

# Conscious Communication™

Helping Business Leaders Manage Their Careers and Their Resources

Volume 3 Issue 2

Spring 2007

**“We make a living by what we get.  
We make a life by what we give.”**

– Sir Winston Churchill

It's spring! That time of the year when we go into a frenzy, cleaning and reorganizing our homes and offices and garages – all our physical, external spaces. But what about our internal spaces? Yes, that's right – our minds. Spring is a good time to reexamine our thoughts and attitudes as well as our shelves and desks. Furthermore, we must ask ourselves how our thoughts and attitudes are affecting those around us. How can we bring about “spring cleaning” in our personal lives and in the greater communities where we live, work and play?

The topic of this quarter's issue of Conscious Communication™ is Social Responsibility. Let's take some time to take stock of our connection to one another in our global community.

Does your company give back on a regular basis to the community it services? How is IBM setting the pace in terms of corporate social responsibility? Do you know that just by changing how you interact with people, you can impact your company's bottom line? Are you ready to volunteer yet? If not, we hope to have you excited and ready to get involved by the time you've finished reading this Spring 2007 edition of Conscious Communication™.



## Executive Dialogue

*With Ann Cramer*

*Ann Cramer is with IBM Corporation as its Director of IBM Corporate Community Relations & Public Affairs in North America. After ten years of being “retired” from IBM, she returned to the company's External Programs department, now Corporate Community Relations. Cramer was recently inducted into the Junior Achievement of Georgia's 2007 Atlanta Business Hall of Fame.*



**CC:** Do you think corporations owe something to society?

**AC:** I do think it is a case of mutual understanding about our relationship and our responsibility to each other. Our company is made up of people, and we also serve the people – our clients. Rather than thinking of it as a debt, it is about moving beyond verbal commitment toward action-oriented commitment.

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## Executive Dialogue Cont.

**CC:** What is IBM doing to help close the gap of the digital divide?

**AC:** We have many programs addressing early learning and exposure to technology, as well as micro-enterprise programs to help people close that gap and gain economic security.

**CC:** What is new for IBM in the realm of corporate social responsibility?

**AC:** Currently, we are one of the leading organizations involved in the Global Leadership Network (GLN). This organization allows global corporations to seek more innovative ways to become strong corporate citizens, and to learn and benchmark from one another.

**CC:** What benefits do you see in employees getting involved in the community?

**AC:** IBM cares deeply about retaining our employees. Employees have a chance to volunteer on their own for organizations they particularly care about, and we also offer many opportunities for them to get involved collectively – such as our “Transition to Teaching” program, which gives highly skilled professionals, especially in math and science, an opportunity to give back in the classroom as a second career.

**CC:** How does IBM benefit from its employees’ involvement in the community?

**AC:** Global competitiveness. We are constantly looking for innovative ways of using our technology solutions to enhance the capacity of people all over the world, and to build our talent pipeline for a competitive workforce.

**CC:** What is your favorite IBM product?

**AC:** My ThinkPad!



# Career Connect

## The Ripple Effect

By Marie Kane

**H**ave you ever tossed a stone into a pond and watched the ripples spread out from the point of impact? Has someone treated you well or badly, and the next thing you know, you’ve passed it along? Every day, in a hundred ways, each of us makes ripples. Are we making good ripples or bad ripples? **Ripples are like viruses. They spread to enormous lengths and at great speed, and they multiply geometrically.**

What would happen if everyone made a more conscious effort to **make positive ripples**? What would happen to energy, productivity and attitudes in the workplace? What would happen to customer service? And as a result, what would happen to the bottom line? Each time we skip an opportunity to treat others with courtesy, kindness and consideration, we have missed the chance to start a ripple with unimaginable positive effects. If we occupy a formal position of leadership, we must be even more conscious in our treatment of others because our position greatly magnifies our impact.

How about you? Ask yourself, When was the last time I did something unexpectedly nice for someone at work – just because? When was the last time I thanked or recognized someone for a particularly special effort, or for routinely going the extra mile, or for being especially helpful? **Pick at least one positive action to take, and do it within the next three days. For real payoff and personal satisfaction, practice this regularly in all areas of your life.**

*As a corporate consultant and executive coach since 1981, Marie Kane has helped clients in strategic and operational planning; leadership, management and team development; change management; assessments and surveys; and employee selection screening. Marie helps companies responsibly and positively create and maintain the foundation that will allow them to become competitive, profitable and sustainable.*

Find more valuable and practical insights at [www.executiveevolution.com](http://www.executiveevolution.com).



## Go Deeper

### Corporation, Be Good! The Story of Corporate Social Responsibility

By William C. Frederick

### Fish! A Remarkable Way to Boost Morale and Improve Results

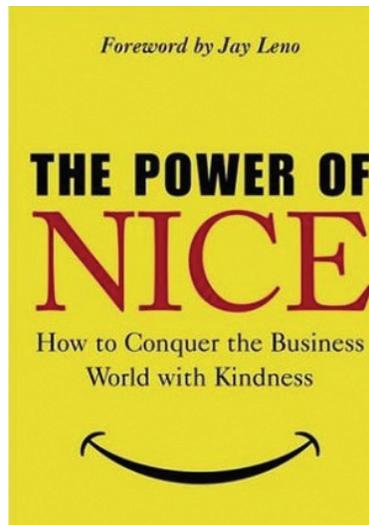
By Stephen C. Lundin, Harry Paul and John Christensen

### The Power of Nice: How to Conquer the Business World with Kindness

By Linda Kaplan Thaler and Robin Koval

### Raving Fans: A Revolutionary Approach to Customer Service

By Ken Blanchard and Sheldon Bowles



## Final Tips

**M**ore and more, surveys of the general public show that people want corporations to giveback. They want companies to demonstrate greater responsibility to the community at large, rather than just to the shareholders and making a buck. They expect companies to have a higher standard than ever before. Organizations that take social responsibility seriously gain significantly in terms of increased profits, happier employees and improved company image. How does your organization measure up?

### Senior Executives:

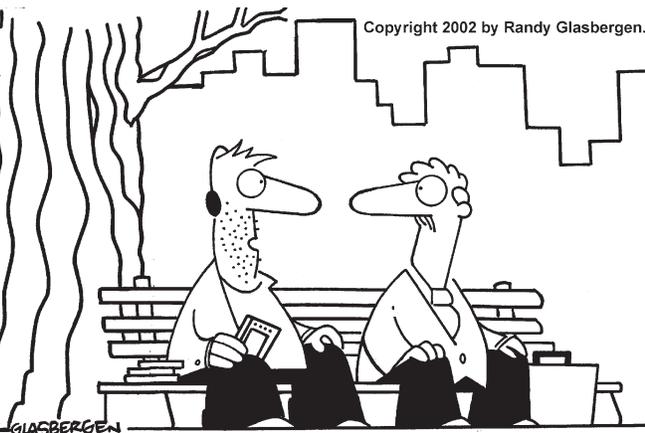
Do you currently have a corporate social responsibility plan for your company? If not, what is holding you back from “doing good”? If so, how can you continue to find innovative ways to take your plan to the next level of support for our global community?

### Hiring Managers:

It is critical that you are able to attract and retain the best talent available. One way to achieve this is to provide opportunities for your team to get involved in local communities. The company that advocates such activities goes beyond lip service and fosters a truly philanthropic culture.

### Up-and-Comers:

Find out how you can get involved. By volunteering your time and efforts, you can gain valuable leadership skills that may further your career in the long run – not to mention the personal benefits that come from working toward a good cause. If no volunteer program has been established at your company, launch one yourself and start volunteering today!



“Somebody offered me a great job once...but I didn’t hear him because I was listening to my success tapes.”

**“Good companies understand that one of the best ways to attract and retain great employees is to show them how much the company cares about their communities. In working with us, you’ll have a partner who shares your values – not just verbally, but in action. Our firm has given back to such organizations as Be Someone, United Way and Girls, Inc. I’ve personally served on various boards and committees that address issues facing our public education system, the advancement of women and economic development.”**

**- Damali Edwards, founder and CEO  
Edwards Consulting Firm, Inc.**

Employers, please call 404.288.8824 for more details on how we can help.





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## **Our Mission**

You spend more time *in* your position than looking for one; you need to know how you can keep your job and do it well. Then, if you choose to grow your career upward, you need to know how to move up and get promoted. Our mission is to provide real, no-nonsense strategies for managing your career and resources, whether you're a top executive, a middle manager, or an up-and-comer.

Those with upwardly mobile careers enjoy both individual on-the-job effectiveness and outstanding team-building skills – they play well with others, and they create and maintain top-talent teams. From us you'll learn how top executives do it, get coaching from guest experts, and find intriguing reading material and helpful tips.

We've created this unique resource to promote position effectiveness, longevity, and overall success, dedicated to those serious about building careers and not just working at jobs. We look forward to helping you get there. See you at the top!

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