balance. The program is a both inspirational and hands-on. Participants leave with the beginnings of a life plan as well as tools to stay on track.

The Five Secrets You Must Discover ...Before You Die

What are the keys to a purposeful, successful, and fulfilling life? What must we discover about life before it is too late? Dr. John Izzo interviewed over 200 people from the age of 60-106 and asked them to reflect back on their lives. What did they learn? What would they do differently? What brought the greatest happiness and meaning? What were the important crossroads and the decisions they made and what did they regret? In this inspiring, entertaining and thought provoking program, Dr. Izzo shares the five themes which emerged from this research-Reflect More, Risk More, Love More, Enjoy More and Return More. In this program Dr. Izzo will also feature segments from interviews with wise elders as they talk about their lives and what they learned. This program is based on Dr. Izzo's five hour series for the Biography Channel and his book, "*The Five Things You Must Discover Before You Die*". The interviewees ranged from successful business leaders and actors to town barbers, from Holocaust survivors and veterans, to teachers and aboriginal elders. Across cultures, he discovered the secrets to a life well lived.

Sacred Service:

Beyond Customer Service to Compassionate Care

Almost every health care organization is trying to provide great customer service to patients and clients but many traditional methods fail to inspire truly compassionate care. In this program, Dr. Izzo uses two decades of experience advising health organizations to show the path to truly compassionate care-to where every patient feels loved and cared for deeply. Through compelling stories and real life examples, this program can be focused on formal leaders or to front-line clinicians. Whatever the audience: from nurse leaders to front line nurses, from physicians and to other care providers, this program will show how to get beyond customer service to compassionate care.

Crossing THE Leadership Frontier

transforming our personal &
leadership influence

join Dr. John Izzo in
Costa Rica,
March 2008

Looking for a great opportunity for personal and leadership growth in one of the world's most beautiful countries? Dr. Izzo will be leading a retreat to Costa Rica in March, 2008.

This retreat will last nine days focusing on crossing leadership & personal frontiers. This retreat will be held on the Pacific coast in southern Costa Rica and at a beautiful tent lodge in the Costa Rican rainforest. March is a glorious time in Costa Rica, the climate is dry and warm but not scorching hot. It is a perfect place for personal reflection, learning, rest and renewal.

The retreat will include: Daily teachings by Dr. Izzo, time for personal reflection, and learning through a series of engaging activities using the lush rainforest as a backdrop for this experience. Included in these experiences will be rafting, hiking, and horse-back riding or Kayaking. We will also meet with local leaders involved in sustainability efforts.

There will be opportunity for individual coaching sessions with Dr. Izzo. More details will be up on our website very soon however space will be limited to fourteen-sixteen individuals. If you are interested please contact us now.



Why Costa Rica?

As many of you know Dr. Izzo has a genuine appreciation and feeling of responsibility for our environment. Through his work he has tried to educate and inform people about our responsibility to protect our natural resources. Costa Rica is a country rich in resources, lush and spectacular with a hospitable culture who are proud of their natural spaces and take great pleasure in exposing this treasure to visitors. Through education and exploration, Dr. Izzo hopes that you too will be impacted by this beautiful place and will relax, learn and explore your own personal frontiers.



Tourism Information

In order to assist you with making the decision to join Dr. Izzo we have supplied you with informational websites on Costa Rica, the culture, the people and the travel requirements.

For information on Travel, culture and maps of the area visit:

www.visitcostarica.com

www.costarica.com

www.casapres.go.cr (Spanish language)

If you are interested in this opportunity please contact Leslie Nolin or Dr. John Izzo directly at 604-913-0649 or e-mail us at info@theizzogroup.com.

The Business of Kindness



By Olivia McIvor,
Senior Consultant, Trainer & Author

In the Feb 2007 edition of 'the enlightened leader', previous article, I shared with you six, of the twelve, **Leadership Character Building Traits** which, when cultivated, support creating a kinder, more respectful workplace.

Authenticity, Attitude, Resilience, Excellence, Trust, Compassion. Courage, Friendship, Service, Responsibility, Integrity, Tolerance.

Seed by seed we plant a flower garden, grain by grain we create a healthy baked loaf of bread, and with brick & mortar we build magnificent stone cathedrals and homes.

Growth and change are a process, a work of patience as we progress and a labour of love for those we want to impact and influence. John Schaar, an American writer and professor of political philosophy at the University of California, has such a weighty view on growth and change that I feel strongly compelled to share it. "The future," Schaar states, "is not a result of choices among alternative paths offered by the present, but a place that is created — created first in the mind and will, created next in activity. The future is not some place we are going to, but one we are creating. The paths are not to be found, but made, and the activity of making them changes both the maker and the destination."

I will dare to add that it can also change destiny, and our conscious actions control how the paths will lay out. This gives me great hope for our organizations both small and large — knowing that positive change can occur, that it lies within our grasp. As our organizations mature both intellectually and emotionally, we begin to realize that it is not the techniques or tactics of change we require, but a change of heart in how we do business. It requires connection, compassion and community encompassed within the corporate vision and simple concepts that when applied, can influence a culture for a greater common good.

Here is one simple concept we all can start with as we strive to embark on our journey to creating kinder environments to work and thrive in.

*Kindness in business is simple.
Always remember before you speak
or take any action, ask yourself three imperative questions.
Is it truthful?
Is it necessary?
And above all else, is it kind?*

The final six character building traits are:

Courage: step through fear to do what is right

Courageous people believe in doing the right thing for the right reasons even in the face of obstacles and adversity. You don't allow fear to paralyze you from moving ahead and you consistently take small steps forward to complete your goals.

With the spirit of tenacity, as a courageous person you take risks in order to grow and strengthen your character.



- Develop the internal resolve to make a change in your life and do what is right even in the face of personal adversity.

Friendship: welcome others into your circle

A friend is someone with whom you can talk freely, in an open and authentic manner. A friend accepts you without judgment, tells you when you are off base and warmly brings you back to earth with their profound bluntness.

Friends give you a sense of belonging and help pull you through during the day-to-day challenges of work and life.

- Provide a safe and supportive environment full of goodwill and respect for one another.

Continued next page

Service: reach out to those around you

When we are in the spirit of service, our intention is to contribute outside of ourselves. Service is about looking around you each day and realizing it's the small acts of service that surround you that make the difference.

No act of kindness is too small to make an impact.

- Make a difference in others lives through giving of one's self altruistically.

Responsibility: take positive action wherever you are

Being responsible is a choice we make daily in all our actions and decisions. We are accountable for how we treat others. We know we have the ability to impact and influence those around us, and we always strive to set a positive example for others.

We know that everyone on the team is accountable to the group. When it's one person's problem, it's everyone's.

- Identify where you have the power to influence, and accept responsibility for leading positive change.

Integrity: do the right thing

You know you have integrity when you walk our talk and those who know you can depend on your words and actions.

Integrity is taking a stand for what is right and being honest in all your dealings.

- Generate inclusive conversations around justice, fairness, equality and sustainability

Tolerance: honor the strength in diversity

Our workplaces and neighborhoods are made up of a diverse mixture of multicultural, multigenerational and multidimensional people with different beliefs, wants and needs. Each person and business has a story to tell of struggles and triumphs that need to be shared openly.

By opening up you welcome others into your circle of friendship, you break down the barriers that cause fear and hurt.

- Seek to develop understanding of the intrinsic value of treating everyone equally, with respect and dignity

I wrote *The Business of Kindness*, for the leader in all of us, regardless of what our job description reads. As John Quincy Adams reminds us, "if your actions inspire others to dream more, learn more, do more and become more, you are a leader." More now than ever we need champions with the will and courage to change the work-place, one person and one kind act at a time.

So how about taking the kindness in business challenge? When was the last time you committed a random act of kindness for yourself, your colleagues or your community?

I warmly challenge you to in the next 48 hours to stand up for an ideal and send forth a tiny ripple of hope. Commit an act of kindness and participate in transforming the world of work, as we know it today.

We live, we learn, we laugh

Olivia

The Business of Kindness:

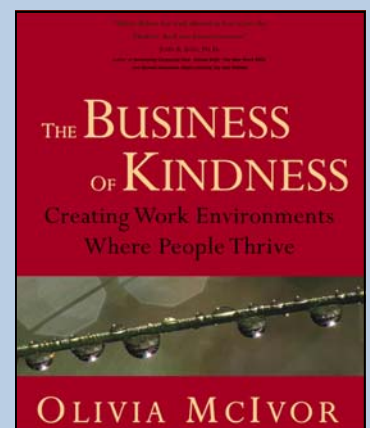
Creating Work Environments Where People Thrive
by Olivia McIvor

The Izzo Group is thrilled to congratulate Ms. Olivia McIvor, a senior consultant, trainer and presenter with The Izzo Group on the release of her first book!

Order yourself a copy today!

VISA and MASTERCARD
Accepted.

Organizational & Trade
discounts available!





“The Five Things You Must Discover Before You Die”

The Biography Channel Series will Air on
PBS December 2007!

We have been overwhelmed with the response to this series! We have heard from hundreds of you who were positively impacted by the content of this show. Your feedback has been appreciated and valued.

We would like to announce that this series will air on PBS in December 2007, WFYI—in Indianapolis will be showcasing the series! Dr. Izzo will be in studio during the Television series' airing

Current Schedule:

go to: www.theizzogroup.com and on the home page under the Biography series banner is the current television schedule. There is also a place to preview each one of the five Television shows!

Order your copy of the DVD on our website today!

Anticipated Book Release!

Berrett Koehler Publishers will release the “Five Secrets You Must Discover Before You Die” in time for Christmas

Release date:
December 2007

Watch for more details!

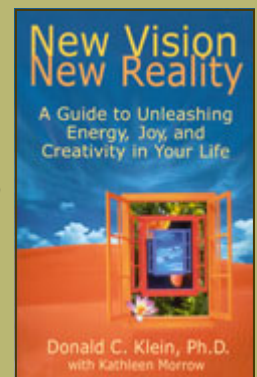
Wise Elder: Don Klein Remembered (1923-2007)



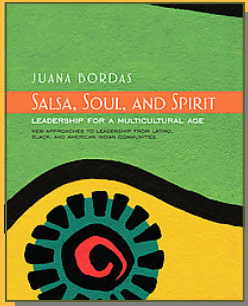
A week ago this past Friday, Don Klein, passed away at eighty-three years old. Don was a psychologist and change agent who spent many years sharing a simple vision of organizations that respected the dignity of the human person. He was an author, a gifted counselor and one of the wisest people we interviewed for our TV series and the book-The Five Secrets. Don's last book-New Vision, New Reality (A Guide to Unleashing Energy, Joy, and Creativity in Your Life) explored how our own perceptions limit our ability to find joy. Don died as he lived. In the last month he had taken a Transatlantic cruise and had just made a presentation on Love as one of a business' bottom line and upon returning to his seat collapsed in the arms of his colleague and friend Dharm P.S. Bhawuk. He could not be revived. His wisdom is shared in John's new book out in December. One of

Don's greatest gifts was his awareness that joy was inside of us not outside. He told Dr. Izzo: "*Whenever I would see a beautiful sunset I would feel joy and then after the sunset went down I wondered where the feeling went? Finally I realized that the feeling was not in the sunset it was inside of me and that I could re-create that feeling at any moment.*" Dr. Izzo remembered those words when he found out Don had died and realized he could feel Don's presence still. Don thanks for sharing your life with us.

Don's book is available on Amazon "New Vision- New Reality"



Books Dr. Izzo Recommends



Salsa, Soul and Spirit: Leadership for a Multicultural Age

By Juana Bordas

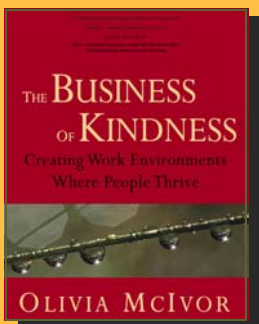
Tapping the potential of the changing workforce, consumer base, and citizenry requires a leadership approach that resonates with our country's growing diversity. In Salsa, Soul, and Spirit, Juana Bordas shows how incorporating Latino, African American, and American Indian approaches to leadership into the mainstream has the potential to strengthen leadership practices and inspire today's ethnically rich workforce. Bordas identifies eight core leadership principles common to all three cultures, principles deeply rooted in each culture's values and developed under the most trying conditions. Using a lively blend of personal reflections, interviews, and historical background, she shows how these principles developed and illustrates the creative ways they've been put into practice in these communities (and some forward-looking companies). Bordas brings these principles together into a multicultural leadership model that offers a more flexible and inclusive way to lead and a new vision of the role of the leader in the organization. Multicultural leadership resonates with many cultures and encourages diverse people to actively engage. In a globalized economy, success for leaders in the future will rest on their ability to shift to a multicultural approach. Salsa, Soul, and Spirit provides conceptual and practical guidelines for beginning that process.

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The Business of Kindness:

Creating Work Environments Where People Thrive

By Olivia McIvor



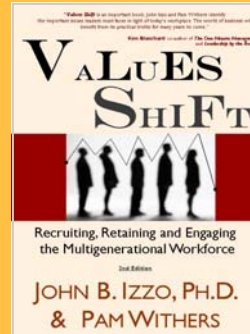
In workplaces everywhere, we are constantly being faced with new business challenges that will have a direct impact on the financial bottom line. More and more, we are being called upon to remain both innovative and competitive as business environments experience unprecedented change.

Kindness is a quality that is valued by all persons regardless of gender, age, culture, values or beliefs. Kindness as a core value and as a standard for decision-making it provides an easily understood "emotional benchmark" for recharging and centering oneself in the midst of stress and change of today's workplace.

This book raises awareness and personal accountability for the development of a kind culture. This book also provides solutions by describing the 12 Character Building Traits that create positive, productive and profitable work environments.

Values Shift: Recruiting, Retaining and Engaging the Multigenerational Workforce **2nd Edition—Just released!**

By John B. Izzo, Ph.D. and Pam Withers

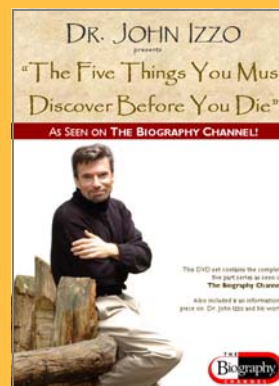


Over the past five years there has been a marked difference as to why people stay at one company and not another. An understanding of this changing dynamics is essential for business leaders who want to continue to attract and keep the very best employees.

Values Shift, the first edition, defined how and why our work ethic has and will continue to change. This second edition contains additional data, interviews and information! This edition focuses on the six major values people expect the workplace to honor. As well, it offers practical ideas on what companies and managers can do to retain and inspire the people they need and value. Based on seven years of leading edge research and experience with more than 400 companies Dr. John Izzo and Pam Withers help people understand these shifting values and how they differ across generations and across gender. IS YOUR COMPANY TRYING TO ATTRACT and RETAIN?

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The Five Things You Must Discover Before You Die



Five Part DVD Series as seen on The Biography Channel!

This unique series explores the things we all must discover before we die.

Dr. John Izzo conducted 200 interviews with people aged 60-105 who were identified by others as having found wisdom.

This series features Dr. John Izzo before a live audience exploring the five themes that emerged from those 200 interviews. Through compelling stories, humor and practical ideas for change, he explores the paths to contentment and purpose.

- Series I "REFLECT MORE: Living a Life of Intention"
- Series II "RISK MORE: Living a Life of Courage & Adventure"
- Series III "LOVE MORE: Living a Life of Kindness"
- Series IV "ENJOY MORE: Living a Life of Joy"
- Series V "RETURN MORE: Living a Life of Significance"

Order your own complete DVD Series! www.theizzogroup.com



Spirituality & Wholeness WORKSHOP

Dr. Izzo comes to Edmonton, Alberta!

Open workshop

Friday, September 21st, 2007

9:00am - 4:00pm

Days Inn & Suites 10010-179A street

“Awakening the Spirit of Our Life & Work” *Staying Balanced and Purposeful*

schedule

8:00 am	Registration Opens
8:45am	Welcome
9:00am	Session I—Being True to Ourselves Dr. Izzo will explore what it means to be true to ourselves and to build reflection into our lives. How do we stay focused on what matters and stay renewed?
10:15 am	Refreshment Break
10:30 am	Session II—Leaving No Regrets and Living the Moment. Each of us wants to live a life with no regrets. This session will explore how we can live with no regrets and how we can be more present in the moments of our lives, whether in personal or work life.
12:00 noon	Lunch (included in registration)
1:00pm	Session III—Becoming Love How do I become a loving person and improve my relationships with others at work and out side? What are the keys to Empathy, kindness and loving relationships.
2:15 pm	Refreshment Break
2:30 pm	Session IV—Give More Than You Take The happiest people give more than they take. But how can we continue to give when we often cannot see the outcome of our work? What does it mean to be a giving person?
4:00 pm	Thank You/ Closing Prayer <i>(this program is not a healthcare specific program)</i>

registration

Complete the registration form and mail or fax it today!

Awakening the Spirit of Our Work and Life
Staying Balanced and Purposeful

Dr. John B. Izzo

Friday September 21, 2007

Name _____

Institution/Organization _____

Address _____

City _____ Prov _____ Postal code _____

Phone () _____ Fax () _____

Email _____

_____ I give The Good Samaritan Society permission to contact me
by e-mail.

Do you have any special dietary requirements?

Registration Fees:

Early bird Registration (postmarked before August 31st)

\$75.00 + \$4.50 GST = \$79.50

Registration (postmarked by September 14th)

\$95.00 + \$5.70 GST = \$100.70

Method of Payment:

_____ Cheque/Money Order

_____ VISA

_____ MasterCard

Card # _____

Exp. _____

Card Holder Name _____

(Please print)

Signature _____

Make Cheques payable to:

THE GOOD SAMARITAN SOCIETY

Mail Registrations to:

The Good Samaritan Society Workshops
8861—75 Street N.W. Edmonton, AB T6C 4G8

For additional conference information please call

Renita Falkenstern at 780-431- 3780 or
rfalkenstern@gss.org

If you wish to talk to the Izzo Group about this program
please call: 604-913-0649

Biggest Turn-Offs for 19-29 Year Olds

A recent survey of 19-29 year olds in Canada conducted by Decima Research asked young Canadians what their biggest turn off was, what they were most concerned about for the future, and what were the most "important" inventions in their lifetime. The biggest turn-off was "Big Egos" so it may be time to do a gut check in your company. Big egos are often associated with strong hierarchies, calling leaders by formal names, and leaders who are not approachable. The things they were most concerned about for the future? Global warming topped the list with over 40%, dwarfing war (20%) getting ahead in their own career (17%) and concern about the opposite sex (6%). And when asked the most important technological innovations in their lifetime-the Hybrid car topped the list followed by the I-pod and blogging/my space.

Four Generations, One Workplace

THE HALF DAY WORKSHOP THAT HELPS GENERATIONS WORK MORE EFFECTIVELY TOGETHER!

Based on Dr. Izzo's book Values Shift, 'Four Generations - One Workplace' focuses on educating individuals about the differences between generations as well as it focuses on how to bridge the gaps between them and create a synergistic team respectful of generational differences.

This program teaches trends specific to the four generations at work today in every workplace: *the Pre-War/Pre Boomer Generation* (born before 1942), *the Baby Boom Generation* (1942-1962), *the "Gen X" Generation* (1963-1977) and *Generation Y* (born 1978-1990).

In this experiential and interactive workshop:

- * we explore how and why our work ethic has changed
- * we explore the data on the six major values people expect to be able to live at work today
- * we discuss the gifts each generation offers as well as the challenges
- * we work together to understand the differences in generational communication styles
- * we look at the retention issues that surround each generation
- * we look at what a variety of companies are doing to attract and retain this broad workforce

Learn tips and practical ideas on what companies and managers can do to attract a variety of age groups, retain these valued individuals as well as inspire and communicate more effectively.

This program is being experienced and trained in both the United States as well as Canada.

*For more information please contact our office.
604-913-0649*

Health Care Newsletter First Edition was January 2007

"Renewing the Heart of Healthcare"



As many of you know, Dr. Izzo has done extensive work in health care and has started a second Newsletter dedicated to Healthcare. In January of 2007 "Renewing the Heart of Healthcare" newsletter made its inaugural debut to subscribers. It is now on our newsletter page if you wish to download this past issue.

This newsletter focuses on creating engaging health care workplaces and enhancing compassionate care.

If you wish to be included in the subscription list for this second newsletter as well as this existing one please e-mail us and let us know as we will not be sending this new healthcare newsletter out to the existing newsletter list.

If you know of individuals who you think may benefit from this new newsletter or if you would like to contribute an article regarding a best practice please contact us.



Products

Generational Cards Series

This card series describes Four Generations currently in the workplace.

(Pre-Boomers, Baby-Boomers, Generation X and Generation Y) This handy set of four cards outlines the *Gifts* each generation offers to the organization, *Motivating Expectations, Training Expectations* and *Communication Expectations*. Know more about the groups of individuals you work with and how you can work more effectively together?. This is a quick reference tool!



4 card set... Each order contains 10 sets!
45.99 CND/ 40.99 USD **NOW! 35.99 CND /30.99 USD!**

Newsletter- Past Editions

Many individuals have asked about back issues of the 'Enlightened Leader'. If you visit our website you can view and download all the past editions. Simply go to: www.theizzogroup.com 'click' on "newsletter" and there you should find all past editions.



Happy Reading.

Send us your thoughts.

Simply e-mail us your article—we allow for a maximum of 500 words and we do reserve the right to correct, edit and check any facts contained in the document.

Book Ideas?

Have a great book you think readers should look at? Let us know, we'll spread it around!

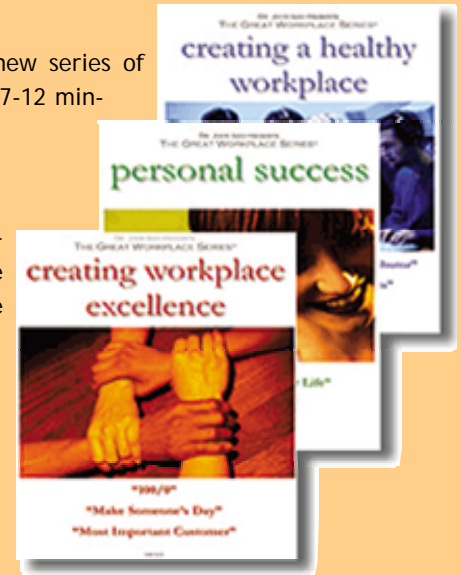
Know of a great workplace?—let us know—we'll feature them in an upcoming edition on best practices and best workplaces.

Know of a great individual who deserves recognition? Write us and tell us about them—we're dedicating an edition to all those we don't recognize enough!

great workplace culture

DVD series
40% DISCOUNT!!

Dr. Izzo has produced a new series of teaching videos averaging 7-12 minutes in length. The nine videos are meant to be shown at the beginning of staff meetings, at performance reviews or at the beginning of a conference to set a specific tone and assist in creating change. Our goal is to encourage and assist you in your leadership role of creating a culture of excellence.



Each video explores one of Dr. Izzo's key messages with new stories and material including: "Enjoy the Rowing", "100/0", "Your Most Important Customer", "Make Someone's Day", "Be the Dog", "The Five Rows", "Complainers and Contributors", "Appreciation...Priceless!", "What's Your Edge?" and "What Questions Rule Your Life?".

The intention behind these vignettes is to supply you with a variety of messages in short useable chunks to enhance an idea, new direction or message you would like to encourage within your workplace.

If you wish to preview three of these vignettes, please go to www.theizzogroup.com and on the homepage there is a direct link to our DVD preview page.



This Newsletter is produced by The Izzo Group Ltd.

To Subscribe to this newsletter or to order back issues

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or visit our website: www.theizzogroup.com

