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Special Adviser Van Jones conducts a June 24 White House Webcast

**Helping both Environment & Economy
The "Green Collar" Solution**

by Richard Earle, Regis Senior Associate

For those of us promoting "Green" Causes, it has become a very interesting time. Al Gore's movie "An Inconvenient Truth" won an Academy Award. His TV and web campaign in support of the Repower America Campaign ("we") have received many hits and lots of coverage. But the former VP is mainly attracting the Prius and Volvo crowd. There is another more important group out there that we'd better start taking seriously. They have become known as the "Green Collars."

The Obama administration came to office promising to make energy conservation a top priority. The President has backed the American Clean Energy and Security Act (ACES) that recently passed the House. He also appointed Van Jones, author of "The Green Collar Economy" and founder of the group "Green for All"

July 2009

Professional Coaching Secret #2

Don't Try to Improve!

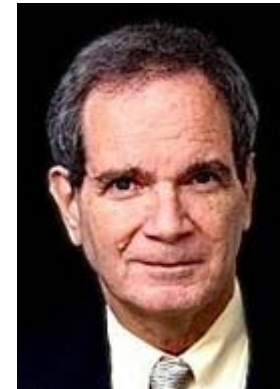
by David Basch, Regis Senior Associate and Professional Certified Coach (PCC)

Human beings are the only animals on the planet who try to do what they are not naturally designed to do. You are not Tom Brady. Brady is a proven super star. Early on he set his mind to be a top quarterback. He created a plan to attain his goal through a rigorous physical and mental training regimen. When given an opportunity to play he performed brilliantly and has never looked back. He was prepared and ready. The rest as they say is history.

In fact, history is rife with stories about these kinds of special people. But they are special, that's why they make history. How many of us have that kind of discipline, willingness to sacrifice; to go through the pain of making ourselves better than our God-given talents would seem to warrant?

Do not try to improve

Yes, that's what I said. Don't improve on what you're not good at. Rather you need to focus on the qualities and talents that you already have shown and demonstrated to be your



**Marc Chinoy
President's Letter
Keeping Our
Heads**

In a far bleaker time in American history than this, President Franklin Delano Roosevelt said in his inaugural address:

"The only thing we have to fear is fear itself-- nameless, unreasoning, unjustified terror which paralyzes needed efforts to convert retreat into advance."

As demoralizing and dangerous as our current times may be for many, the crisis we face pales in comparison to the Great Depression. If we are wise we will hear the words of FDR, take them to heart and then focus our attention on bold moves to reinvigorate our future. As truly

as Special Adviser on Green Jobs, Enterprise, and Innovation in the new White House Council on Environmental Quality.

Thanks to One Change

I had first heard of Jones and his work from Regis client Stuart Hickox, founder of the environmental activist group One Change, while working on a Branding Brief for his organization. In conducting a target analysis, I was surprised that Stuart wanted to target a lower-income segment. I had assumed that he would covet the upscale "Greens." No. He had experienced great success distributing CFL light bulbs to low-income residents of New Jersey, and was impressed by their willingness to undertake other energy conservation measures. "You mean you want to reach a Blue Collar target?" I asked. "No," replied Stuart, "I want a Green Collar target."

A Fascinating Book

It was then that he told me about Jones, and urged me to buy his book. Reading this fascinating and ground-breaking work, I learned about Jones' unique solution to two current national problems. The first, and most obvious problem was how to improve the environment, and end energy dependence on depleted fossil fuels.

According to Jones, we need to be reaching out to those who DIDN'T own Priuses, who may have assumed that Green messages weren't for them. In his book, Jones quotes an interview on www.grist.com with Majora Carter, founder of the environmental justice group "Sustainable South Bronx":

"The Public image of the environmentalist is all about eating organic food, driving a Prius, and buying solar panels. And that's incredibly narrow and alienating. . . it makes low-income communities of color say 'We can't do it, we can't afford it'. . . Sustainable and green alternatives will really take off as we reach economies of scale. And to do that, we need everyone's participation."

strengths. Simply said, your strength is your strength. There is a reason you are good at certain things and not so good at others. Your job is to be as good as possible at what you are already good at.

Most of us do not accept the fact that we have unique talents and skills. We are wise and knowledgeable in our own way. But we don't know what to do with all this ability.

Here is what to do

Concentrate on what you're good at. You can't be good at everything. OK. Discover your strengths, acknowledge the truth of it and go with what you're good at.

How do you go about discovering your strength?

I ask clients a series of questions designed to get them in touch with what turns them on, what lights them up. Often they have lost fire and desire in their life. Work is often drudgery. The goal is to do something in life that does not seem like work; then you can say "I never have to work."

Ask yourself what seems effortless and natural to you

Most likely you are taking your own strength for granted because it is part of your natural make-up. When we can do something really well we assume it's no big deal. But it is. It's your big deal. When you find yourself doing something that you enjoy, ask yourself why. You have to actually interrupt the normal everyday flow to notice something about yourself. Ask your family and friends what you are good at or when you seem to really be on fire. They can often give you a more objective view than you have of yourself.

disconcerting as our individual circumstances may feel at times, we must not forget that we live in a time and a nation that offers unprecedented prospect.

Our job as leaders is to clearly and completely assess all opportunities and then move our groups' interests forward with bold conviction.

Best of luck to us all!

Marc Paul Chinoy



[New Regis Web page](#)

New from Regis Global Focus

If the answer is: "It is time to revisit company goals, values and strengths, be direct with the public, continue support of communities and move forward." or "How can we build and sustain a truly global economy that allows for progress and development?" or even "Are we setting aside the agendas and benefits of a few to serve as many as possible?" What was the Question?

The Question was: ***"What is the most important question to be considered by businesses and community leaders***

Not an easy task for Social Marketers, but achievable, with a clear target definition. But Jones has another benefit in mind for this Green Collar Group, one that the ACES bill stresses.

An Intersection of Entrepreneurship and Activism

In his book he says: "What if we built a movement at the intersection of the social justice and ecology movements, of entrepreneurship and activism?" He would like to change the term "Target" to "Partner" to describe the total commitment to change that he wants to achieve from his "Green Collar" converts.

He doesn't simply want awareness and a commitment to energy efficiency. He wants to inform them about job opportunities!

Blue Collar Tasks

What he points out is that many of the energy efficiency jobs that will contribute to the Green Economy are typical blue collar tasks involving such things as conducting energy audits, caulking and weatherstripping drafty windows and doors, replacing appliances, etc., none of which require advanced education or training.

As conventional sources of energy, fossil fuels, (and yes, even uranium,) become scarcer, they will inevitably become more expensive. And as we start to seek more abundant alternatives (wind, solar, biomass, hydro), the building of the necessary infrastructure will also require vast numbers of "blue collar" (now "green collar") jobs.

The Chinese Wind Power Investment

And we'd better get going in developing those alternatives. The New York Times recently reported on a major commitment to Wind Power by the Chinese government. Their economy has been growing at a phenomenal rate and has been widely criticized for its negative impact on climate change. It has apparently suddenly "gone green," and, according to the Times, has this past year surpassed the US as the largest producer of wind-generated power. It's a clear

What does it mean to you when you are good at something? Why do you enjoy it? What is it about you that occurs to you when a specific endeavor is fun? How come it is important to you? Keep asking yourself questions.

Do what you love

You have all heard this before, but it bears repeating. A related but essential part of using your natural strength is to focus on what you truly love to do. So the question to you is: what do you love and are you willing to risk the chances that you might, or might not, make it?

Now I can hear someone out there saying something like...but I can't make a living doing the thing I love. How can I make money sailing or carving wood objects? My response is-you don't know that until you try. The universe has a strange and wonderful way of providing for you if only you are willing to step up. But you are the one that has to make the first move. One of my favorite quotes is this from the German philosopher Johann von Goethe:

"Whatever you can do or dream you can, begin it. Boldness has genius, power and magic in it."

In other words, you make the first move and then things line up. They are unexpected, unpredictable, surprising, powerful things that could never have occurred if you hadn't opened the door to them happening.

•Coaching Tip

Be curious about yourself. Curiosity is the first rule of coaching and is one of the most powerful services a coach provides for his clients. I don't assume I know anything about a client. There is always

today?"

The responses above are from a Media Executive, a College President, and a Financial Adviser.

New answers to this and other crucial questions are being added daily on our web site.

Check them out!



BizSpeak: Rainmaker

Definition:

He or she who actually gets the deals or closes the contracts on a regular basis.

Related Terms:

Top Gun
Money Man or Woman

How it Sounds:

"Who is the RAINMAKER in the group?"
"Sally"
"No way"
"Oh yes. Way. Fifty thousand a week like CLOCKWORK"

For More BizSpeak, check out the Book.

challenge to us to get our environmental act together!

Fixing two problems with one solution

Jones subtitled his book "How One Solution Can Fix our Two Biggest Problems." And thanks to his new position in the Obama administration, he is well poised to address both the problem of saving the environment, and the massive employment problem.

He closes his book this way: "Cash-strapped, economically fearful families are emerging as the swing constituency on climate policy. The only way to draw them into the coalition for real solutions is by delivering fully on the promise of a green economy that provides increased work, wealth, and health for them and their children. Delivering on that promise is the great work of the new century. The real work is just beginning."

We should pay attention to Van Jones and his theory. It's the most optimistic promise I've heard in quite a while!

something to discover if you stay curious. Once you lose curiosity, you lose your ability to learn and grow. Treat yourself like a fascinating stranger you just met.

Now it's time to stop and ask. What do I enjoy? What do I yearn to do? What is it about doing (Fill in the blank) that I love so much? Discover your strength now and stop improving.

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[Look for more top ten professional coaching secrets in upcoming newsletters, and on our web site.](#)

[Click here.](#)

Focus on the Future

Guest Predictions: Rene Cabral-Daniels

Guest Predictions is a regular feature in which we ask leaders in a number of professions questions that affect us all.



Rene Cabral-Daniels

Rene Cabral-Daniels is currently the Vice President of Grant Programs at the Williamsburg Community Health Foundation. Previously, she was the Director of the Office of Health Policy and Planning (OHPP) from January of 2002. Rene received a B.S. in Spanish and Mental Health from Tufts University, a Masters in Public Health from Yale School of Medicine, and a Juris Doctor from the University of Virginia. Rene enjoys spending time with her husband Taumi and three daughters aged 7, 9, and 11.

Q: What changes in your professional environment in the past 3-5 years have you found to be the most beneficial?

A: One change that reaped unexpected as well as unanticipated benefits was the hiring of young

professionals in key positions in the Virginia Department of Health's Office of Health Policy and Planning.

The Virginia Department of Health did not have a positive track record of hiring younger professionals. The average age of its workforce is in the mid-fifties. By hiring young, talented professionals, the Office was able to stay abreast of emerging trends in electronic communications, better understand generational paradigm shifts on health access issues, and tap into the high energy levels of this age group.

Q: What changes have been the most troubling to you?

A: The most troubling change has been that often when people talk about diversity in the workforce, it is considered almost as an act of charity rather than an important business strategy that has exponential benefits in the global marketplace.

Q: How will globalization (e.g. the emergence of new global powers, such as China and India) affect your professional area in the near term?

A: The health care market will be greatly improved by these emerging countries. Their contributions to date have transformed health care which is most evident in the area of health information technology but is also apparent in the clinical and therapeutic arenas. Their cultural focus on education provides a wonderful learning opportunities for the United States.

Q: What significant challenges might be anticipated in your professional area in the next few years?

A: The greatest challenge will be one of cost. Unlike fungible commodities, there is no substitution for the value of ensuring the public's health. Its importance to the country's economic and social stature cannot be overstated. However, reckless spending for limited value erodes our nation's ability to assure health to all sectors of the public.

Q: What are the greatest challenges confronting young professionals in Western culture today?

A: The greatest challenges are the economy and the ability to compete in a global economy with limited math and science educational backgrounds.

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