



Who do you work for?

Most organizations cause suffering. How many businesses or other employers are psychologically healthy places to work and produce more real value than the resources they consume? And how many are simply strip-mining our future for an immediate payoff or are simply hives of gossip, favoritism, waste or exploitation? We live in a time when most business organizations are designed to produce maximized, short-term financial results. Daily news stories show greed, self-interest and incompetence are rampant. Do we honestly believe our American economic system and our quality of life can withstand this tidal wave of leadership failure?

Is your organization building or destroying America? Is it trying to minimize it's harm or is it actively creating a better future for our children? How do you know you're not being manipulated? Are you enriching or destroying lives? Are you contributing to a better society, or are you using your energy and talent to destroy ours? How do you know if you're working for an Enron? You can smell it in the culture. Company policies, who gets promoted, how people are rewarded and dozens of other indicators reveal a companies' soul.

Life is short. We work a lot. We should honor our time and talent by spending our energy working for organizations that are healthy and dedicated to creating the Greatest Total Value possible. Surveys show that up to 75% of employed people are looking for better employment. Are you? If you are not working for a great, well lead enterprise, you should be.

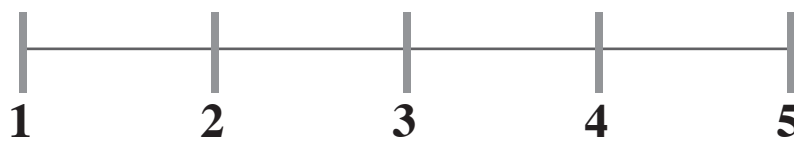
Great enterprises are successful. They grow steadily and produce ample profits so they can reward employees well, offer meaningful work, personal growth, invest in future opportunities that benefit their communities and improve the environment. Surveys consistently show these kinds of companies put their employees first. They are market leaders and our world is better off because of them.



SURVEY OF WORK

The following survey is based on key issues that multiple research studies have shown make the biggest difference in work satisfaction. Your survey results should not be taken lightly. Your responses are part of a national effort to survey tens of thousands of working Americans to shine light on the need for a work place revolution and call for more competent, ethical leadership. We want to know who is building a better America and who isn't. We want to find as many great employers as possible and let everyone know who they are. Most of all you need to become aware of just who you are working for. It's time to do something.

Take this 16-question survey and see if you have a dream job or are simply sustaining a bad habit. Using the scale below (1 to 5) mark your assessment of your employer.



- 1: Almost Never**
- 2: Sometimes**
- 3: About half the time**
- 4: Usually**
- 5: Nearly Always**

1. I have confidence that our leadership makes smart business decisions so we can grow and profit and make a difference to our customers and our communities.



2. Our leaders make wise decisions that balance short term needs with long term health. They don't seem overly driven by investor demands or fears from competitors.



3. I am proud to be an employee of our organization because it has a great reputation for quality, innovation, fairness and responsibility.



4. Our people are really in tune with our customers. From the front line to senior leaders, everyone knows what our customers want and delivered it.



5. Pay and benefits are above what is common in the industry. I believe that my employer offers generous benefits that I need. Compensation is fairly earned and management doesn't play favorites. Merit matters.



6. I am given lots of responsibility and autonomy. I make important decisions that affect my results. My work is important and I have the information, resources and tools to make my best contribution. I feel there are no limits to my opportunities within my organization.



7. My boss really understands both my talents and interests and gives me opportunities to do things I really enjoy and excel at. I trust him to be both wise and fair.



8. The company offers lots of opportunity for training and learning knowledge and skills that benefit me as well as the organization. I frequently get honest, constructive feedback and feel personally supported in my growth and career.



9. My boss makes sure I am not overwhelmed or overworked. Goals and expectations are realistic and I feel I have the time I need for my family and myself to really enjoy life. When it is reasonable, I have flex time, tele-commuting and non-paid time off if I need it.



10. Management tells the truth and keeps me informed about important issues. I trust them to do what's right even if it costs them money or they have to admit a mistake. Unethical, illegal and dishonest behavior is not tolerated for any reason.



11. I enjoy my physical workplace. It is stimulating and inspiring. It promotes communication and new ideas. It also offers privacy and quiet time when I need it. I feel the workplace shows respect for me as a valued part of the organization.



12. Management consistently promotes activities that help create a community atmosphere among my co-workers. I frequently enjoy social, recreational or community events with my co-workers.



13. My organization really values its employees. Layoffs, downsizing and constant buying and selling of business units are not practiced as a legitimate business strategy.



14. My organization advertises and promotes itself truthfully and responsibly. We don't shade the facts, deceive or attempt to manipulate our customers. We keep our promises. We never sell anything that we know might be harmful if not properly used. We are sincerely seeking to improve and enrich our customer's lives fairly, honestly and distinctively.



15. I believe my work really matters and that my organization is making a major positive impact on its employees, customers, suppliers, community and future generations. I am very proud of what I do, and get



16. My organization is committed to making the world better beyond its business purpose. It is actively involved in charitable causes that I admire. They pay employees for time spent in charitable service.



17. My organization shows great care for the environment and for the future quality of life. We recycle whenever possible. We seek to eliminate any product ingredients or practices that may be dangerous or harmful. We actively surpass pollution regulations and are seeking ways to reduce pollution caused by employee commuting and all waste in our work output.



18. I feel fully committed to my organizations' mission, our leadership and what we produce every day. I feel my organization has a great future. I would recommend my organization to anyone I really respected.





Results

If you scored a 3 or below on 10 or more questions, you might ask yourself why are you working for “the man?” Either take steps to change the status quo within your employer or find a better one. If your organization is toxic, here are three things you can do:

1. Send this survey to several co-workers and schedule a time to compare results. Take the survey results to H.R. (Human Resources) to protect you from immature boss responses or blow offs. Offer to start an internal group to work on problems and promote change if you can get senior executive sponsorship and involvement. (If you can't, you're probably wasting your time. Look for a new job.)
2. After step one, form a small group of co-workers to meet and watch the “What is Your Promise” leadership and career seminar to come up with action steps to bring about change in your workplace. You can begin this effort in a “grass roots” way to try to get a foothold of new thinking going. If you wait for organizational bureaucracy to embrace this kind of change, the weight of the process will likely kill the enthusiasm. The purpose of the small group is to use the American Dream leadership discussion guide to identify specific actions that can be under taken to create positive momentum. An internal network of these small American Dream groups can form within your organization until a boiling point is reached and the organization begins to embrace change.
3. If you feel hopeless about your workplace, send this survey to as many friends, acquaintances, or even strangers and ask them to send you their results. As you find people who are happy with their employers, you have found a target new employer for you with a built in advocate who can offer some coaching about how you might approach this new employer to get the Dream Job you desire.

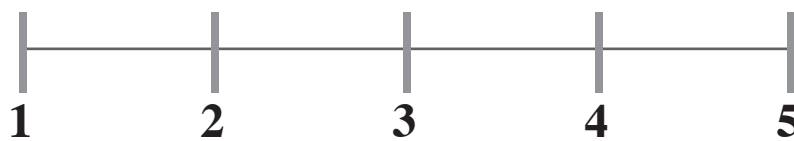
The most important thing is to do something. If we are going to have a future we want our children to enjoy, business as usual must stop. Throw the switch.



SURVEY OF LEADERS

The following survey is based on key issues that multiple research studies have shown make the biggest difference in work satisfaction. Your survey results should not be taken lightly. Your responses are part of a national effort to survey tens of thousands of working Americans to shine light on the need for a work place revolution and call for more competent, ethical leadership. We want to know who is building a better America and who isn't. We want to find as many great employers as possible and let everyone know who they are. Most of all you need to become aware of just who you are working for. It's time to do something. This survey is designed to be taken by the top 10% of organization's employees.

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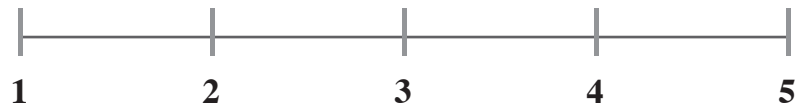


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1. I have confidence that our leadership team makes smart business decisions so we can grow, profit and make a different to our employees, customers and our communities.



2. As leaders we make wise decisions that balance short term needs with long term health. We are not overly driven by investor demands or fears from competitors.



3. I am proud to be a leader of our organization because it has a great reputation for quality, innovation, fairness and responsibility.



4. Our people are really in tune with our customers. From the front line to senior leaders, everyone knows what our customers want and deliver it.



5. Pay and benefits are above what is common in the industry. I believe that we offer generous benefits that our employees really need. Compensation is fairly earned and management doesn't play favorites. Merit matters.



6. I give lots of responsibility and autonomy to our employees. They make important decisions that affect our results. I make sure I provide the information, resources and tools our employees need to make their best contribution. Our employees feel there are no limits to their opportunities within our organization.



7. I understand both the talents and interests of the employees I am responsible for and give them opportunities to do things they really enjoy and excel at. I trust them to be both competent and to do the right thing.



8. The company offers lots of opportunity for training and learning the knowledge and skills that benefit employees personally as well as professionally. I frequently give honest, constructive feedback and personally support the growth and career development of the people who report to me.



9. I make sure my employees are not overwhelmed or overworked. Goals and expectations are realistic and I make sure people have the time they need for family and personal enjoyment. When it is reasonable I offer flex time, tele-commuting and non-paid time off to those who desire it.



10. I tell the truth and keep my employees informed about important issues. My employees trust me to do what is right even if it costs the company money or if I have to admit a mistake.



11. My employees enjoy their physical workplace. It is stimulating and inspiring. It promotes communication and new ideas. It also offers privacy and quiet time when needed. I feel the workplace shows respect for all employees as being valued members of our organization.



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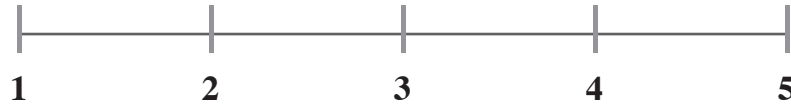
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15. I believe our work really matters and that our organization is making a major positive impact on its employees, customers, suppliers and community. I am very proud of what I do, and get a deep sense of satisfaction from my work.



16. I actively commit our organization to making the world better beyond its business purpose. I am actively involved in charitable causes that I admire. I fully support paying employees for reasonable time spent in charitable service.



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