



## 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.

### In This Issue

[AXELROD GROUP  
WINS LEAN  
COMMUNICATIONS  
AWARD!](#)

[THE ENGAGEMENT  
SUSTAINABILITY  
CONNECTION](#)

[THE ADVENTURES OF  
CLOCKMAN](#)

[DID YOU KNOW...](#)

[QUICK TIPS FOR  
SUSTAINABLE  
MEETINGS](#)

[WEBINARS](#)

[COLUMBIA  
UNIVERSITY'S PPOD](#)

[AXELROD SIGHTINGS](#)

[NEW BOOKS WE](#)

## Axelrod Group Employee Engagement Program Wins Lean Communications Award!

We're excited!

Our **HOW TO ENGAGE PEOPLE WHEN YOU DON'T HAVE TIME** program has been honored with the Lean Communications award for excellence in communication.

You can see it on our [Employee Engagement web site](#)...let us know what you think.



## The Engagement Sustainability Connection

Many businesses are beginning to turn "Green" and finding that *one side benefit of sustainable business is employee engagement.*

Increasingly, young talent, consumers, and many markets are showing that they want to work for or buy from businesses that are sustainable. The twofold question is: are your sustainability efforts maximizing the engagement potential of sustainability, and are you using the best methods to engage your organization in your sustainability efforts?

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[CAN A CANOE SURF?](#)

Quick Links

[Watch us discuss our books, TERMS OF ENGAGEMENT and YOU DON'T HAVE TO DO IT ALONE](#)

Businesses that succeed in their sustainability efforts usually do so by reducing their energy bills, reducing risk in their supply chain, expanding markets, and increasing innovation. The first step is usually some sort of carbon footprint of the businesses' activities, which provide some easily integrated cost reductions and energy savings. However, the energy expenditures of most businesses are a very small piece of their bottom line. If efforts stop here, they become a long term cost rather than a savings. The big business gains come from engaging the larger organization, suppliers, customers, and even environmental groups in the effort. It's no surprise to us that many of the top success stories of sustainable businesses have used large group processes like the Conference Model® in their sustainability efforts. These large group methods engage people from the start, help speed implementation, drive process innovation, and of course increase employee engagement.

Step two: after all of the low hanging fruit has been picked and some of the more difficult issues emerge, it may be time to reinvigorate your effort. A large group that uses a process called Positive Deviance can be implemented to tease out what's working best in the organization and why. This allows a sharing of information not only about what has worked, but what barriers people have encountered and how to avoid them.

## The Adventures of Clockman



[Watch Clockman on You Tube](#) as he seeks to engage a cat, help a falling skier, and play in a band! It's very entertaining, and all the while, you'll get some useful information about employee engagement.

## Did You Know...

Northwestern University found that engaged employees create loyal customers, which in turn leads to higher profits? Interestingly, Hay Associates found that for every engaged employee in your organization, you gain almost an additional half-employee in terms of productivity. A global manufacturing company estimates that engaged salespeople create one million dollars more in sales annually than their

disengaged counterparts. Holiday Inns found that for every one-eighth point improvement on a scale that measures leadership integrity (a key determinant of employee engagement), they could expect profit increases of \$250,000 or 2.5% of revenues.

So, if we told you there are ways to create loyal customers as you dramatically increase productivity and profitability, would you do it? Of course you would. So the question is: why don't more leaders place an emphasis on employee engagement? The answer, as our friend Lisa Kimball is fond of saying, is, "If only facts could change behavior, no one would smoke and no one would be overweight."



Surprisingly, what convinces many leaders is the experience of being engaged themselves. So it's effective to ask leaders who are engaged in their work what contributes to their experience of being engaged. You might find out that it's the challenge of the work itself, how what they are doing matters, or how they see their personal goals aligning with the organization's goals.

## Quick Tips for Sustainable Meetings



Supply washable mugs and glasses or encourage BYO mugs and glasses. The use of bottled water has grown dramatically during the past decade despite the U.S. having the cleanest tap water in the world. Studies have shown that more often than not, bottled water is actually dirtier than tap water.

So why waste the plastic?

If you are still worried about your water, your organization can buy a filtration system. It's much cheaper, cleaner, and healthier in the long run.

## Webinars

**[Our Healthcare webinar is available from Uliveandlearn.com](http://Uliveandlearn.com). Look for upcoming episodes on **HOW TO ENGAGE PEOPLE WHEN YOU DON'T HAVE TIME this fall.****

Since our most recent newsletter, we have also conducted a webinar titled [The Philosophic Consultant](#) with Peter Koestenbaum and the Nexus for Change group.

And check out another previous recording:

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

## Columbia University's PPOD



Barbara Bunker and Dick Axelrod are core faculty for this terrific program, [Professional Practices in Organization Development](#).

Yes, it is terrific (even if we do say so ourselves). Seats are limited, so sign up now. We recently completed one course, and **the next one begins November 2, 2009**. [Register now](#) or tell someone you think would benefit.

## Axelrod Sightings

### **October 14, 2009 - GCASTD / Cincinnati**

Dick's well-received keynote address was Leadership with an Engagement Edge.

### **October 20, 2009 - OD Network Conference / Seattle**

Dick was featured as part of the [Kurt Lewin Master Class Series](#).

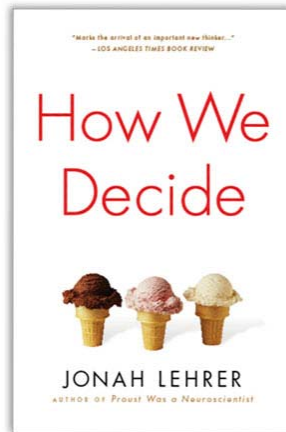
### **November 12-14, 2009 - How to Engage Your Organization in Systemic Change / Chicago**

Dick will be teaching this course at the [University of Chicago's Graham School](#).

## New Books We Really Like

## **Be the Hero (Noah Blumenthal, Berrett-Koehler)**

A great read! This new book spins a marvelous yarn about the benefits of changing our stories. Yes, we know you've probably heard it before, but you've never heard it told this way. Noah cleverly weaves three ways to change our stories into a wonderfully engaging story about a young professional struggling with many life challenges. This book takes the reader on a wonderful adventure with its hero from start to finish. If you are a coach, or just need a little uplift yourself, read this book! It will put a smile on your face and make some of your coaching accessible to your clients. Who knows, it may help you change one of your stories that's holding you back.

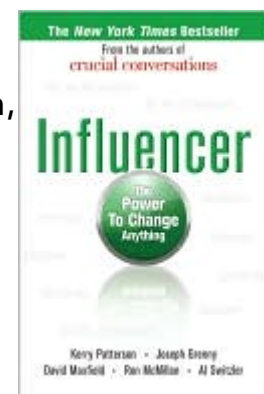


## **How We Decide (Jonah Lehrer, Houghton Mifflin Co.)**

This book tackles the question, how do we really make decisions? Does logic rule the day? Or is it emotion? Using compelling stories and the latest findings from the world of neuroscience, Lehrer takes us behind the scenes of the brain's inner workings. What we learn is how logic and emotion are both necessary to make good decisions. This is a thought-provoking and entertaining read.

## **The Influencer (Kerry Patterson, Joseph Grenny, David Maxfield, Ron McMillan, and Al Switzler, McGraw-Hill)**

Combining the insights of behavioral scientists and business leaders with great stories of influencers from all walks of life, the authors outline six steps in the influence process that can lead to profound change. They also identify some high-



leverage behaviors that lead to change. This is a thought-provoking and easy-to-read book with very meaningful stories of business and social change, like how the Grameen Bank started and the eradication of the Guinea worm disease.

## Can a Canoe Surf?



So far the internet waters have been fairly calm for our little canoe. If you have some successful meeting stories or nightmare stories, share them with us [here](#).

*We're listening...*

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Do you send others to [our web site](#)?

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and learn how we can help you more.*

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