

Hi #firstname#,

Welcome to High Ideals Member News.

from the desk of Julie Saunders....
Administration Manager & Events Coordinator

I have been privileged to have known and previously worked with our Managing Director, Karina for over 20 years. When she first approached me about her idea and vision of High ideals I was so excited and relieved to know that there are others like me who hold the values of integrity, positivity and impact in such high regard and practise these in their normal day to day lives. I, like so many of us I'm sure, have been constantly frustrated with the incredible lack of respect, integrity and the rudeness I often encounter when dealing with all sorts of different businesses, whether it be at the supermarket, out at a restaurant or shopping for clothes. I'm sure so many people out there accept this as the "norm" and I believe it is our job to educate the community that this is not the case and doesn't have to be. It is so refreshing when I do finally come across someone that is positive and has high values and integrity and to find I'm not alone in my desire to create positive ripple effects leaves me with the 'warm and fuzzies'.



It is fantastic to see our members, such as Malcolm Dawes of dta Worldwide, embracing their High Ideals membership; proudly bringing their membership to the attention of clients and colleagues and taking the time to contribute to the High Ideals community. Malcolm provides a strong example of how we can make a difference in both our personal and professional lives, no matter what size.

This is encouraging to us all and I invite you to share your stories with us. As you can see Malcolm is getting much from his membership and I hope this gets you thinking of ways that you can get the most out of your High Ideals membership.

Already business alliances, job offers and opportunities to quote have come about through High Ideals members connecting with one another and this is a wonderful thing to see. So I encourage you all to connectwork and ask what can I do to help you? You never know what you may get back in return.

Wishing you all a wonderful weekend!
 Julie

spotlight on values ...
by Karina Butera, Managing Director

In this newsletter we want to bring your attention to the value of **reliability**. At High Ideals, we define reliability as *the consistent demonstration of the ability to be counted on to do what you say you will do - when you say you will do it*.

I have to confess, I haven't been too reliable myself lately. Through a range of changes that have occurred in my personal life as well as my business life, I have allowed things to pile up and feel the burden that comes with the feeling I have been letting my professional standards down. Will I beat myself up over this (well, possibly a little!)? No, I will allow myself to be human and sleep straight knowing that I have done the best I can under the circumstances.

We all get overloaded from time to time, but here are some base-line rules we can all follow to make sure we are not creating a negative experience for those around us when being reliable proves a challenge:

- Take ownership when we have not kept our end of a bargain, be humble and provide a genuine apology.
- Be honest with our reasons for taking longer than we thought we would.
- Renegotiate timelines as soon as there is a hint that they will no longer be possible to meet.
- Provide extra care and attention when we do get to the task we'd committed to.
- Always offer a possible solution when we are unable to meet commitments (ie: "I can no longer complete this task on time, but if you cannot wait an extra week, I would like to help you by giving you the name of a colleague who may be able to do the work in time").

new member update

We are delighted to congratulate and welcome the following New Members to High Ideals:

- Dr Lucy Rhoades (NSW)
- Leona Wan (NSW)

notable special offers

We would like to draw to your attention the following Member special offers:

- [Consulting, Coaching, Training from Noel Posus. Master Coach - special offer](#)

Don't forget to check out all the [special offers](#).

member events

The next High Ideals Connectworking evenings will be held in Melbourne and Sydney in August starting at 6.30-9pm. Details are:

Melbourne: 20th August - CQ Bar, 113 Queen Street, Melbourne.

Sydney: 6th August - Whitehorse Bar & Brasserie, 381-385 Crown Street, Surry Hills.

very special request

We want to start our **High Ideals public awareness raising campaign** as soon as possible, which will involve seeking out media coverage in the news, current affair shows and trade magazines. However, it will not be prudent to commence the PR campaign before we have a strong membership base, as journalists will want to interview members, see case studies and be confident that there is substance to what we are doing.

Therefore, we need to build our membership base as quickly as possible.

You can help!

- Please tell others about High Ideals. If they act within our value set encourage them to consider membership. If every current member attracted TWO new members, and each of those attracted TWO new members, we would have 300 members and be able to commence the PR campaign immediately.

- If you know of anyone in PR who may be inspired to help us promote the High Ideals vision and venture, please let us know so we can make contact with them.

- If you have already received value in one way or another from your High Ideals membership and would like to share that in a testimonial or by being part of a media interview, please let us know.

If you could help in any way we would love it! Please contact Karina (<mailto:karina.butera@high-ideals.com> with suggestions or enquiries.

- Stop repeating the same mistakes that caused the problem in the first place (ie: start monitoring what your 'real work time' is compared to your 'estimated work time' and allow more leeway when negotiating future commitments).

If reliability is something that you feel you want to give some attention to, please visit the *Members Only* section of our website and download the Criteria document on it. For my part, I will clear my clutter, make a new list and ease up on myself!

making a global & environmental impact ...

a note from our G&EI Manager, Gary Scholz

In our last newsletter I focused on each of us taking small sized chunks to be the change we want in the world.

I'd like to thank one of our members Malcolm Dawes from www.dtaworldwide.com for taking the time to share his story about the small changes he, his family and his business are taking. Malcolm explained to me that he had taken great strides in minimizing his consumption both at home and in his office by doing simple things, changing all the light bulbs, turning off all equipment at the power source, and as well using energy saving devices on computers especially when not in use. One initiative Malcolm is keen on within his business, is planting one tree for each participant that attends his events. I was able to pass on some relative information to assist Malcolm in securing trees for free. Did you know that National tree day is on Sunday the 2nd of August?

Here is their website <http://www.treeday.planetark.org/>.

There are also a number of organisations such as Planet Ark and Landcare who seek out individuals to assist in growing seedlings in their own backyards. Perhaps this is something you may be interested in doing. If there are children in your life, you could involve them, giving them a great way to contribute to a problem they are acutely aware of, thereby improving their sense of value and self esteem.

It's exciting to see people becoming so aware of the need to do their small bit in their own backyards. It's incredible the ripple effects that can occur from these seemingly small acts. For example, recently some people in a small community in the southern Highlands of NSW (Bundanoon- <http://www.bundanoon.com.au/>) banned bottled water! The idea sparked a lot of attention, leading to the brainchild of the idea, Huw Kingston, doing more than 70 media interviews and fielding calls from the BBC, as well as New Zealand and Japanese media the day the news broke. As the ripple effect took place the NSW Premier Nathan Rees ordered all state Governments and agencies to stop buying bottled water. This has spurred on much debating. If you're interested in reviewing the various arguments, you can find them at <http://www.abc.net.au/news/stories/2009/07/09/2620882.htm>.

Regardless of the opposing positions, I think this is a great illustration of the power of small acts to have huge impact. Please keep sending through examples of the small acts you are making to improve your community, environment and our planet, so I can continue to share them with your fellow members.

Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has. (Margaret Mead)

Please do not hesitate to contact me at gary.scholz@high-ideals.com. I look forward to hearing from you.



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