

INTERNAL COMMUNICATION

The soul of today's organization

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How can you expect a corporation to have a conscience, when it has no soul to be damned and no body to be kicked?

Baron Turlow



The soul is not a physical entity, but instead refers to everything about us that is not physical - our values, memories, identity, sense of humor.

Harold Kushner



The soul gives us resilience -- an essential quality since we constantly have to rebound from hardship.

Wynton Marsalis



The principal thing in the world is to
keep the soul afloat.

Erica Jong



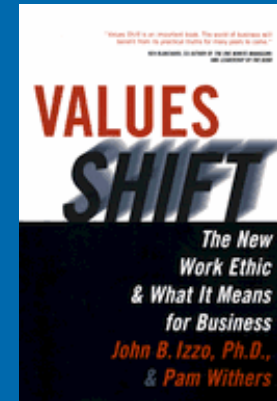
. . . a match of corporate and individual souls releases energy, enthusiasm, effort, excitement and excellence Without that match, work and life are dull.

Charles Handy



The *VALUES SHIFT*

- Charles Izzo & Pam Withers
- the workplace dynamic is changing
- power is moving from employer to worker
- retention is a major issue
- six trends in employee expectations
- there will be winners and losers



Forces changing how we see work

- family
- the economy
- technology
- society




Primary measures of success

1989	1991	2003
power	successful relationships	marriage
prestige	a balanced life	health
money	leisure time	ethics

Source: Graduating MBAs, Duke University (from *Making a Living While Making a Difference*)

Six employee expectations

- work/life balance and synergy
 - work as a noble cause
 - personal growth & development
 - partnership in a collapsed hierarchy
 - community at work
 - trust
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Your role as a communicator

SHIFTING VALUES

work/life balance & synergy

work as a noble cause

personal growth & development

partnership in a collapsed
hierarchy

community at work

trust

WHAT YOU CAN DO

celebrate diversity

make the mission real

spread the word

break down barriers

create shared experiences

communicate with integrity



Soul-building strategies

1. Find the real leaders
2. Fight to maintain integrity
3. Listen to unheard voices
4. Learn how to sell ideas
5. Do great tactical work



A soul should always stand ajar, ready to
welcome the ecstatic experience.

Emily Dickinson

