

Hi #firstname#,

Welcome to High Ideals Member News.

from the desk of Karina Butera Managing Director...

I was sitting next to a young production manager on the flight coming back from the High Ideals Sydney gathering last week. We engaged in a very interesting conversation and, being a rather lively chap, he was keen to talk about the absence of positivity in business.



This led us to talking about High Ideals and the issues of positivity, integrity and impact. When I told him that I believed that I had lost out on business in the past because I had been *too* honest about my specific experience (rather than exaggerating my skills or conjuring up self-aggrandising stories of my successes), he looked at me rather incredulously and said "why didn't you just lie?"

I was totally taken back by his comment and replied "I can't lie!"

His response was "you'll just need to get better at it; it's not that hard you know."

I realised he'd misunderstood my statement and clarified for him that it is not that I don't know *how* to lie, it's because it is part of my commitment to be honest in my self-representation that I simply *cannot* lie. The baffled look on his face told me that the idea of honesty in business was a rather novel one to him. (See below for Sharon's interesting link between honesty and being opportunity focussed).

Interestingly enough, other High Ideals criteria notable in this brief contact. The young man had 'talked up' his own profile and appeared very keen when I asked whether he was in the market for a job helping me create some marketing materials for High Ideals. He did not have a business card, so I gave him mine and asked him to contact me so that we could arrange a meeting.

That was six days ago.

You guessed it ... he hasn't followed through. Again, responsiveness and reliability appear to be something that cannot be taken for granted in the current business climate.

When I look back at the encounter with the young man, I realise that I was mentally evaluating his suitability as a High Ideals member from the moment we started interacting. His ability to show me positive regard and his sense of humour struck me as great signs. However, I have to conclude now that there was little substance behind his charismatic facade ... so, sadly, another potential High Ideals member 'bites the dust'.

Although I'm tempted to feel despondent, the situation simply acts to make me feel even more proud of being part of the High Ideals community, knowing that my fellow High Ideals members are rather rare and precious. This makes me even more determined to help connect and promote them, doing my part to make their experience in business as successful and enjoyable as they so rightly deserve.

I hope you enjoy this newsletter and that you too feel proud of your membership in High Ideals.

With gratitude and best regards

Karina

spotlight on values... by Sharon Chisholm

This month's value is Opportunity Focussed.

We have recently had some self service checkouts installed at our local supermarket and I try and use them if I don't have too much shopping to pay for. On a recent shopping trip, I'd put everything through the scanner, bagged my items and done a final check of my trolley before paying the automatic teller. When I got out to my car however, I discovered that I had two items in my trolley that had somehow escaped my notice. We're not talking about big ticket items - one head of broccoli and a small

new member update...

We are delighted to welcome the following New Member to High Ideals:

- David Hadlum (Vic)

A reminder that we have a few spaces left for our Leap of Faith offer available to the first 50 membership applications received. If you know of someone who embodies the values of High Ideals direct them to the High Ideals website.

events on the horizon...

Thursday, November 12th Melbourne gathering.

Club Ringwood, 523 Maroondah Highway,
Ringwood.

From 6.30pm til 9pm.

Guests welcome!

Email info@high-ideals.com to register.

NOTE: The High Ideals Christmas gathering in Melbourne will be held on Friday 18th December at Club Ringwood. Keep an eye out for further information and Invitation coming soon...

forthcoming dates for High Ideals gatherings...

Melbourne:

12th November
4th February 2010
4th March
8th April
13th May
10th June

Sydney:

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

be inspired...

Would anyone like a free hug!

http://www.youtube.com/watch?v=vr3x_RRjdd4

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

notable special offers...

If you are a promotional member who would like to offer your services at reduced rates or special value to members, please make sure you enter your special offer details on your home page log-in. If you would like to see what special offers currently are available to High Ideals Members, don't forget to check out all the special offers.

zucchini. This is when I was faced with the big question..... am I really going to walk all the way back into the supermarket and queue up again just to pay for two small items?

I guess the answer is that I have made a commitment not just to myself, but also to my fellow High Ideals colleagues and members to live within certain standards, high standards and this commitment means that I am honour bound to behave in a certain way, not just when it suits me, or when it's convenient, but all the time. For me, being a member of High Ideals is a way of life that I have chosen, I committing to living my life with integrity, impact and positivity. Just like you can't be "a little bit pregnant", you also can't be a little bit honest - you have to be completely and utterly honest, all the time, in everything you do, or you are just not honest. So of course, I returned to the supermarket and paid for the additional items. Being opportunity focused is not just looking for the positive in a difficult situation or realising that there's a lesson to every challenge. It also means looking for the opportunity to be the best that I can be, to live up to the commitments I made to myself and others and to look for opportunities in which I can choose to learn and grow, where I can improve on what I've done before and where I can choose the decisions I make.

Where can you find opportunities to do and be better in your lives and in your businesses?

Are you opportunity focused all the time or just when it's easy?

making a global & environmental impact... a note from our GE&I Manager, Gary Scholz

In today's newsletter I want to discuss something that has been labelled "Green Fatigue". It's the result of the sudden influx of products now on the market that claim to be 'green' or 'environmentally friendly'. More and more people are becoming cynical of the truth behind these 'green' claims, tired of being made to feel responsible for the environment and returning to poor habits due to their sense of despondency.

There is good reason for the cynicism. Research shows that there are many companies make green claims by focussing on one small piece in the whole production process. For example, a product that has been highly processed and uses chemicals that degrade the environment, may use recycled packaging and place 'eco-friendly' on their packaging to entice the 'green dollar'.

The good news is, according to research, the average consumer is well educated and well aware of these commercial tactics. It does mean that we all need to think a little more critically in the shopping aisles, but consider this as a rule of thumb "If the green claims simply don't feel right to you, then possibly they're not".

The research indicates that 82% of consumers are interested in environmental issues; 50% claiming to be more environmentally conscious now than they were five years ago. However, there was a shared despondency expressed where individuals feel that the little bits they do (having one car rather than two, turning off power when not using it, changing over light-bulbs, taking shorter showers) shrink into insignificance compared to the damage that industry is doing to the environment.

The experts reassure us, however, that every little bit that every person does is an important part of the broader impact. Although there is no 'fixed and simple' solution, there are thousands of them, and billions of people around the globe who, when united in their efforts, can create enormous positive impact.

Therefore, my message this week is to be aware of 'green washing' and think critically about what you buy. Don't necessarily take green claims at face value - ultimately if it seems 'odd' to you, it probably is, so go with your gut instincts. Also, congratulate yourself for whatever small bits you do - it all counts!

The important thing is not to stop questioning. (Albert Einstein)

Cheers
Gary

member spotlight... by Enda Eames

As we transition from the perspective that technology is the principal means of gaining a competitive advantage back to an understanding of the criticality of *interpersonal relationships* - in order to achieve our business, social and even

spiritual objectives, we need to better understand other people's '*world view*' if we are going to influence decision makers in different aspects of our lives.

There are a string of descriptions of how behaviour; personality; the conscious; the unconscious; core identity; and the *unknown unknowns* of the human construct interact and integrate, referred to as '**HR Gearbox**' or what 4R-CE collectively refers to this as 'Inpersonal Relationships'. This article only addresses the **behaviour** and **personality** elements of this construct. The 'HR Gearbox' uses 'tools', *Social Style* to understand behaviour - what we can see; and the *Enneagram* to understand personality type - what we can 'feel' (our and other's emotions).

Social Style has two dimensions - "*assertiveness*" and "*responsiveness*" (the word "emotiveness" is substituted by some practitioners). Social Style assists an individual to better understand and apply knowledge relative to their own and other's behaviour by building competence in a model of four styles: "*Driver*", "*Expressive*", "*Amiable*", and "*Analytical*".

The Enneagram is a way to help understand the different '*world views*' or '*Personality Types*' we encounter in our daily lives. This understanding provides insights into how different people might view the same situation or interaction. It assists people to have greater empathy for different perspectives and to make sense of why people behave differently. It also helps us self-diagnose our 'blind spots' (i.e. self defeating behaviour), that cause us to *get in our own way*, and which often results in a lot of interpersonal tension or stress.

The '*HR-Gearbox*' is intended to help a user to achieve greater communication effectiveness and reduced interpersonal relationship tension. By first observing a person's behaviour and applying what we know about *Social Style*, we can correlate this with what we know about *The Enneagram* to narrow down the possible *Personality Type* we are dealing with. An understanding of the symbiotic relationship between *Social Style* and *The Enneagram* allows us to achieve greater accuracy when empathizing and aligning with another's perspective, expectations and priorities.

The skills are not difficult to acquire but the key ingredient is **integrity**. The ethics and integrity as promoted by High Ideals are essential if we are to achieve better business, social and personal outcomes. Adding the '*HR-Gearbox*' methods increases our chance of maintaining this integrity by more easily '*getting on their wavelength*' and avoiding both *their* and *our* 'blind spots'. If you would like further information about this excellent method of enhancing 'innerpersonal relationships', please do not hesitate to [contact me](#).

altruism awareness...

by Karina Butera

A few months ago several High Ideals members attended a 'grassroots charity' brainstorming session, where approximately 20 professionals from a range of professions sat around a Board Room table and discussed the challenges facing small charitable organisations.

The funding problems that charities face are massive: with so many natural disasters happening on our doorstep, care agencies can hardly keep up with the demand, and those charities who do not deal in the areas of urgent crises suffer as a result. The public are inundated with requests for donations and support, many becoming so overwhelmed that, perhaps in line with what Gary has shared about 'Green Fatigue', we should coin the term: 'Supporter's Fatigue'. So fundraising for small charities becomes more and more difficult.

One of the people who will not give up in the face of these challenges is **Angela Scaffidi**. Angela has a big heart and the business clout to match it. In 2003 she established the Scaffidi Foundation, which provides practical and immediate support to disadvantaged families battling cancer. It was established in memory of Angela's sister and mother, who both dedicated their lives to helping others. Angela has turned this passion for families, love and support into a legacy in Norina and Cathy's honour.

She is a passionate and charismatic woman on a mission - her attitude being "If there is something I CAN do, I WILL do it!"

Three core values underpin the Scaffidi Foundation's work: treating families with kindness, dignity and a keeping positive outlook. To me these values are incredibly important, and from what I've seen of Angela, she operates from a 'high ideals' framework.

If you would like to find out more about the Scaffidi Foundation, please visit www.scaffidifoundation.org or email info@scaffidifoundation.org.

