

This is a PREVIEW of the

Life is good.[®]

Leader's Guide

PREVIEW
VERSION

This preview contains excerpts that will showcase the training experience provided in the Life is good[®] training package. This is not the complete Leader's Guide. This preview is only intended for purchase evaluation.

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LEADER'S GUIDE INTRODUCTION

This training program includes this Leader's Guide, as well as a Participant's Guide, pocket reminder cards, and a DVD or VHS of Life is good®. Both the Leader's Guide and the Participant's Guide include the story of Life is good® and a recap of the four learning points.

This Leader's Guide is divided into two parts. The first half is an exact copy of the Participant's Guide. In it, you will find more information on all four key learning points as well as key lessons derived from the people we interviewed. We have also included a "Go For It" section for each of the four points in the Participant's Guide. The "Go For It" section provides participants with suggestions for implementing the Life is good® philosophy in their own work.

In the second half of the Leader's Guide, you will find questions for discussion, ideas for action, exercises, and suggestions for implementing the lessons from the program in your organization.

Participant's Guide:

Introduction

What You Will Learn

This program highlights a fascinating and fast growing company that is spreading its optimistic message around the globe. You will learn the surprising secrets to its success, including simple lessons that you can translate to your environment, wherever you work and live. Put into practice, the four lessons contained in *Life is good* can help improve and transform significant aspects of your own work, your team's work, your customer service, daily decision-making, and your overall sense of mission and purpose as an organization.

Preparing to Learn

Before you view the program, you may find it valuable to read the overview that follows, which explains the extraordinary journey of Bert and John Jacobs to found their company, Life is good®. Next, answer the four questions that follow the overview. These questions help you begin to reflect on your own personal experiences as they relate to the four key learning points you will encounter in the program.

Overview: The Life is good® Story

In 1989, Bert and John Jacobs designed their first tee shirt. For five years, the brothers traveled around in a van, selling tee shirts on the street and on college campuses. They lived on peanut butter and jelly, slept in their van, and collected some good stories, but they were not very prosperous.



One day, they came home and invited a few friends over for a party. At the party, their friends looked at John's drawings and some of the sayings that the brothers had posted on the walls in their apartment. Several liked the picture that showed a smiling, optimistic face. Others were attracted to the simple, positive phrase "Life is good." When John and Bert combined

the saying with the drawing, that simple phrase beneath the contagious grin of the character they came to call "Jake" seemed to express everything the Jacobs brothers believed in.



Shortly thereafter, Bert and John went out to sell their new "Life is good" tee shirts at a fair in Cambridge, Massachusetts. All of the shirts sold in less than an hour. One buyer was a schoolteacher. Another was a biker. Then, a skateboarder and several moms bought the shirts. Suddenly, John and Bert knew they had a message that could appeal to everyone. They thought, "why not sell tee shirts that have a positive and optimistic message?" In fact, why not start a company that is based on a philosophy of spreading optimism?

Life is good® has grown tremendously since that first street fair in 1994. The company now sells hundreds of different products in over 5,000 retail locations in more than thirty countries around the world.

But this is a story about much more than one company's financial success. Life is good® is a place where people enjoy their work. Their employees are highly productive team members who deliver great customer service *and* have fun. Bert and John have created an organization that is both successful and productive. More importantly, their positive approach can work for you in *your* job and in *your* workplace!

This program is fun to watch. The lessons are simple and straightforward. Whatever your work situation or environment, you and your organization can enjoy the success that Life is good® has achieved by following these four simple ideas:

- Do what you like. Like what you do.
- Spread Good Vibes
- What Would Jake Do?
- Half Full

In the program, you will see and hear from Bert and John as well as employees of Life is good® and their customers. You will see footage from the factory floor, in stores and trade show booths, and at the charitable fundraising festivals where Life is good® celebrates its service to the community. The program was filmed in Boston, MA; Hudson, NH; Gloucester, MA; and Salt Lake City, UT.



Questions to Consider

1. Think of a time when you felt most passionate about the work you were doing. What effects did your feelings have on your work?
2. In what ways does your work positively affect other people? Think not only about the obvious, but the less obvious people whom your work benefits.
3. When you face a tough decision, what helps you make a good choice?
4. How does attitude impact what a person can accomplish?

Drawing Lessons From Your Viewing

We hope you enjoyed the program, *Life is good*[®]. This guide is designed to give you some more information on all four key learning points in the video. We also included a recap of some of the great ideas that people spoke about in the program. Finally, you'll find a "Go For It" section for each of the four points. This section provides you with some suggestions for implementing the Life is good[®] philosophy in your work and at home.

We hope you find it both fun and valuable to explore ways to bring the ideas from *Life is good*[®] into your workplace! Enjoy!

Do what you like. Like what you do.

Comments, ideas, and suggestions from the Life is good® team:

- Enjoy what you do and find the fun in your job!
- Understand how people benefit from what you do – and be proud of what you provide them.
- Blur the line between work and play: try to inject playfulness and fun into your day.
- You'll be surprised how much more you can get done when you like what you do.
- People motivate themselves – but everyone can contribute by demonstrating mutual respect and commitment.
- Your life is your choice – choose to make it fun and positively challenging!
- Let people know that you value and appreciate their work.
- Passion, joy, and positive energy are contagious.
- As Jake says, whatever you are, be a good one.

Spread Good Vibes

The team at Life is good® thinks that spreading good vibes is an important part of their success. What does “spread good vibes” mean? It means delivering great customer service. It means treating your fellow workers with respect and making each day special. It means giving back to your community. It means having fun and being positive in all your interactions.

Let’s face it, anyone *can* spread good vibes and make a difference at work. How do *you* do it?

Spreading Good Vibes is particularly important when you are working with customers. Life is good® has several different kinds of customers. In addition to consumers who purchase over the phone or through the Life is good® web site, many of their customers own their own businesses and purchase products from Life is good®. As Linda Shore explains in the program, their service representatives must recognize that this isn’t just another order; it’s their livelihood. For example, one missed shipment could mean lost revenue for an entire weekend. When the team at Life is good® goes out of the way to insure that their customers have products to sell, than that is really “spreading good vibes.” It’s going the extra yard to

ensure that customers get exactly what they need when they need it.

It is also important to spread good vibes internally. In the program, we hear general manager Keith Campbell stress that *his* customers are the two hundred employees in his facility. Every one of them needs to be clear about their work, informed about the business, and connected to the mission and the outside customers. That way, the good vibes are flowing back and forth all the time. Ultimately, the good vibes created internally spread to all the outside customers, building satisfaction and success!

Every organization has the opportunity to spread good vibes in the communities in which they operate as well. For Life is good®, this is accomplished through its charitable festivals – good old fashioned outdoor gatherings that bring good people together to have fun and support a great cause. All proceeds from festivals benefit the Life is good® Kids Foundation, serving children who face unfair challenges. Employees volunteer and work very hard to make these festivals successful. This larger work of spreading good vibes to communities around the world now fuels the entire business and stands at the very heart of the company.

Spread Good Vibes

Comments, ideas, and suggestions from the Life is good® team:

- You have the power to make people happy – in customer service, sales, and in the products that you sell.
- Bring enthusiasm to every interaction with fellow employees and customers.
- You never know the effect a simple smile, a small gesture, or a “can-do” attitude can have on someone.
- Listen to your customers and employees – and focus on their needs.
- Communicate and collaborate with a positive approach.
- Remember, you can’t always do it alone. We all have to lean on each other to achieve success.
- Set ambitious goals, including the goal of positively impacting the communities in which you do business.
- Make *PASSION* part of your work.
- As Jake says, we will never know all the good a simple smile can do.

Go For It!

You can "Spread Good Vibes."

1. Think about the last time that someone provided *you* with strong, effective, positive customer service. How did you feel? Record what specifically they did that was successful.

2. Think about one of your specific customers, whether internal or external, who receives your work. Think about what this customer really needs that they may not be getting satisfactorily. Write down one area where you could improve your service to this customer and thereby "spread good vibes."

5. Do people *really* listen to each other? Do they spread good vibes internally? Sometimes, companies are so focused on sales, and the customers that they forget to pay attention to people internally. The best way of spreading good vibes externally is to pay attention to everyone's morale internally. Brainstorm ways that you can better support your co-workers or your staff. Include ideas for celebration. Think about ways you can reward and recognize individual and team successes.

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What would Jake do?

At Life is good®, Jake is much more than the smiling face on the company's clothing and fun products. He is the company's optimistic hero and cultural icon. He represents service, fun, respect, and a straightforward common sense approach to doing business. His optimism provides inspiration for every person who is striving to produce great products or deliver fantastic customer service. His sunny disposition and upbeat attitude helps build a workplace that is respectful and fun. And his no-nonsense approach helps give people a different way of approaching tough decisions.

As Bert Jacobs explains in the program, Life is good® managers and employees often step back from the complications and details of a problem to ask themselves "what would Jake do?" This simple question often clarifies their thinking. It ensures decisions align with the core values of simplicity, honesty, and integrity.

Sometimes, management and employees spend too much time following conventional wisdom. Life is good® employees also see Jake as a free and creative thinker. He doesn't necessarily follow the pack, and he enjoys thinking outside the box. The

3. In the program, you heard a couple of examples of employees at Life is good® using the expression “What would Jake do?” Think about a current work issue or decision you face. Ask yourself “what would Jake do?” Think about responding to your challenge in a straightforward, common sense way. Jot down some of your thoughts here:

4. When we interviewed people at Life is good®, they said that Jake likes to be simple and straightforward. Think about the various ways that you communicate with customers and employees. Are you simple and straightforward or are things confusing? Think about how you can be more direct, positive, and straightforward in your interactions.

5. In the program, Linda Shore tells the story of sending a package of inventory to a customer overnight to restock the shelves before a big summer weekend. She thought about “what Jake would do” in this situation and it helped her make her decision. More importantly, she knew that she was helping her customer to have a successful sales weekend.

How have you or people around you met the customer's needs in unique ways? Jot down one or more examples below and include the lessons learned from these examples.

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6. Stephanie Madigan said, "Jake isn't afraid to do what is right. He isn't afraid what other people think of him. He treats people with respect and dignity, but he still knows how to have fun with people and put them at ease." Discuss in your group how you can balance a sense of fun with treating people with respect. List some of your ideas below and share them with the group:

Half Full

Why is it that everyone at Life is good® seems to be having fun? Why do they love their work? Let's face it; most of the people we interviewed are working on a factory floor, shipping products, dealing with deadlines, inventory, accounting, and other regular tasks (tasks that most of us wouldn't think of as "fun.") So, why are they having fun? In a word: optimism. They really *do* see the glass as half full. The payoff for them at work is that they see a series of fun challenges, new opportunities, and great ways to make a difference.

Guess what? You can do the exact same thing in your job. A positive, optimistic outlook at work and in life is a critical factor in personal and professional success. No matter what happens, this sense of optimism can motivate and inspire everyone around you to higher levels of achievement and contentment. Recent studies hint at further health benefits for optimists. Their positive attitude and resilience in the face of challenges reduces stress and reduces instances of the many stress-related illnesses that plague so many of us later in life.

You can see this attitude at work in Life is good® and you'll find this positive outlook is infectious with their customers as well. You will see it at work as people from the company come together to give back to the community through events like the Life is good Watermelon Festival and the Life is good Pumpkin Festival. You will see that at Life is good® the glass *is* half full.

This optimistic attitude is proof positive that any person can make a difference – at home, at work, and in the world at large.

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Personal Action Plan

Lessons Learned	Putting the Lessons into Practice
Do what you like. Like what you do.	
Spread Good Vibes	
What would Jake do?	
Half Full	

Leader's Guide

Your Challenge

We know that some people in your organization might ask, "We're not a fun apparel company, so how can we make this happen here?" The answer is simple: Everyone can apply these four lessons to their work situation. The four lessons are universal. More importantly, everyone can bring more fun and passion to their work.

So how do you do it? Your most important task is to help participants translate the lessons learned into behaviors, actions, and attitudes that they can apply in their own particular workplaces.

The good news is this: the messages that you find in the program Life is good® are universally appealing. That will help. But, you may well encounter resistance from some participants. Some people will be skeptical. Others will think it's a fad. You *can* respond proactively to this resistance and ensure it doesn't stand in the way of learning!

In the following pages we've listed many ideas to help you. We know that you will have many ideas of your own as well. Take

the time to prepare. Discuss your plans with friends and peers. Stay positive.

If some participants are resistant, see the glass half full by focusing on those who aren't. As Jake would say, there's no use in being pessimistic - it probably wouldn't work anyway! Work from a position of belief that you can make your organization more positive, productive, and successful!

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Using This Program in a Training Session

Advanced Preparation

View the program in advance of the training session at least once and review the key learning points in the program (listed in this workbook). Think about ways you can make the message work for your team and for your organization.

Arrange to have a DVD (or VHS) player and a monitor available for this training session. If you have more than 20 people attending, be sure to order at least a 25-inch monitor.

Remember to encourage participation. The ideas presented here can trigger energetic responses, questions, and a host of good ideas. Getting everyone involved will help build consensus on the issues and encourage audience members to feel that they share "ownership" of the solution.

- Obtain one guide for each participant.
- Test your equipment in advance and adjust color, sound, etc.
- Bring writing materials for each participant.

Preparing Participants to Learn

Welcome and Program Overview

Welcome people to the training session and give them an overview of the program. Explain that the program highlights a fascinating and fast growing company that is spreading its optimistic message around the globe. They will learn the surprising secrets to its success, including simple lessons that they can translate to their own environment, wherever they work and live. Emphasize that, put into practice, the four lessons contained in *Life is good* can help improve and transform significant aspects of:

- Individual work
- Team work
- Customer service
- Daily decision-making
- Organization-wide understanding of mission and purpose

In addition, you may want to address the concepts presented in this program in the context of your own organizational goals. For example, what important strategic changes, initiatives, or projects are underway, and how can you relate them to the lessons communicated in the program?

Optional Pre-Reading and Reflective Questions

You may want to direct participants to read the section in their Participant Guide entitled “Overview: The Life is good® Story” and the “Questions to Consider” that follow it. The overview explains the extraordinary journey of Bert and John Jacobs to found their company and provides a great context for their viewing. The four questions that follow the overview help participants begin to reflect on their own personal experiences as they relate to the four key learning points they will encounter in the program.

1. Think of a time when you felt most passionate about the work you were doing. What effects did your feelings have on your work?
2. In what ways does your work positively affect other people? Think not only about the obvious, but the less obvious people whom your work benefits.
3. When you face a tough decision, what helps you make a good choice?
4. How does attitude impact what a person can accomplish?

Note: One question relates to each of the four key messages in the program. You may want participants to answer their

questions on note cards. You can post the note cards on four different flip charts that are headlined by the four key messages of the program. You may find these responses provide a useful way to begin discussion following the viewing of the program.

Screening

Show *Life is good*[®]. You can watch the program in its entirety or focus your training session on one or several of the four learning points.

Post Screening Discussion

We know that you have a challenge ahead of you: How can you bring the terrific ideas of *Life is good*[®] to YOUR organization?

The following pages provide many options for prompting valuable discussion and generating actions for application back at work based on the program's four key messages:

- Do what you like. Like what you do.
- Spread good vibes
- What would Jake do?
- Half full

Activities to Reinforce the Message

Do what you like. Like what you do.

1. If participants have answered the reflective questions prior to viewing the program, you may want to ask them to read their response to the first question and revise that response as they see fit based on their viewing experience. They can then share these responses in pairs or in small groups prior to a large group discussion. Alternatively, if you have posted their answers on flip charts already, you may want to review some in order to prompt discussion. Ask them whether their viewing in any way alters their response to this question.
2. Consider sharing your own response to this question. Share with them some of what you like about your job. Tell them why you enjoy delivering this training program. Then encourage people to share their own stories of times when they have felt energized, passionate, and proud of their work.
3. Ask participants to read the list of "Comments, ideas, and suggestions from the Life is good® team" found in the "Do what you like. Like what you do." section of their Participant Guides. Direct participants to place a check mark next to two or three ideas that appeal to them most strongly; ask them to share and explain their choices.

Exercise 1: We Can Do It!

GOALS: This profile of Life is good® contains all of the key elements for ensuring superior service and motivating people. The goal in this exercise is to use the lessons from Life is good® and customize them to your department, team, and organization. This is accomplished by discussing the learning points in a group, and then documenting and sharing the ideas and responses that the group provides.

MATERIALS: The group leaders will need flip charts, black or white boards, or other visual aids intended to help the group follow the agenda and keep track of the discussion.

PURPOSE: The purpose of this exercise is to take the ideas expressed by the entire team at Life is good® and transform them into a set of principles and practices specifically designed for your department, division, or company.

STEP ONE: Welcome people to the training session and explain the purpose of the exercise. Then watch the program **Life is good®**.

Exercise 2: Spread Good Vibes

GOAL: To brainstorm ideas to develop informal ways to spread good vibes with your customers and co-workers.

DESCRIPTION: Life is good® delivers great customer service.

They believe that spreading good vibes with customers is very important. They also spread good vibes internally. They believe that this creates more energy and enjoyment among workers, which leads to better performance and higher job satisfaction. This positive atmosphere internally is created through open and respectful communication, fun, energizing meetings (like the Jake Jam), and compassion for customers that leads to employees going the extra mile to meet customer needs.

This exercise is a tool for creating an action agenda to spread good vibes with your customers and co-workers while increasing everyone's sense of optimism.

MATERIALS: People should have pads and papers, and a flip chart or board should be available for listing group ideas.

STEP ONE: Watch the program, **Life is good®**.

STEP TWO: Following the screening, break the group up into smaller groups of five to seven people.

STEP THREE: Give people the following assignment: The entire team at Life is good® is committed to spreading good vibes. They want their customers to be successful. They want fellow workers to be positive and motivated. How can we bring good vibes and optimism to our organization? How can we be more positive, respectful, and service focused? The ideas are simple – and the answers should be pretty straightforward, too!

In your group, use your own work experiences and share ideas on how you can “Spread Good Vibes.” List all your ideas below or on a flip chart. Before sharing with the larger group, examine your list and try to list the ideas in order of effectiveness.

STEP FOUR: Re-form into the larger group and share your ideas. Discuss which items can be immediately implemented and

More About Life is good®

Inspiring Letters from Life is good Customers

Life is good® has received many memorable and moving letters over the years from people who feel a special bond with its products and the optimistic, affirming messages they carry. This has been especially true of people who face great adversity. Over the years, the company has created a book of their favorites, updated regularly, that all employees read. The book is called *Fuel* because it is considered a powerful fuel to inspire them in their work and help them to continue to spread good vibes. Here is a sample of some of the letters they've received:

Dear Mr. & Mr. Jacobs:

In the Fall of 2000, I began working at Eastern Mountain Sports in Tonowanda, New York. The first employee purchase I made was my Life is good shirt; Get out on sky. That shirt had come with me on every camping trip, every kayak or canoe excursion, and on more than one occasion when I was snow shoeing to classes. Once I graduated from college, I began a graduate degree in Humanities. This current academic semester is my final one, and it is an internship in Los Angeles (very far from my native New England). I packed my car with everything — the essentials for life in LA (Frisbees, snowshoes, all my camping gear, books, sewing machine, and a decade worth of journals and diaries).

En route to my new, but temporary digs in LA, my car was robbed and almost everything was taken. As traumatic as this experience was I was happy to realize that my Life is good shirt,

the most comfortable, and uplifting article of clothing I own, was with me in the hotel room. I was wearing it, in fact. And for the following seventy-four hours this shirt was one of three items I had left to my name (the other two were my car, thankfully, and a quilt I had made). I love that shirt more everyday. Thank you for keeping me going and if you ever need a short story or quilt or a snowshoeing partner, please let me know.

Life rocks,

Erica:

P.S. One of the first items I bought in LA to replace my property was a Life is good aqua disc at REI. You guys have always made me smile. It is the gift that no robbers will ever swipe.

Dear John and Bert,

My name is Beth and I am writing you from Ohio. I have a 12-year-old daughter Meghan who has been a fan of your merchandise for several years. She got her first "Life is good" ball cap when we were on vacation near Sanibel Island, FL. Meghan is quite a tomboy/outdoors lover and it became common to see her with her "Life is good" ball cap on literally during all of her waking hours in the summer months. She has a lot of ball caps but that one has always been her favorite. Little did we know at the time what a role this would play in her life.

This past August, our Meghan was diagnosed with Hodgkin's Lymphoma - a rare form of cancer. This was discovered during a routine physical and we were all shocked because Meghan had no outward symptoms. She had actually just helped her team to win the softball league championship game in our town just 2 weeks prior to this discovery. Needless to say this was devastating news for all of us but because of the early detection, the doctors said that Meghan had a great chance to make a full recovery. Meghan has spent the last several months

going through a grueling regiment of chemotherapy. She has felt quite ill at times and has lost all of her hair. Her favorite "Life is good" hat sure came in handy - not only because she has been wearing it to cover her sweet little head but that phrase has come to mean so so so much to Meghan, to her family and our whole community through this trying time.

People took notice of Meghan's favorite saying and not only did it inspire so many but she has received so many "life is good" hats as gifts - we must have them all! Of course her old worn one is still the one she wears most often. Her classmates would write those words on cards and posters that they sent home to her. Meghan says it best in this quote from a speech that she wrote and recently read at school to thank all of her friends and faculty for their support during this time. "One of my favorite logos has been 'Life is good.' After I found out that I had cancer, that saying reminded me that even though I felt sick a lot, I should still look on the bright side because things could always be worse... I would soon be better... and life would be good again." We just received word that Meghan's last scans were clear and that she is officially in remission. She just completed her last chemo treatment yesterday and, after a bit of recovery time, life in fact will be good again for all of us.

We have not taken many pictures during Meghan's illness and now that we are seeing the light at the end of the tunnel, we took Meghan to her favorite outdoor spot the other day where a photographer friend of ours took some wonderful pictures of her. She of course insisted that she wear her hat in most of them. When we get the pictures next week I will send you one. Anyway - I know I am rambling but as we all take the time to celebrate Thanksgiving please know that your company not only makes folks feel good but it truly helped one young lady get through the toughest time of her life.

God Bless you,

Beth