



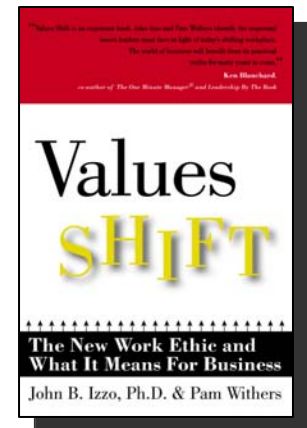
FOR IMMEDIATE RELEASE

## VALUES SHIFT:

### *THE NEW WORK ETHIC & WHAT IT MEANS FOR BUSINESS*

by John B. Izzo, Ph.D. and Pam Withers

A new work ethic is emerging—a new set of values about work and its place in our lives. These new values will re-shape how we operate and what companies must do to attract and keep good people. While work has changed dramatically over the last two decades, a new practical business book from Fairwinds Press argues that our values around work have also changed in ways that will impact businesses for decades to come.



In this new groundbreaking book called *Values Shift: The New Work Ethic & What it Means for Business*, authors John B. Izzo and Pam Withers identify how our values about work are changing and how this new work ethic is impacting companies as they try to attract and keep talent. These values, according to Izzo, will require employers to focus on creating workplaces that respond to a shifting set of wants and desires. “How we see work and what we want from it is shifting radically and smart companies will pay attention to these changes,” says Izzo.

The new work ethic is defined by six major expectations at work that cut across three generations—Baby Boomers, Generation Xers and the Net Generation. Izzo is an international consultant and speaker on managing change and leadership development, who, through his work and research, has discovered that while all three generations have some unique perspectives, they have a lot more in common than we realize in terms of the six emerging expectations of the workplace:

- Balance and synergy
- Work as a noble cause
- Personal growth and development
- Partnership
- Community at work
- Trust

While many books have been written about the attitudes of Generation X and the Net Generation, *Values Shift* is unique. Izzo and Withers argue that the new work ethic that is emerging in North America cuts across age as well as gender and will re-shape the way we work and what companies will have to do to achieve competitive advantage and low employee turnaround.



## Questions for John Izzo on the book Value Shift

1. What is the “new work ethic”?
2. What forces have created this “new work ethic”? And how did employees move into the driver’s seat?
3. How serious is the retention or talent crisis facing businesses?
4. Describe the six “shifts” in terms of what we expect from work?
5. What are some of the more innovative or outrageous things companies are doing to attract and keep talent?
6. Is it just high-tech companies that are responding to these shifts or does this cut across the old-economy sector as well?
7. In the book, you discuss what you call the “A team” and the “B team” (referring to the fact that employers will increasingly separate into “buzz” workplaces and everybody else), can you describe what you mean by that?
8. What would you suggest to companies that want to win today’s workers?
9. Won’t this “new work ethic” you talk about disappear when the economy slows down and we go into a recession?
10. How is our view of retirement changing and how will this impact businesses?
11. Balance has become a hot topic in the world of work, what do workers want and how are companies responding?
12. One of the shifts you discuss is the expectation of work meeting the need for community and friendship, describe this expectation and how companies can respond to it?
13. You write about a shift in terms of the desire for work to serve a noble cause, describe this shift.
14. You have suggested that it is too late for companies to work on “empowerment” because employees want an experience of “partnership.” What do you mean by that and can you give some examples?



## For Immediate Release

# What's YOUR Company done for you lately?

**More people are getting in the loop to hear about what smart companies are doing, to keep talented people and what they stand to gain when they look for a place where they too can experience the *six values shifts* taking place in the workplace.**

According to *Inc.* magazine, "Smart companies don't think only about filling jobs anymore. Nor do they add one perk here, one perk there, ending up with a patchwork approximation of what their competitors are already doing. Instead the companies immerse their employees in an experience they'd be hard-pressed to find anyplace else."

In his new groundbreaking book, *Values Shift: The New Work Ethic & What it Means for Business*, John Izzo talks about Retention: The new game, citing that only 49 percent of Americans are committed to remaining with their present employer, down from 62 percent nine years ago.

### **Take a look at what other companies are doing and see how yours measures up:**

- The eye-drug maker Alcon Laboratories gives employees up to \$10,000 for transportation costs to be with ill family members.
- If you get married while at credit card company MBNA (No. 34 on the Top 100 to Work For list), you get an extra week of vacation. And should you have kids, there are six childcare centers and college scholarships of up to \$32,000 for employees' kids.
- Intel offers an eight-week sabbatical after only seven years on the job because employee surveys showed that workers view sabbaticals, which offer the ability to pursue one's dreams, as especially compelling.
- VanCity, one of British Columbia's leading financial institutions, developed a Career Futures program that offers employees training initiatives to consistently examine where they are going and how to stay employable.
- In Tampa Bay, a financial services firm called Capital One Services actually calls its leisure facility a community centre. It includes a food court; a gym; an Internet café; basketball, volleyball and racquetball courts; and a library.
- The Seattle headquarters of WRQ, the software company, boasts a nap room with futons, on-site massages, and dock space for kayaking commuters.
- Ciba Specialty Chemicals, a global leader in the specialty chemical field, believes communication builds trust. The company briefs its employees around the globe via satellite every quarter when the company releases its financial figures, and employees and the board indulge in interactive communication.