



Welcome to Our Newsletter!

We are pleased to continue to bring you our e-newsletter, providing you with up-to-date information and news about The Axelrod Group and collaborative change systems.

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Quick Tips for Communication in Difficult Times

Town hall meetings are great forums for keeping vital lines of communication open while maintaining trust with the workforce. During tough times, they are more important than ever. Here is a tried and true recipe for conducting a dynamic town hall meeting.



Open with a brief statement by leadership, no more than 20 minutes, about the current state of affairs, company plans, or whatever is relevant. Avoid PowerPoint's! People should be seated at round tables.

Have discussions at the tables for 10 minutes. Follow up with two questions: what did you hear, and what do you want to know more about?

Conduct report outs from each group. During the report out, they share one thing they heard during the presentation, and get to ask one question. Go around group by group until all of the questions are addressed by leadership. It is in this Q & A discussion where people receive the information they need, and trust is maintained.

Total time: one hour. Large organizations may want to video these sessions and post on an internal website.

Webinars

More than 100 people participated in our HOW TO ENGAGE PEOPLE WHEN YOU DON'T HAVE TIME Webinar back in January. We are currently offering new webinars monthly on Uliveandlearn.com.

Check out previous recordings:

[How to Engage People When You Don't Have Time:](#) with Dick and Emily Axelrod

[The Conference Model:](#) with Dick and Emily Axelrod

[Terms of Engagement:](#) with Dick and Emily Axelrod

[Engagement Tools:](#) interview of Dick Axelrod by Susan Stamm

[The Philosophic Consultant:](#) with Peter Koestenbaum and Dick Axelrod

Recent Articles



[What To Do When Your Organization Doesn't Have Time](#)

Dick Axelrod writes about this everyday dilemma: we don't have time to do what needs to be done. This is a creative and realistic view about how to handle this situation.

[Facilitator Musings](#)

Dick Axelrod writes about what it takes to be a good facilitator.

Axelrod Sightings

Dick and Emily will be presenting at this year's [Linkage Best in O.D. Summit](#), May 12-14 in Chicago.

Dick will be speaking at the [ASAE Invitational Forum on Leadership & Management](#), June 18-19, 2009 in Montreal.

The Axelrod crew will be donning our raincoats in the northwest and joining the fray at [Achieve Green](#). Come hear what we have to say about sustaining sustainability in Seattle, June 1-3, 2009.

Dick and Emily were featured along with Jake Jacobs, Julie Beedon, and members of the UK's National Health Service at the [Organization Design Forum Conference](#), April 21-23, 2009.

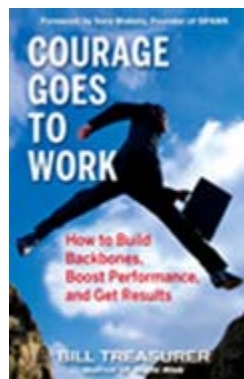
Dick and Emily presented workshops at the Leeds University (UK) National Healthcare Leadership Initiative in January 2009.

Barbara Bunker and Dick Axelrod are core faculty for a terrific program: [Columbia University's Professional Practices in Organization Development \(PPOD\)](#). Yes, it is terrific (even if we do say so ourselves.) Seats are limited, so sign up now. We recently completed one course and are setting dates for the fall session. For more information, contact [Frank Golom](#).

New Books We Really Like

[Community: The Structure of Belonging](#) (Peter Block, Berrett-Koehler)

Peter Block does it again. This is a great book for anybody who cares about building community. If you are a Peter Block fan, you will love this book. And if you have never read anything by Peter Block, you will become a fan after reading it.

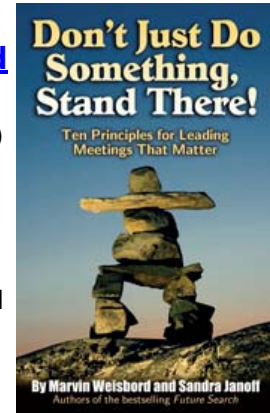


[Courage Goes to Work](#) (Bill Treasurer, Berrett-Koehler)

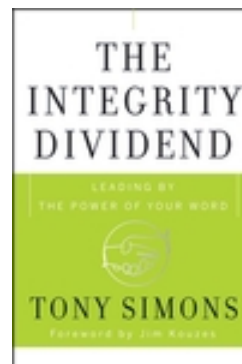
Aristotle said that courage is the first virtue, because it makes all other virtues possible. Former high diver, Bill Treasurer, identifies Three Buckets of Courage: TRY Courage, having the guts to take initiative; TRUST Courage, being willing to follow the lead of others; and TELL Courage, being honest and assertive with coworkers and bosses.

Don't Just Do Something, Stand There! (Marvin Weisbord and Sandra Janoff, Berrett-Koehler)

Marv Weisbord and Sandra Janoff share their magic in this wonderful book. If you are new to the world of facilitation, this is the only book you need. If you are an old hand at facilitation, you will be affirmed plus you will learn a thing or two.



The Integrity Dividend (Tony Simons, Jossey-Bass)



Living by your word makes good sense. Doing it in today's business climate is another thing. Are you ready to take the journey? Tony Simons provides us with a thought-provoking book of examples, stories, and research that demonstrates the power of keeping your word.

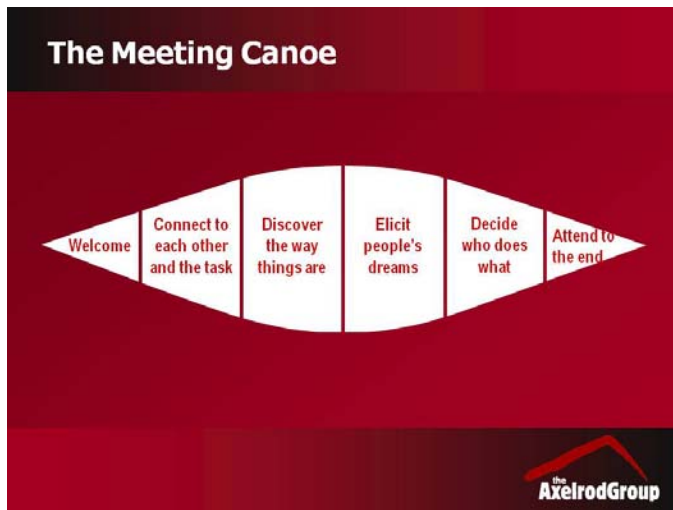
What's New for Us?

GREEN is the new color at The Axelrod Group. Our son, David Axelrod, has joined us with his MBA in Sustainable Business. We are now thinking about the triple bottom line: people, planet, and profit. People and profit have always been on the forefront of who we are and what we do, and now we have found a new opportunity to engage your organization, innovate, and collaborate. Sustainable business is a great opportunity for organizations to increase efficiency, innovate, and represents a very high-engagement opportunity.

Many businesses look at the energy savings or the potential marketing opportunity of green business. In doing so, they miss the real opportunity to learn together as an organization and increase engagement.

Look for our upcoming webinar for more, or catch us in Seattle in June at [Achieve Green](#).

Can a Canoe Surf?



We are looking to see if a Meeting Canoe holds water while surfing the web. Canoes are usually meant for lakes, but we think this little guy is too versatile to be limited to print. We have set up an online wiki where people can share ideas, learn from one another, and create more engaging meetings. Remember, we define meetings as anything from two people having a conversation to thousands getting together to reorganize a company or community. Come join the canoe surfing session [here](#). **SURF ALERT!** We are only beginning to develop the site, so [we welcome your thoughts and suggestions](#) to help build a more robust canoe!

We hope you enjoyed this newsletter!

As always, we appreciate the opportunity to connect with you.

Sincerely,



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