



A Focus on 'Significance'

Welcome to 2012! 2011 was quite a year with many memorable changes and perhaps new realities, that became more visible as time passed. A question to reflect upon is "what did we learn from the turbulence of 2011?" Well, to truly gain a handle on the past 365 days, we need to take stock of many of the occurrences over the past decade, or even longer. Our consumer way of life and the capitalist system in North America and 'the west', is well into a period of significant change, that began far before the financial crisis of 2008. I think we can safely say that we have entered into a period of time for the foreseeable future ***where volatility, unpredictability, complexity and ambiguity, will be the new norms.*** As in every period of turbulence and change, there are opportunities, if we know where to look for them.

It is with this in mind that our challenge for 2012 is to seriously consider where you can make the most significant contributions and from these, create your 'areas of focus' for 2012. It is not a time to rest on our laurels, but to focus on ***how we can best make a contribution and help move our 'way of life' forward and rebuild that of which, we may have taken for granted.***

In our 2011 Annual Message, we gave the following formula for 'Happiness'.

'Peace / Joy / Contribution / Growth / Simplicity = Happiness'

Peace with your talents, your 'lot in life' and what you really enjoy doing.

Joy by celebrating what is good in your life and thankful for your blessings.

Contribution – How and where you make a difference in the world.

Growth – Continuous learning and adapting, through changing personal habits.

Simplicity – Living a simple and humble life, in light of the increasing complexity of our world.

In an enlightened manner for 2012, let's reflect upon the elements of research, that change the perspective FROM 'happiness' ***TO 'well being'.*** A solid source of research in the area of individual and organizational well being, was completed by Dr. Martin Seligman, in his book – ***'Flourish'. Attached is an overview of the key understandings on 'well being'.*** The area that I would encourage you to build upon in 2012, is identifying ***where you can make the most impactful significant contribution.***

2012 'Significance' exercise:

- 1. Where can you make the most significant contributions in 2012? (personal / family / career / community)**
- 2. Decide (in writing) on what and which 'specific contributions' you would like to 'focus on' in 2012.**
- 3. Plan and reflect weekly on your progress**

"We detect rather than invent our missions in life."

Viktor Frankl

Concentration camp survivor and author of Man's Search for Meaning

Elements of 'The Good Life' / 'Well Being' 'Flourish' PERMA– Martin Seligman

1. **Positive Emotion (Cornerstone)**

"Much of your mood depends on what you pay attention to."

2. **Engagement**

Do something you love

3. **Relationships**

What relationships are motivational and rejuvenating & spending time with these individuals

4. **Meaning**

A sense of belonging to and serving something that you believe is bigger than yourself

5. **Accomplishment**

Setting and achieving 'things' of significance in your life. Being 'a winner'!

Criteria for a Growing and Sustainable Organization

'An individual and organizational discipline consisting of focusing and ignoring distractions, remembering and using new information, planning action and revising the plan, and inhibiting fast, impulsive thoughts and actions.'

1. **Positive Emotion – 'An environment of hope' & positive statements**

Optimism prevails throughout. Positive statements versus negative are at a ratio exceeding 3:1. (And not beyond 10:1)

2. **Engagement**

Do something you love & continually learning how to become better @ it.

3. **Talent, Relationships & Working Together**

Having the right talent that will provide the capacity to foster, engage in and sustain positive relationships AND to work for 'the common goals of the organization', over individual desires.

4. **Meaning**

A sense of belonging to and serving others, that has meaning to you. 'A passion' for what you do and truly 'care about'.

5. **Accomplishment**

Putting forth the effort required to be successful – ie. how much time is put into a task. Setting and achieving 'important goals.' And a solid bottom line.