

Welcome to High Ideals Member News.

from the desk of Karina Butera Managing Director...



This is a rather long message, but please take the time to read it as there is really important information within it that I want to share with you.

As the year comes to a close, I find myself reflecting on the past twelve months. It's been a very busy year for those of us at High Ideals, with the launch in June and each of us having degrees of change to handle in our business and personal lives. There have been hurdles, and I admit, I had imagined our membership numbers would have been stronger as we closed the year. During the many discussions about this within the senior management team, we have thrown around the many possible reasons for the slow growth in membership. One of our concerns is that, due to the GFC (Global Financial Crisis) and the fact that the average small business owner (our prime person for promotional membership) has had to operate on tighter budgets than ever, many who would love to be members simply cannot afford it right now.

Therefore, we have decided to test out this hypothesis but opening our doors for a very limited time and allowing FREE membership. We still need to cover our assessment costs, so the assessment fee needs to remain. However, between now and the end of the year, we will accept expressions of interests and applications and provide the **first year** of membership **absolutely free**.

There are no hidden agendas, or minimum sign-up periods. We just want to offer more value to our current members by introducing more 'high ideals' quality people for them to connect with. So please pass on the word to anyone you know who would be an ideal member so they can benefit from this extra special offer.

Our goal for next year, once we have a minimum of 100 members is to hit the public relations circuit and gain greater public awareness of High Ideals and our members.

Part of our awareness campaign was launched last week with the introduction of High Ideals 'gratitude cards'. You will have received some in the mail this week. If, for some reason, you did not, please contact Julie (julie.saunders@high-ideals.com) and we will send more out. Please give these out whenever you receive quality service as a reminder that customer care is valued and appreciated. I have already given out several of these cards, to a very warm reception, and it felt great to put smiles on the faces of those who put in that little bit of extra effort to make my customer experience an enjoyable one. So please be liberal with your use of the cards and contact us as soon as you need more ... we've printed up thousands, so there are plenty to go around!

We also have plans to bring in some meaningful discussion topics and 'member spotlight' opportunities during our gatherings in 2010. This will give our members opportunities to discuss the very real issues that we encounter in a world where ideals are marginalised, and to share ideas and strategies for holding our standards high and creating an enjoyable work experience for ourselves and others around us. Please see the 'upcoming events' section of the newsletter or the website for discussion topics and highlighted members. If you have any topics you think would be of particular interest, or you would like to have some time in 'the spotlight', please let us know.

If you have feedback you'd like to share with us regarding your membership experience, or any ideas for attracting more members and public awareness to our organisation, please know that we would be most grateful for your contact. Shoot us an email at info@high-ideals.com and share your thoughts.

For those of you who celebrate Christmas, or any other type of religious or cultural celebration, may you have a truly special festive experience, enjoying the reflection and joy the occasion brings. For those of you who do not, may the imposed break offer you an excellent time of relaxation, reflection and celebrating what you have achieved this year.

With warmest regards and best wishes

Karina

spotlight on values...

new member update...

Please ensure you read the attached special offer which is available until 31st December 2009. Pass this on to any of your friends, colleagues or contacts that you know who would be ideal High Ideal members.

forthcoming dates for High Ideals gatherings...

Melbourne:

4th February 2010
4th March 2010
8th April 2010
13th May 2010
10th June 2010

Sydney:

11th February 2010
25th March 2010
6th May 2010
17th June 2010

Some possible discussion topics for our first few 'On the Couch' sessions will be:

- Creating contracts and strategic alliances - keeping our ideals high!
- Investing with integrity/diligence
- Decision making under pressure within HI framework/values
- Honoring diversity without getting caught up in political correctness.

resources review...

What is Altruism?

French philosopher Auguste Comte coined the word altruisme with the meaning "self-sacrifice for the benefit of others" in 1851, and two years later it entered the English language as altruism.

Many considered his ethical system - in which the only moral acts were those intended to promote the happiness of others - rather extreme, so the meaning "loving others as oneself" evolved.

This document explains altruism and its purpose and challenges the reader to consider how they may be able to become more altruistic. [Click here to read more.](#)

be inspired...

An encouraging short clip about never giving up.

<http://www.the-race-movie.com/>

If you have anything inspiring or useful that you would like to share with your fellow members, please contact Julie at julie.saunders@high-ideals.com.

spotlight on values...

by Abbey Cappiello

Contribution to Others refers to the consistent mindfulness of your broader impact on others, and includes a demonstrated focus of effort toward helping others.

Contribution to others refers to the consistent mindfulness of your broader impact on What a better time of year to be mindful of your contribution to others than in the Christmas Crazy Season! Following are a few hints that might help increase your impact on others and keep being mindful and helpful in focus.

With so many people rushing around to prepare for the day how can you increase your impact on others at this time?

When you're in a hurry, do you stop to thank the person who has just served you or ask how their day was sincerely? Have you taken the time to appreciate what they are doing to give you what you need or want? How easy would it be to put a smile on their face?

If that person serving you isn't so pleasant, perhaps holding judgement and being pleasant to them might give them a spring in their step!

Searching for that car park - how appreciative would the person behind you be if you gave them the one you had your eye on? As crazy as this seems - being mindful of others needs and focusing to help others, certainly enhances the spirit of Christmas.

On a larger scale have you thought about helping those less fortunate than you, perhaps baking some Christmas treats and delivering them to the nursing home or similar in your community. Perhaps helping out on Christmas Eve for those in need?

Closer to home when we all come together as a family and celebrate together - consider your impact as your mum or dad rush around - how could you make a positive impact for them?

The message in the media is all about getting or wanting at Christmas - giving your time and considering others doesn't cost anything only your effort toward helping others and being mindful of your impact to others. This may sound easy, it may sound simple, and actually doing it consistently is the challenge.

Abbey

making a global & environmental impact...

a note from our GE&I Manager, Gary Scholz

Hi everyone

Unfortunately it's been hard for me to show a streak of positivity recently, especially since the Copenhagen talks have gotten underway. Things are not looking as promising as one would have hoped for. However, let's not lose sight of the fact that for the first time in history we have just on 200 country representatives coming together with a collective vision to care for Planet Earth. Now, that is something to feel good about! Let's hope that something positive comes from the talks. You can get all the up to date information on the proceedings at:

<http://en.cop15.dk/> and
http://www.ucsusa.org/global_warming/solutions/big_picture_solutions/ucs-cop-videos.html.

I would encourage you particularly to look at the Prince of Wales' speech, which is encouraging for those of us who care about the future of our planet:
<http://www.youtube.com/watch?v=JyLpo3rHHQ4>

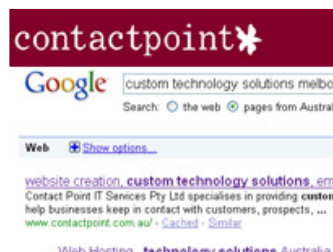
It's a shame to see so many men present at the talks, and I keep coming back to the fact that we need to bring in the women to really create powerful change in the world. So I was really pleased when I came across a brilliant website for women the other day, <http://www.1millionwomen.com.au/get-involved.cfm>. The idea behind 1M Women is to have 1 million women sign up and pledge to reduce their impact on the environment. It provides various activities that members commit to and their carbon print is calculated and reduced.

It's a highly effective website, it actually 'feels' good! It's a place where you can share your story, make changes within your own life and network with other positive people. I encourage all our female members to sign up and all our male members to share with the women in their life and commit to assisting them in the mission!

notable special offers...

Please ensure you read the attached special offer which is available until 31st December 2009. Pass this on to any of your friends, colleagues or contacts that you know who would be ideal High Ideal members.

Want to get your website onto the first page of Google searches for relevant keywords? We determine what words Australians are using to find your type of product or service, analyse what your competitors are doing, and then work with you to select the most useful keywords for optimising your site. Finally, we optimise your site, and then commence our ongoing optimisation service. As a special offer High Ideals Members will receive \$100 off our regular setup fee if you take up this service during January 2010 - you pay just \$295 to get started. To find out more about our Search Engine Optimisation service and other services to drive traffic to your website, email:
hmaloney@contactpoint.com.au



I'd like to take this opportunity to wish you all a fantastic festive season. I hope you have benefited in some way through the information I have shared this year. As always feel free to share your comments with me and other members in our next newsletter or contact me through my email address at gary.scholz@high-ideals.com. Take care and I look forward to staying in touch in 2010.

Cheers

Gary

member spotlight... **by Tim James**

Often, when sitting at my desk at the start of the day, I see the emails come in.. some of them online newsletters promoting this or that - generally wanting to help me make more money in some way or another, be more successful and have the life I want. It's rare, particularly with the business focused newsletters, that they are happy for me just as I am and for my business just as it is!

What if I already have the life I want? What if I don't really want for anything externally? Let me share a bit of background.

Like many, I had a career (in Melbourne) in a reasonable size company and was successful by my terms of having to enjoy the 'doing', having significant responsibility, being rewarded for it, making a difference, seeing the smile on the client's faces, working with the team to develop the company positively and working with the people there really closely, developing great friendships. After about two years in this role, there was an event, a death, of one of the people who reported to me. This rocked me and shook me and tried to toss me over the edge. I 'toughed' it out and worked with the company for another 2 years before deciding for many reasons to return to Adelaide with my family. That was over 6 years ago. During the last 6 years I studied coaching and realised a great deal more about myself through this, which helped to heal some of the scars. Even so, some of my previous conditioning came back to haunt me about 2 1/2 years ago and I took it in a way that it impacted me massively, more so than anything before it. Despair is a term I'd use to describe how I was feeling quite a bit of the time. After seeking assistance through various sources, I used this information to search deeper, research more, look for answers...

What I found was that the answers lay within, not without and tapping in to my essence over these past few years has lead to further significant realisations. I want to share THREE of these...

One is that the difficult times are doorways to new beginnings and new realisations that can empower us further...

The second is that, we are not our mind, our thoughts and feelings; rather, we are the awareness that is aware of these thoughts and feelings... A significant number of the thoughts we have are ego based and from the collective conditioning we've undergone. This can be around what we think others think of us, or will think of us, or from any number of 'beliefs' we've taken on board as we've grown up. These thoughts often are past and future based and may lead to regret, stress, worry and anxiety. They can take a great deal to break through. It's a constant practise of awareness.

The third realisation, is that we are ALL this awareness and as such are all connected. Connected energy if you like, or consciousness... Feeling this realisation... may bring peace, unity, love and absolute joy of being. And therein is the realisation that I don't really want for anything externally. Life simply is.

Any wanting I may have based on seeking satisfaction from external means, is a manifestation of the ego and a disconnection with who I am. Rather than wanting for external pleasures/objects to satisfy ourselves, we find that true happiness is within and is found now, not in the future or past or in having more. Another way this has been put is by Neale Donald Walsch in his Online Newsletter of 9th November 2009. It goes, 'Happiness is allowing yourself to be okay with what *is*, rather than wishing for and bemoaning, what is *not*. Obviously what *is* is what is supposed to *be*, or it would not be. The rest is just you, arguing with life. Somewhere along the way you will have to learn to just Trust Life...'

Thanks for letting me share.

Tim

altruism awareness... **by Karina Butera**

When you first meet CARE Australia CEO Dr Julia Newton-Howes, you are struck by her incredible energy and unwavering passion for her work. I recently attended a "Women as agents of change" lunch at Ernst and Young where I had the opportunity to meet Julia and learn more about the work of CARE, a non-political, non-religious humanitarian aid agency. After listening to her talk about the pivotal role that women and girls can play in overcoming poverty I can see what drives her passion.

At the event we heard about CARE's commitment to investing in women and girls, and how this brings enormous benefits, not just to the women, but also to their families and even entire communities. It's a painful truth that women and girls have too often been overlooked in development programs. Some traditional practices and other discriminatory laws mean that women are more likely than men to be illiterate; less likely to own land; will struggle to get access to credit or training. The talents of half the world's population are too often being squandered. Most women in poor communities work 15 hours a day, 7 days a week, but the returns on their labour are very small.

That is why CARE focuses on empowering women and girls.

What impressed me most about Julia's talk is that she integrated positivity into the integrity and impact that are clearly her trademark. She did this by reminding us, while over 1 billion people go to bed hungry each night, and clearly there is much to be done, the encouraging fact is that we are living through a historical period where the attention to inequality and the good being done in the world is at an unprecedented high. Listening to Julia talk about seeing the changes CARE is bringing to poor and vulnerable communities around the world, her passion for her work is both palpable and infectious.

Julia has worked to fight global poverty for over two decades. She was born in India and spent most of her formative years in Zimbabwe, being exposed from an early age to the incredible hardship of people living in poverty.

She became CEO of CARE Australia in October 2007 after many years spent with AusAid, the Australian Government aid program. At AusAID Julia was the Assistant Director General, responsible for multilateral aid and aid to Africa. She also spent time in Vietnam as AusAID's Counsellor (Development Cooperation) and was an adviser for two years to Australia's Executive Director to the World Bank, based in Washington DC.

Julia has an incredible conviction that we should help those less fortunate than ourselves, and through her work as the head of one of Australia's largest overseas aid agencies, Julia lives out her passion every day.

For many of us "making a difference" is a concept that we may talk about in loose terms, Julia Newton-Howes has focused her entire career on creating change for those people who need it most. If you would like to provide support for the empowering women, *I am powerful* campaign or purchase CARE Christmas gifts that will help impoverished communities, please visit <http://www.careaustralia.org.au/>.

