

*Life & Work ★ Love & Profit ★ The Spirit at Work*

**THE**  
*James Autry*  
*preview collection guide*

*The Spirit at Work ★ Love & Profit ★ Life & Work*



# James Autry Preview Collection

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The Spirit at Work ★ Love & Profit ★ Life & Work



## Getting the Most Out of Your Preview

We're trying something new with our programs by James Autry. We're providing this preview guide along with a preview of all three James Autry programs, The Spirit at Work, Love and Profit, and Life and Work.

We know you're busy and don't often have the time to read through every leader's guide and participant workbook that's sent your way. That's why we've summarized the key information so that you'll be able to make the best purchase decision for your organization.

In this guide, you'll find a quick overview of each of the programs - key concepts, and a sample section from both the leader's guide and participant workbook.

If after viewing any of the programs, you'd like to see a copy of the actual leader's guide and workbook, just call Star Thrower at 1-800-242-3220 and we'll happily send preview books for your review. In the meantime, you're invited to keep this preview guide, even after returning the preview video.

## TABLE OF *Contents . . .*

Pricing for each program	.. 1
Materials Included	.. 2
The Spirit at Work	.. 3
Sample Leader's Guide	.. 4
Sample Workbook	.. 5, 6
Love & Profit	.. 7
Sample Leader's Guide	.. 8
Sample Workbook	.. 9, 10
Life & Work	.. 11
Sample Leader's Guide	.. 12
Sample Workbook	.. 13, 14
Star Thrower Products	.. 15

## Before You Watch, You Might Like to Know:

James Autry is the former president of the Meredith Corporation, publishers of Better Homes and Gardens, Ladies Home Journal, and dozens of other magazines. His insights and inspiration come from being a seasoned leader. His management responsibilities for hundreds of employees, their thousands of family members, and thousands more customers and suppliers have given him an important and unique perspective on leadership.

His presentation is down-to-earth and practical. His ideas are based on his own experiences at work. He talks about motivating people to do their best and achieving the broad goals of the organization. But he also talks about some of the things we don't want to talk about: honesty, special treatment, being vulnerable, being authentic, and finding balance within life and work.

## PRICING FOR EACH OF THE PROGRAMS

Length:	Spirit at Work - 22 minutes Love and Profit - 30 minutes Life and Work - 30 minutes
Sale Price:	\$695.00 each program
Rental:	\$200.00 (5 days) each program
Materials included w/ sale:	Materials included w/ sale: <i>(see specific titles)</i> Facilitator's guide, participant workbook, ten pocket reminder cards, & PowerPoint™ presentation

## DISCOUNTS AND SPECIAL OFFERS

Industry Discounts:	Education (25%) Non-profit (25%) Government (10%)
Quantity Discounts:	Quantity discounts for additional copies of any of the programs after you purchase the first one will be 50% off the regular (\$695.00) price. No other discounts will apply.
Bundling Discounts:	We want you to own all three James Autry video programs. These include: The Spirit at Work, Love and Profit, and Life and Work.  Buy any two titles for: \$1,112.00 Buy all three titles for: \$1,350.00
Ancillary Materials:	We want to help you with all of your training needs. If you need additional copies of the Leader's Guide, Participant workbook, Pocket reminder cards, or PowerPoint materials, please contact your distributor for quantity pricing.

# MATERIALS INCLUDED WITH ALL OF THE AUTRY PROGRAMS

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Star Thrower Distribution designs programs as a complete training system. A successful training course is one that inspires the participant to remember content and apply the lessons learned. We have carefully crafted this program to accomplish each of these tasks. Our commitment to create a comprehensive training system will save your client hours of time in preparation.

## **The Video Tape:** “The Spirit at Work”. “Love & Profit” and Life & Work”

We believe that a training video should both entertain and inform. First the program must inspire the viewer to see how important this topic is to him or her. Then the program must provide information that causes the viewer to take action.

## **The Leader’s Guide:** “The Spirit at Work”, “Love & Profit” and Life & Work”

Our goal is to always create a guide that will help the facilitator look good and find the materials easy to use yet flexible for all levels of training. The guide respects the uniqueness of each facilitator. It is laid out to provide them with the information needed to check to see what the participants remember about the program. The next aspect of the guide helps the facilitator check for understanding of the concepts. And finally the questions and activities are designed to allow the participants to start thinking about how these ideas relate to the work they do.

## **The Pocket Reminder Cards:** “The Spirit at Work” and “Love & Profit”

The Pocket Reminder Cards were created to help each participant remember the key concepts of the program. Remembering the important learning points is vital to gain positive results. Trainers have commented on how they like to pass these cards out at the end of a presentation.

## **PowerPoint™ Presentation on CD-ROM:** “The Spirit at Work”

The PowerPoint™ Presentation on CD-ROM highlights all of the important concepts and lessons. The CD-ROM can also be used to prepare overhead transparencies. All these saves the trainer valuable time as they get ready to present the program.

## **The Participant Workbook:** “The Spirit at Work”. “Love & Profit” and Life & Work”

The Participant Workbook was created to assist individual learning. It was designed to work with the video program, but does not assume that a facilitator is involved. It was designed to give individuals the opportunity to study at their own pace. Many of our clients tell us they no longer have the opportunity to only do large group training. Often they are looking for support materials that permit a colleague to take the materials and study on their own.

# THE SPIRIT AT WORK

## WHAT THE PROGRAM IS ABOUT

The Spirit at Work is about how people treat each other at work. James Autry speaks from his experience as the former CEO and president of the Meredith Corporation. His perspective is from a manager's standpoint. But his message and the lessons are for all of us. The program opens in an empty office as Autry asks:

"What's happening out there? Why are so many people so successful yet so obviously discontented or frustrated or just plain unhappy?"

What's missing? He believes what is missing is a deeper connection with our work. A connection he calls The Spirit at Work.

### In this program you will learn:

Making a connection between spirit and work means:

#### Be Authentic

Being authentic means knowing ourselves, our values, and the kind of person we want to be.

#### Be Vulnerable

Being vulnerable means accepting the fact that all of us depend on others when we're trying to meet both our own career goals, as well as our organization's goals.

#### Be Accepting

Being accepting carries with it an aspect of empathy. If we're going to accept ourselves as we are, we also need to accept others as they are.

#### Be Present

Being truly present means taking the steps necessary to keep our attention focused on the matter at hand.

#### Be Useful

True power doesn't come from our authority as managers and executives. Rather, it comes from the people we're leading.



## *Principle 1:*

*Be Authentic: be real.*

### **From the Video: The Spirit at Work**

"Authenticity simply refers to being who we really are...being real. To be authentic is to be the same person in every circumstance; to hold to the same values in whatever role we have... Being authentic is, first, knowing and being ourselves, then focusing on results, not appearances and always saying what we mean in the most straightforward terms possible."

### **Insight into the Principle:**

Several thousand years ago, the Greek philosopher Socrates proposed the idea that one should know and be true to one's self. His wisdom endures today.

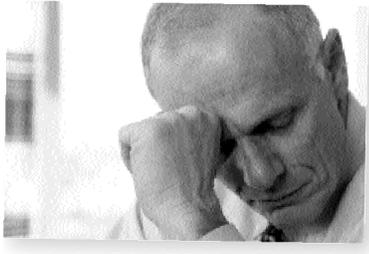
As the video points out, authenticity means knowing ourselves, our values and the kind of person we want to be. What's more, we need to hold ourselves to our ideal, no matter what role we're in, and even when it's difficult. Authenticity also means that we treat both those above and below us in the corporate hierarchy with the same dignity and attention.

Being authentic means that we face hard decisions, such as letting an employee know when his or her performance isn't acceptable, rather than brushing the issue aside. It also means that we forego the temptation to use "slippery language" to hide our true goals. For instance, it's hardly authentic to talk about total quality management (TQM) simply to make extraordinary demands of employees. Likewise, asking a supplier to be your partner simply to try to gain a price break is similarly "slippery."

Finally, as the video discussed, authenticity means admitting when we've made a mistake and apologizing. For all of us, an inflated sense of ego or lack of true self-confidence can keep us from saying that we've blown it. As the video also showed, admitting a mistake can have a positive result. Far from revealing us as weak, it lets others see us as comfortable with our limitations, as well as human and caring.

# THE SPIRIT AT WORK

PARTICIPANT WORKBOOK SAMPLE PAGE



## Principle 2:

**Be Vulnerable:  
let go of the myth of control.**

### From the Video: The Spirit at Work

"It is impossible to be authentic without being vulnerable – without revealing our true selves. What does vulnerable mean? Wearing our feelings on our sleeves? Sharing our pain? Or, tearing up at a moment's notice? No. Doing any of that as some kind of technique would be neither authentic nor truly vulnerable.

It means revealing our emotions, how we feel about the work, the workplace, our products, our customers and one another. It means being able to admit mistakes openly, particularly with our employees.

The paradox of vulnerability is that it requires us to be strong because it means letting go of the old illusion of control."

### Insight into the Principle:

As Autry illustrates in his poem, "Self Made," being vulnerable means accepting the fact that all of us depend on others when we're trying to meet both our own career goals, as well as our organization's goals. Being vulnerable requires us to supplement our own limitations and the skills we lack with what our colleagues can provide.

In addition, being vulnerable means acknowledging how important work is to us. Many of us take great pride in the jobs we do, even if we don't always express it. While much of our time may be spent on the day-to-day tasks required to get our product or service out the door, for most of us, work transcends these activities. In addition to a paycheck, work provides meaning and purpose – even joy – in our lives.

What does being vulnerable not mean? As the video also points out, being vulnerable doesn't mean returning to the tactics we used as children, such as crying when things don't go our way, or tactlessly pointing out another's shortcomings. While some people might use these techniques under the guise of honesty or authenticity, often they're simply a way to intimidate others or gain attention.

# THE SPIRIT AT WORK

## PARTICIPANT WORKBOOK SAMPLE PAGE

*"Work contains every emotion of life—or is supposed to—which means that we should experience a lot of joy and celebration from our work, not to mention personal growth and fulfillment."*

(Life & Work, page 54)

### ? Question:

List how your workplace might change if you, as a leader, felt more comfortable expressing your own vulnerability on the job. For instance, would others also feel more comfortable letting down their guard?

1. \_\_\_\_\_

2. \_\_\_\_\_

### ? Question:

What steps can you take to let go of control and show your vulnerability? List two. For instance, could you do better at expressing your enthusiasm for your work, rather than disguising it with sarcasm?

1. \_\_\_\_\_

2. \_\_\_\_\_

### ! Do's and Don'ts:

- Do recognize that being vulnerable is a sign of strength; acknowledging one's own feelings and shortcomings is a difficult thing to do.
- Don't equate being vulnerable with being weak.
- Don't assume being vulnerable means engaging in such tactics as false tears or tactless comments.

# LOVE & PROFIT

## WHAT THE PROGRAM IS ABOUT

In *Love & Profit*, James A. Autry introduces *The Art of Caring Leadership* – a strong, genuine, and innovative way to lead people that relies on four basic principles: honesty, trust, special treatment, and courage.

By example and experience, James Autry shows leaders how to put people first – and keep productivity and profits up.

The video provides insight, inspiration, motivation and key elements for practicing the art of caring leadership.

### Introducing the video (Taken from the Leader's Guide)

The video you are about to see is *Love & Profit: The Art of Caring Leadership*. It features James A. Autry, a former Fortune 500 executive and CEO of Meredith Publishing Corporation.

During his twenty-eight years as a business leader, James Autry learned and practiced the Art of Caring Leadership on a day-by-day, person-to-person basis.

In this presentation, he vividly shows

- Why caring leadership promotes the real purpose of business
- How caring leadership helps you find and keep the good people
- Why the work place must be a community that is supportive of each worker in it
- How caring leaders use these four basic principles to lead effectively:
  - Honesty
  - Trust
  - Special Treatment
  - Courage

*Honesty, Trust . . .*

Along the way, James Autry also reads from his poetry. His poems show what it feels like to be a caring leader, from his service as an Air Force pilot, through his rise to executive leadership, to the responsibility of leading hundreds of employees successfully and profitably. Throughout, Autry emphasizes the necessity of practicing caring leadership in the heart of the work place.

## Special Treatment

NOTE to the Leader: The idea of Special Treatment will probably generate a wide range of responses from group members. Plan for more discussion time so that each person can express his or her views. A variety of questions have been provided to help you direct the discussion in the way that seems best for your group.

You can also use this time to connect James Autry's ideas of special treatment to your own organization's culture, if you wish. You may want to suggest ways people can incorporate what's new about special treatment into existing attitudes.

### Ask

From watching the video, how would you describe James Autry's idea of "special treatment"? What is it, and what ISN'T it?

(Not favoritism or discrimination; it's treat people as individuals with differing needs; using common sense to get best results; accepting and working with differences; acknowledging differences and using that information to support productivity and improved performance)

### Ask

From watching the video, how would you describe James Autry's idea of "special treatment"? What is it and what ISN'T it?

(Not favoritism or discrimination; it's treating people as individuals with differing needs; using common sense to get the best results; accepting and working with differences; acknowledging differences and using that information to support productivity and improved performance.

### Ask

How would you distinguish between special treatment and discrimination or prejudice?  
(various responses)

### Say

On pages 11 and 12 of your workbooks are some key points about special treatment as presented in the video.

# LOVE & PROFIT

WORKBOOK SAMPLE PAGE

*"Management is, in fact, a sacred trust in which the well-being of other people is put in your care during most of their waking hours. It is a trust placed upon you first by those who put you in the job, but more important than that, it is a trust placed upon you after you get the job by those whom you are to manage."*

## Orientation to the Art of Caring Leadership

### Identifying Areas for Caring Leadership

#### Exercise:

In what ways have you thought things similar to

"If only someone could do or say....then maybe Jim (Bev, Fred, etc.) might be able to do a better job..."

"If only my hands weren't tied by these regulations or policies I'd do...and get that project moving..."

"If only our company wasn't so set on.....then maybe Sue (Roger, Dan, etc.) wouldn't have had to go elsewhere..."

List some of the "if only" you come up with:

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What have you identified are all potential areas of Caring Leadership for you and your company.

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# LOVE & PROFIT

WORKBOOK SAMPLE PAGE

"Leadership is a calling and an art – not a science."

James Autry

## ORIENTATION TO THE ART OF CARING LEADERSHIP

### **The purpose of business:**

To organize resources to do commerce.

### **The purpose of leadership:**

To find and keep good people, and make them more productive.

These purposes are achieved by:

Creating a community in the workplace in which people can share in the common rewards of doing business – the material, emotional, intellectual and spiritual good.

### **Exercise:**

List some ways you already use to "find and keep good people."

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How do you and your organization presently help your people become more productive?

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# LIFE & WORK

## WHAT THE PROGRAM IS ABOUT

During his twenty eight-years as a business leader, James Autry learned and practiced a manager's search for meaning on a day-to-day, person to person basis. In *Life and Work*, Autry explores the emotional and spiritual issues involved in managing a work force.

In a pressurized atmosphere of downsizing, restructuring and intense competition, management must be viewed as an act of faith – and every job should reinforce an employee's sense of work and dignity.

In this video, James Autry presents information that goes against the grain of many traditional training programs and confronts some traditional managerial behaviors. After you've watched the video, you will have a variety of feelings. You may be inspired. You may be confused. You may be wondering just how this can relate to you life and work. If that's what happens to you, don't worry. Don't discount the message, instead take time to listen to what he has to say and explore what it might mean to you.

The program doesn't always provide ready answers. It does pose some very important questions.

### Key Concepts



1. Finding the balance within life and work.

2. Learning to care about ourselves by:

- Nurturing the inner life
- Developing as active life of the mind
- Learning to live holistically

3. Helping others find balance in their lives by:

- Making strengths effective and weaknesses irrelevant
- Being present and available to others
- Listening
- Connecting your humanity with your employees

*"Management is not a science, it is an art – filled with false starts and mistakes, and sometimes with the realization, today I did it, I did it well today."*

James Autry

## Introduction

Do you remember when you first became a manager or a supervisor? The feelings of pride in the promotion, the feelings of uncertainty because you wanted to do a good job and make a difference. And the conviction that you were going to be the kind of manager that you never had. You'd stay in touch with your people. Care about each of them. Keep them informed. And always have their best interests in mind.

## Is that how you see your employees today?

James Autry believes that management is a calling. He says, *"Management is, in fact, a sacred trust in which the well-being of other people is put in your care during most of their waking hours. It is a trust placed upon you first by those who put you in the job, but more important than that, it is a trust placed upon you after you get the job by those whom you are to manage."* He goes on to say, *"Management is not a science, it is an art – filled with false starts and mistakes, and sometimes with the realization, today I did it, I did it well today."*

This self-study program has been designed to help you say, "Today I did it, I did it well today" a little more often. It is not a typical training program where all of the answers are provided for you in four easy steps. It is a journey of self-inspection and personal growth.

There are eight exercises in this self-study guide. Each of the exercises will require a lot of thought – and more often than not some soul searching. You won't find any easy answers, but you will find out more about yourself, the people around you, and what you can do to improve your work and home life, as well as lives of the people who work for you.

# LIFE & WORK

WORKBOOK SAMPLE PAGE

## 360 Degree Feedback Instrument

Most people believe that they understand themselves and often assume that other people see them in that same light as well. Sometimes our perceptions are accurate. Other times they are not. This instrument has been designed to gather information from the people in my life so that I can better understand myself and how others see me. I would appreciate your helping me by taking a few minutes to honestly and candidly answer the following questions.

List 5 adjectives or words that you think best describe me. Adjectives are words that characterize an individual. Examples would include words like patient, driven, competitive, quiet, and outgoing.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

List my strengths. These are the most important talents that I have.

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List my weaknesses. These are the areas where you believe I could use improvement.

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**After you've received the feedback and studied their answers, answer the following questions:**

What information surprised you? Why?

Was there a consistent theme in the feedback you received? If yes, what was it?

Was there any significant differences in the feedback you received? For instance, is there a difference between your answers and your employees' answers or between your work life and your home life? If yes, why do think they exist?

# STAR THROWER PRODUCTS

1.800.242.3220

## Everyday Creativity (22 minutes)



*Everyday Creativity* teaches a surprising truth about creativity - that it's not a magical, mysterious occurrence, but a ready tool that enables you to look at the ordinary and see the extraordinary.

Hosted by photojournalist Dewitt Jones, longtime National Geographic photographer, *Everyday Creativity* shares Jones' inspirational stories, memorable locations, and stunning examples of his work.

## Leadershift (29 minutes)



The concept of leadership is changing. Joel Barker's *Leadershift™: Five Lessons for Leaders in the 21st Century* explores these shifts and offers five concepts that will improve the performance of any leader.

Using bridge-building as a metaphor, futurist Joel Barker teaches us that, more than anything else, the 21st century leader will build bridges . . . bridges built of hope and ideas and opportunities. Bridges that help us move from where we are to where we need to be.

## Wealth, Innovation & Diversity (31 minutes)



*Wealth, Innovation & Diversity* takes you on a journey around the world to understand a fundamental truth: Without diversity, there can be no innovation; without innovation, there can be no new wealth; therefore, diversity is the key to creating wealth for all.

Hosted by best-selling author Joel Barker, *Wealth, Innovation & Diversity* contends that your organization will experience long-lasting success only when you hire, promote and encourage diverse people and their ideas. Lessons are taught against such backdrops as Machu Picchu's ruins, a farm in Ireland, sky scrapers in Singapore, and the forests and plains of America. Drawing from history and science, Barker shares inspirational stories, making all of your viewers feel comfortable discussing the many dimensions of diversity.

## Character is Destiny (16 minutes)



Pick up any newspaper, watch any news program or read any business magazine, and the topic of character crops up. Why is character so often discussed? And why do experts believe a strong character is vital to the long-term success, the destiny, of every individual and every organization?

Doing the right thing, every time, is the vision of *Character is Destiny*, a new video training tool by Star Thrower Distribution. Hosted by national ethics expert Russell W. Gough





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*Helping you create your future.*

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