

The Enerpace PaceSetter

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April/May 2016

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Dear Subscriber,

Have you heard of Conscious Capitalism (CC)? I was introduced to the concept just last year, and recently attended their annual conference which was held in Chicago last month.

So what IS CC? My definition is that Conscious Capitalists view Capitalism and making a profit as a good thing. AND know companies can make a profit without destroying the earth or people in the process. At the conference, I had the honor of listening to many speakers who have founded and built successful, multi-million dollar, mission-driven businesses. For instance, John Mackey – Cofounder and Co-CEO of Whole Foods, and Daniel Lubetzkey, founder of KIND Snacks.

We also heard from the co-author of the book “Conscious Capitalism”, which is our featured book this month. Raj Sisodia outlined the Four Tenets of CC as follows:

1. Higher Purpose – The company is focused on something worth doing AND makes money doing it
2. Stakeholder Integration – Society, business partners, customers, employees, and the environment are examples of stakeholders to be considered in business
3. Conscious Culture – Key values like trust, authenticity, caring, transparency, integrity, loyalty and empowerment aren't just part of the mission statement, but actually the way companies do business and engage with stakeholders

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4. Conscious Leaders – Leadership takes a long term orientation, is flexible, emotionally intelligent, demonstrates great systems intelligence, and works at a level beyond self-actualization

Wow! What would it take for this to become the way all of us did business? Imagine the world we'd create if we did.

Where will YOU be more conscious this month? Hopefully the summaries of my key learnings and links to more resources will help you answer that question.

Consciously –

Elene

p.s. Can you pick out my contribution to the "Vulnerability Cube"? We wrote down a strength we wanted to publicly acknowledge, and something we keep hidden that we wanted to share. Artists took our contributions and added them to all sides of this large blackboard-covered cube. It was very powerful to see other people sharing their truths in such a visual way.



Leadership Learnings

True Purpose: 12 Strategies for Discovering the Difference You Are Meant to Make

by Tim Kelley



Tim Kelley spoke on "Revealing a Truly Inspiring Company Purpose". He defines a company's purpose as:

- What the world would miss if you were gone
- The greatest

positive impact you can have on the world

A purpose drives engagement, alignment, strategic focus and customer loyalty. In fact, it's a competitive advantage.

Central Time:

ReBoot Career Accelerator for Women - Chicago 8 Week Accelerator, April 7 – May 26

Thursdays, 9:30-12:30 PM, Northwestern University [Details](#)

And, Enerpace is part of the Ready to Launch Panel on May 26th!

Enerpace offers programs with QTI in Leadership, Career Planning, and Business Management.

"Do You Want to Become a Quality Expert? Quality Business Fundamentals Webinar" - Quality Training Institute,

Tuesday, 5/10/16 @ 12 noon CT [Details](#)

Tuesday, 6/7/16 at 12 noon CT [Details](#)

"How to Implement Change in Your Organization Effectively Webinar" - Quality Training Institute,

Monday, 5/9/16 @ 12 noon CT [Details](#)

Monday, 6/6/16 at 12 noon CT [Details](#)

Click [here](#) to learn more about QTI and ALL the upcoming workshops and events!

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Your company's true purpose touches something greater than yourself and benefits more than your company. In other words, it can't be solely self-serving. AND it must allow the firm to make a profit or you company won't exist! As Maslow's Hierarchy of Needs recognizes, we cannot achieve self-actualization unless our safety and security needs are met first. In the same way, companies can't achieve their higher purpose until their basic profitability needs are met to support this growth.

Claiming a purpose is scary, and a good one is bound to generate some controversy or naysayers. Tim suggests if you're stuck, use the following technique: List all that things that would need to be true so that there would be NO negative impact for finding your purpose. No matter how long this list is, it will be finite. Then the leadership team can evaluate what's required to make that list, and your 'truly inspiring company purpose' a reality.

What's YOUR firm's True Purpose?

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Career Management Corner

The Heart and Science of Collaborative Communication

by Susan Steinbrecher

Susan Steinbrecher spoke on "The Heart and Science of Collaborative Communication". She defined this as having a conversation in the way people can hear.



What gets in our way? Conflict. She sees conflict "as necessary as rain, but we need to channel it to good use".

Susan provided "3 Golden Rules" for conflict resolution:

1. Listen with empathy – this neutralizes the fire of emotion because people feel heard and validated.
2. Recognize – esteem the other individual. Thank them for taking the time to discuss this with you.
3. Ask for their ideas to resolve the conflict. Use phrases like "I'm willing to explore this." "Tell me more." "What are the short term and long term impacts?"

Trust is necessary for collaborative communication. To read, her article with *4 Simple Phrases That Instantly Earn People's Trust*, click on the link below.

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Business Building Blocks

The Future of Brand Storytelling

Simon Mainwaring, Author of "[We First](#)"



Simon Mainwaring, author of "We First", presented on 'The Future of Brand Storytelling'.

Social media and technology have really changed the environment in which our

businesses function. Our customers are also our content PRODUCERS and our DISTRIBUTORS. Think about the last concert you attended. Did you record a snippet to share with your friends on Facebook? You're now a producer and distributor!

As businesspeople, we need to shape the story, because that will transcend the technology. If we define a story worth telling, we can be a brand worth sharing.

Simon believes our "brand has to be a proprietary story stated as a compressed complexity". It's our way of being, the way we show up, both inside and outside of the company. Here are some other key takeaways:

1. The future of profit is purpose. What fundamental human property will you own as your purpose?
2. To participate, consumers must be the hero of the story. It can't be static. Your customers are your co-authors, co-creators and co-collaborators. So what customer benefit will you celebrate with them?
3. Be a mission with a company, not vice versa. For example, Tesla is all about sustainable transport. Since that's their mission, they openly share their discoveries because their goal is bigger than the company.
4. In this way, a brand can transcend its products, services and category to positively shape the culture.

So what's YOUR business' brand story? What cultural conversation will you lead?

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Enerpace News

1. What a great list to keep handy! Perhaps you need some ideas to help you be more creative when applying conscious capitalism to your business or career. Check out Enerpace's



contribution, along with many others, in "*100+ Ways to Spark Creativity When You're In a Rut.*"

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2. We all have our favorites. What's your go-to productivity app? Don't have one? This list with tips from Enerpace and other entrepreneurs will give you some ideas to try!

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Enerpace Expert

Five Human Aspirations

Raphael Bemporad, BBMG



Raphael Bemporad of BBMG summarized his research with Globe Scan on "Five Human Aspirations".

These firms studied more than 22,000 consumers in 22 countries to understand how our values and deepest aspirational needs as humans impact our buying behavior. Their conclusion? There are psychographic forces at play that are way more powerful in determining what you buy than what year you were born!

At 39%, the "Aspirationalists" comprise the largest segment of consumers globally and make up 1/3 of US Consumers. Aspirationalists are NOT just "Millennials". In fact, their average age is 40 and are just as likely to be male as female.

To reach this segment, brands need to appeal to at least 1 of the following:

1. Abundance Without Waste – provide a greater experience and more value while using fewer resources. Aspirationalists are more focused on having an experience than on buying stuff. Patagonia's "Worn Wear" campaign illustrates this principle well. They design for quality and reward consumers who use, re-purpose and recycle their product.

2. Truly as You Are - welcome imperfection as honest and beautiful. In our interconnected age, the truth is going to come out. Therefore, "radical transparency" can be a compelling differentiator. Examples? Models protesting airbrushing by posting pictures of themselves without makeup. Or Dove's 'Real Beauty' campaign that increased sales from \$2.5B to \$4B.

3. Get Closer – connect with the people behind the brand promise. “People like us” have become the new faces of brands. They drive for Uber, host for Airbnb or sell on Etsy. We want to be connected with the provider of our purchases. Hiut Denim understands this human desire for connection. Every pair of jeans sold is signed by the artisan who makes it. Why? Their tag explains: “Artists always sign their work”.

4. All of It – experience freedom beyond either/or choices and false finish lines. Aspirationalists want to be, do and have it all! It’s about enjoying the journey, seeking happiness on their own terms and understanding that continuous improvement means there’s no finish line! Boundaries between work and play disappear. Ellen DeGeneres and Gap launched ‘Kids x ED’, a clothing line dedicated to supporting girls “whether they skateboard or dance, wear dresses or jeans, build forts or paint rainbows, or everything in between”.

5. Do Some Good – impact the everyday. Brands that embed a bigger impact into their business strategies and marketing win with Aspirationalists, who are motivated to connect with a larger purpose. It’s about making small shifts in daily choices that together create a huge impact. TOMS shoes 1:1 campaign is a great example, since they donate a pair of shoes for every pair purchased.

Are YOU an Aspirationalist? Is your firm? What small shifts can you make to incorporate one of these five human aspirations in the way you do business?

You can read more about Aspirationalists' desire for sustainable consumption below.

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Cool Tools

The Second City Works

www.secondcity.com/works/

Improv as a tool? Second City Works joined us after dinner one night and provided a whole new way to think about leadership & teamwork: as an ensemble!



On a team, there’s a natural hierarchy and the team is only as strong as its weakest link. Yet in an ensemble, all are equal. Members move in and out of responsibilities depending on the needs of the “show”. You may be the star in one scene and play a tree in the background in the next scene.

An ensemble is only as strong as its ability to carry/cover for the weakest link. When going on

stage, Second City performers say “we’ve got your back”. They’re all in it together out there! They build it together and create it together. As they say “bring a brick, not a cathedral”.

In improv, performers come from a place of “Yes. And.....” How many times do YOU say “Yes, but”? Or even “No”? We all do it and it stifles the creativity of those around us.

A coaching challenge for you: Put a sticky note someplace visible. Track how many times you use “Yes. And...” It’s a great structure to help you build this muscle!

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Great Books

Conscious Capitalism: Liberating the Heroic Spirit of Business

by John Mackey and Raj Sisodia



Want to learn more about Conscious Capitalism?

This book has helped many expand their vision of how it's possible to conduct business

each day. Consciously or not, we ALL have an impact on the people and the world around us!

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Quotes You Can Use

"At first dreams seem impossible, then improbable, then inevitable."

Christopher Reeve (1952 - 2004)

Actor, Film Director, Screenwriter, Author, and

Activist

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