



August 2010, San Francisco, Action Quarter

“Por l’Amor de Mis Hijas” Balancing Mind, Body and Soul

Written by
Edited by

Anasuya Isaacs
Shash Broxson



Lucia Grajales, Team Mexico, has created safe space for children to discover themselves newly and for their parents to learn new ways to be great. Her Game In The World, “Integrated Health” was created as a gift to families to have them explore what a “healthy child” really is: one whose emotional, physical and spiritual selves are in total balance. Lucia is providing the keys for parents to identify and address well-being challenges that are beyond a physical ailment. Her intention: Creating awareness and responsibility in our children for their well being.

Lucia explains, “The family is the basic unit of society. Many of the problems of our world originate in the family, so it is important to begin to care for the health of our children in a holistic manner.” She continues, “In the fast-paced world we live in, the health of our mind is often violated and neglected. It is not unusual that physical disturbances and imbalances result.”

It is because of her *amor de mes hijas*- love of her daughters- that the project came to be. Lucia, an architect, wanted to know how to help them with

troubling emotions. Her 8 year old daughter, Lucia del Pilar, was coming to terms with insecurity from being chubby, and her 10 year old daughter, Luisa Fernanda, was grappling with the grief and guilt from the loss of a beloved pet. “My husband and I had no idea how to communicate with them,” shares Lucia. In asking friends for guidance, she realized how ill-equipped parents are to handle such issues. The four workshops with specialists were designed to bring parents and children together to engage in the inquiry and in dialogue.

Her daughters were the first ones to be on her team. Then her friends became her teammates and the specialists who led the workshops. The first workshop taught the power of sound, breath and simple exercises through Yoga philosophy and postures. The course allowed the families to learn about the power of their bodies and how to build trust in one another. The second workshop explored how the self esteem of their children is a direct result of the parents’ self-esteem, so it was strictly for parents. The third workshop will teach the children the laws of life, the natural cycles from

“The family is the basic unit of society. Many of the problems of our world originate in the family, so it is important to begin to care for the health of our children in a holistic manner.”

birth to death to help children deal with grief and loss. The final workshop will confront the emotional unrest behind eating disorders.

Due to the size of the location, the workshops have been limited to ten families. However, Lucia is putting together a magazine of the contents of the workshops’ wisdom, exercises, shares from participants and pictures to be distributed at three private schools so that all families in her community have access to what was taught.

After two workshops, Lucia’s daughters started pouring their hearts out about what they were feeling. A new depth to their trust and affinity has opened up. “I couldn’t be more happy,” gushes Lucia, ever so grateful.





Beauty Make-Overs Transform Lives

Written By **Belinda Cogburn**
 Edited by **David A. Gower-Spampinato**

After working late hours during the week and all weekend, typically the salon industry closes up shop each Monday to give their employees a day off. This is not so for a salon in Miami! The last Monday of each month Serenity Hair & Spa of Miami Florida, opens her doors to a very special group of clients. Once a month a team of hair stylists, makeup artists, and manicurists who work at Serenity Hair & Spa volunteer for the day and transform the bodies and lives of a group of women from the A Safe Space woman’s shelter.

The project began two weeks before Christmas 2009 when the salon owner, Debbie Smith and her salon employees were thinking of something they could do during Christmas Day that would contribute directly to the

community. As a team, they created “A Day of Pampering” for women at A Safe Space (at a local women’s shelter) on Christmas. After making the arrangements with the shelter director Paula Owens, the team went out into the Miami community and collected many much needed gifts and donations. On Christmas day the team arrived at the shelter with all the gifts, food and the donations.

Debbie said, “It was an amazing day.” The team prayed with the women and listened to stories of how they came to be at the shelter. Wasting no time, they then “got busy” creating all new looks for many of the ladies.

Debbie later found out how fortunate they had been in being able to gain access to a shelter at such a short notice. As we can well imagine, such shelters are usually quite restrictive as to whom they allow in, typically requiring a series of background checks, so as to maintain the safety of the woman. Instead, Serenity Hair and Spa of Miami not only gaining access to the woman’s shelter, but due to the strong desire at the shelter, were welcomed with open arms.

From the success of the first event, Debbie decided to open her salon on the last Monday of the month and has been doing so since January 2010. She provides salon services for six to eight women from the shelter. Once a month the shelter conducts a raffle and the women who have matching numbers then receive a \$100 gift certificate for any salon services. Debbie said the services they provide during the day usually surpass the amount of the gift certificate since each woman receives a manicure, pedicure, new haircut and style and a makeup consultation. Women are also offered other services such as highlights or a new hair color.

“When we are finished and the women look in the mirror, they cry,” Debbie said. “You can see in their

expression that the women realize their inner beauty and substance and the fact that they don't have to be abused anymore because they can see they are beautiful and that they are wonderfully made."

Debbie's team of eight employees has brought their whole community together to contribute to the women at the shelter. During their visits, many salon clients donate such items as clothing and other accessories so that they can be given to the women at the shelter. Also local restaurants and shops donate gift certificates or products. For example last month Wal-Mart donated various products, gift-wrapping materials and gift baskets.

The salon services do more than transform the appearance for these women. A Safe Space Director, Paula Owens, told Debbie that when the women return to the shelter after a day at the salon they feel better about themselves and are quite inspired to maintain their new look. Paula stated, "For women at the shelter, it makes a difference with their attitude and improves their self-esteem. They feel empowered and when people are empowered, they can see possibilities for themselves that they didn't see before."

The difference it makes for the team at Serenity is that they have a sense of accomplishment, of being a contribution and of service. At the end of one service day, Debbie's daughter (who is also on the team of volunteer stylists) said simply "We had a great day."

Debbie's game has inspired a hair salon owner in Palm Beach, FL to provide the same type service to another women's shelter in her area. From her commitment, Debbie's team has now invited many other salons to participate so that they too can alter the lives of more women at the A Safe Space shelter and beyond. Currently there are 24 to 30 women in the shelter who stay



for six to eight weeks.

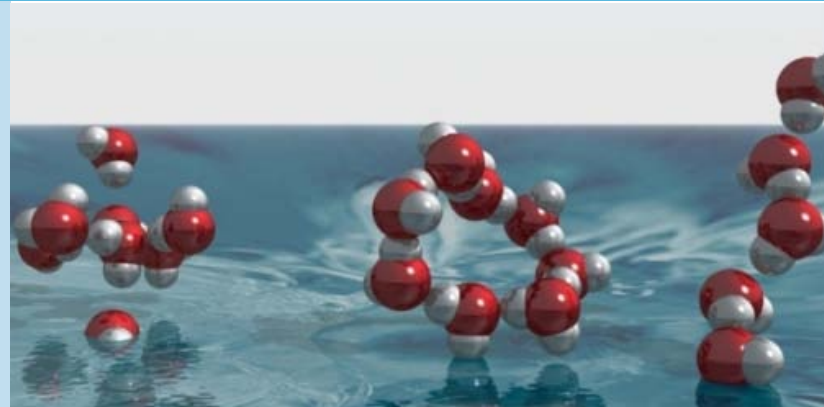
In her vision to expand the magnitude of her project, Debbie is having conversations with people in other states for them to start their own Day of Pampering at their own local woman's shelters. She is also creating a foundation to fund the project's expansion and sees the project expanding to cities all over the country and world.



Dancing With Molecules

Written by
Edited by

Paola Bortoluz
Judi Romaine



Manal is a dancer. Dancing is her self expression. It causes her to be present to the gift of life and connects her to who she is. But that wasn't always the case. Manal is also a scientist and not long ago she found herself unemployed for 18 months and away from her dancing.

This is the story of Manal Swairjo, a loving American-Palestinian single mom, and how her life was transformed. With that transformation came the possibility of a world using innovative technology for fast-track pharmaceutical drug discovery, and an environmentally sound agricultural industry. This possibility came from her participation in Landmark's Team, Management and Leadership Program.

A year ago, Manal was dealing with unemployment in a difficult economic climate for scientists and new projects. On top of that, there was the added burden of feeling she was losing all, due to her divorce. She considered herself an isolated single mom without any family in the country, to share in her parenting.

Under TMLP, Manal created her game "Dancing with Molecules." She envisioned herself as an effective, loving parent, having health, love and daily joy with Alisar, her daughter, and with a paid full-time job that allowed her to pursue her commitment towards a pollution-free planet. This, in turn, contributed to her dream of conquering resistant infectious diseases.

She particularly chose *Dancing* because in that she found her complete self expression and the force that "gets me connected to who I am, after years of a living what felt like a robot, life". And *Molecules*, because she is a scientist. "My relationship to molecules is they are who I am; I cherish nature. I crave to know what IT is. It is as though I am here to know who Nature is, and in it, who You are, and that removes all the seriousness from any science project."

Nevertheless, challenging endeavors require team work and the TMLP program allowed Manal to create several teams around her life that have supported her goals and her important relationships.

First and foremost, she now has what she calls *a parenting team*. Originally from Palestine, her feeling of loneliness in a distant country has now taken on the form of a fun and loving extraordinary community around her and Alisar. Along with Alisar's father, there are Maha and Muna, her sisters who live abroad; Ed and Ethel, two lovingly adopted jewish grandparents who are committed to providing family support for Manal and Alisar, as well as other mothers with children the age of hers. "They are all a source of guidance and contribution, and a powerful stand for my being a successful mom." Alisar now enjoys her mom's success within a family of adults committed to her life and her passion for music.

“The Team, Management and Leadership Program has caused me to be self expressed, to restore my integrity and complete the past financially, personally and professionally.”

In her scientific career Manal also had a history of hiding from professional collaborators. Her Game in the World has allowed her to create extraordinary relationship with fellow scientists. Her actual science team has shown up as a space of trust, “I trust them. The usual surviving way is competitive, it is about manipulating people to do what your want and; either you get all the credit, or they do. That conversation of competition has disappeared, I listen to them only as a contribution.” With that context, Manal and her team have successfully created a biopharmaceutical company focused on developing a fast-track approach to drug discovery. Two labs have been set up, one technician hired and the first

round of fund raising was completed during the first year of the program. During the last months, the company completed its proof of concept experiments successfully and launched its second phase of fund raising.

Suddenly, there exists the possibility of a world where drug discovery is faster and cheaper, and a world where new technology allows less industrial waste, seems achievable. Now a clean planet, with affordable health-care, employed scientists and loving families does not sound like daydreaming at all.

Manal talks about molecules and you can hear the innocence of childhood, the wonder of a child looking to understand the immensity of Nature. At the same time, also present is the ease and freedom of a loving mother, certain of causing her daughter’s life and leadership. All these, while dancing.



“I trust them. The usual surviving way is competitive, it is about manipulating people to do what your want and; either you get all the credit, or they do. That conversation of competition has disappeared, I listen to them only as a contribution.”



Global Clean Water

Written by
Edited by

Shash Broxson
Sharole & Jim Beckman

In November 2008, after completing a year of Team Management and Leadership Program in California and declaring his Game in the World of ‘Global Clean Water’, Donovan Bailey went to India to fulfill on his game. His mission, to educate a community in the possibilities and practices that provide and sustain clean safe drinking water.

At the World village in India where he went to live, he knew that the community desperately needed a well. He was immediately confronted with a common response, “good luck, you can’t do that here”.

“You can straighten out a dog’s tail” he was told, “but it’ll curl right back up”. In spite of his enrolling conversations, the community responded cynically that things will never change”.

Since his ideas to transform the global water crisis were met with cynicism, he realized he needed to take a different approach.

Donovan no longer feels the need to show people how to change the global water crisis. He and his team of international organizations and individuals are focused on children taking the lead in making that difference. The team are working to create an educational curriculum for children ages 4 – 7, with the vision of creating ‘Global Clean Water’.

The design of this full curriculum is geared toward creating a new audience, of children, open to new ideas and eager to bring that information home to their parents. The parents will become informed and enrolled while helping their children with their homework.

“We now create programs that enroll the parents in what their children are learning about the global water crisis,” Donovan says.

Donovan’s impressive international team includes: a law firm from England, Anna, a singer/song writer from New Zealand, children’s book writers, Sign King – printers who will be printing the books, a Videographer from India, and Gaia, a cartoonist from Israel.

Included in the transformation of education is Schoolhouse Earth, an organization that will be writing short story clips for an on line learning platform which features the adventures of Mr.H2O, and more.

Mr. H2O is the friendly water character taking center stage in this world wide education curriculum being presented through the arts in schools.

Mr. H2O says: “My job is to bring water awareness, conservation, sanitation and hygiene education to our

children in the developed and developing world.” When Mr. H2O goes on his adventures he tells everyone he encounters about the global water crisis. He teaches how to conserve water, about sanitation, and hygiene education. Mr. H2O also teaches children about the water cycle on our planet. Kids love him because he’s cute, friendly and knows everything there is to know about keeping our water clean”.

Donovan admits that before he entered the Landmark Education communication curriculum, he had no passion in his life. He never felt he had a purpose. Now having founded ‘Global Clean Water’, a non-profit organization with a possibility of exponential service and contribution, Donovan feels an aliveness he says he will allow to live within him for the rest of his life. He feels he has found his purpose and it excites him in a way he



never realized was possible.

The outcome of his game? Every person on the planet has access to clean drinking water.

One idea behind this children’s education curriculum is to include 60 children’s books with animation, songs, videos and more, showing children about water; how it comes to us, how to conserve it, how it becomes unsafe, all in a friendly, lively engaging way.

Six of the children’s books will be written by August 20, 2010.

‘Global Clean Water’ is a non-profit organization which is about what people have to contribute – in-kind giving. Visit www.globalcleanwater.com for more information. The vision for the future is in the hands of our children and Global Clean Water is up to contributing to aiding the direction of that task.

“Since his ideas to transform the global water crisis were met with cynicism, he realized he needed to take a different approach. He and his team of international organizations and individuals are focused on children taking the lead in making that difference.”



Mentoring Miracles

Written by

MariMar Covarrubias

Edited by

Micole Noble

We all remember her playing Dorothy in the skit of The Wizard of Oz that TEAM San Diego presented in front of 800 people in Chicago. Catherine Cassidy told me, “That was a really, really big breakthrough for me, being able to speak in front of large groups, and doing that has created that I am able to be with any conversation. Talking in front of groups has helped me with my communication and being a leader at work. I am now comfortable expressing positive things, being vulnerable and fully self-expressed, and being authentic all the time. I got that from TEAM and from being in the skit”.

Catherine is a Clinical Mentor at her place of work so her game in the world is called “Mentoring Miracles”, and her goal is a peaceful and satisfying experience in the hospital such that people are valued for who they are in the world. Catherine has been a nurse for twenty-two years and she knows there have been a lot of changes in healthcare, advances in technology, and nursing. However, the one thing that seems to be either consistent or getting worse, is that the doctors, nurses, and patients are all having a very busy and stressful experience.

Catherine is creating relatedness with the doctors, nurses, and pharmacists at her work by using all the distinctions of the communication curriculum and five aspects of accomplishment. From that, she is creating a space for people to say what it is they really want. For example, doctors want more time to spend with their families and do not want to be in the hospital for 20+ hours a day. The pharmacists

are concerned with legal aspects and safety but they do not always get workability in getting medications to nurses. The nurses are very centered on getting quality and efficiency, but are so stressed out and rushing around that they are missing lunch breaks and not able to take care of themselves during a 12-hour shift.

Catherine has learned there are a lot of recurring conversations in each department, mostly centered around time. They do not have enough time and they do not have enough resources (i.e. people). Catherine explained, “There are lots of little committees and I am working with them to get out of survive-and-fix mode and into the new model of communication where we are creating from nothing what

“I am working with them to get out of survive-and-fix mode.”

a day would be like if they could have it how they want it. The nurses would like to be able to sit down and do their charting and not have to be rushed so they can have more time to spend with the patients. I then pass this on to the doctors and form a triad of conversation.” Because of this, Catherine has been acknowledged for being the nurse in her unit who “Most easily speaks with the doctors”.

Another goal of Catherine’s is to bring this game to other hospitals across the country. She has connected with nurses in Atlanta and Chicago thus far. The impact of Catherine’s game is on the quality and efficiency of hospital care. “If

“They do not have enough time and they do not have enough resources.”

patients’ peacefulness and satisfaction are increased, this will affect the entire patient stay and they will report that to others.”

“I have been able to enroll people in my game, but I don’t have a lot of commitment to action at this point. Some people are saying, ‘This is a really good idea but I don’t really want to do anything’. They are participating by giving their ideas, but I would like them to commit to some form of action. I am forming triads that have the same values and possibility and getting them into dialogue with each other.”

Catherine concluded, “Actually being in dialogue and really causing people to listen and take action rather than causing just a new piece of paper in the hospital is what I’m committed to. The benefit is people are enrolled, being moved and inspired by what is of interest to them.”





“Mexico Movimento” Getting Mexico Moving!

Written by
Edited by

Anasuya Isaacs
Micole Noble

Paola Bortoluz from Team Mexico knows how to get a party started. Her “Party” is about celebrating the power and joy of making a difference. Through *Mexico Movimiento*, Paola has created a way for the entire country of Mexico to get up and DO SOMETHING!

Using her experience in Team Management and Leadership, Paola asked, “Wouldn’t it be great if people who wanted to get involved had an easy way of making a difference? I felt it was hard for organizations to share what they have to offer and for people who want to do good, to know where to go. In Mexico, there is no local news, only National news. In a nation of 20 million citizens, if what you are doing isn’t HUGE, it will not be shown on the news and what you’re doing will go unknown. So Paola created *Mexico Movimiento* (Getting Mexico Moving) a newly created national database of all organizations making a difference. Now they can be found by citizens ready to be of service. Paola

founded this service with five of her best friends and her husband, and they went straight into action. They shared with such passion and commitment that busy professionals with families were actually signing up for *more responsibility*! Paola, an economist and co-owner of a business consulting firm, shared “My friends really kept me playing this game when I wanted to quit. They became as passionate to be of service to their communities, country and humanity through this movement as I was. One of my teammates flies three and one-half hours from San Diego to our meetings. These are busy men so involved and committed to *Mexico Movimiento* that I don’t quit because I cannot let them down.”

Paola has grown her team from 6 to 12 members by SHARING! “I ran into two friends from college and told them what I was up to since they last saw me and asked them to join the team,” she explains. “One of them called me back three months later and told me he’d created a fabulous idea for a Public Relations campaign. Two of the new members are my friends and also the wives of the original six members who make sure their husbands’ promised actions get fulfilled. It’s incredible!”

Mexico Movimiento is partnering with The Center for Philanthropy in Mexico City which is a 2000 member organization. They will launch in September 2010 with a country-wide marketing campaign and website. As a mother of two young boys, Paola is now searching for organizations that get children to be of service in their communities. “I really want my children to know the importance of giving back.” Bravo Paola!





Share Your Plate

Written by
Edited by

Heath Thomas
Judi Romaine

“Share Your Plate” is the name of Mark Tafoya’s Team Management and Leadership Program, Game In The World. Chef Mark, as he also calls himself, is a man who loves to cook and feed people. The possibility of his game is nourishing the body and the soul.

A professional chef by trade, for Mark, food is not just something to eat, but an avenue to bring people

together. The intention of this game is love, grace and harmony. “People are too often starving unnecessarily and there is enough food to feed everyone,” Mark says.

Mark’s mission is to create understanding between cultures through food. His goal is to create an on-line community “where people of all backgrounds share their culture and their cuisine” the website for this is at www.shareyourplate.org. This goal will be achieved by hosting potlucks locally and donating the proceeds to food banks who help feed the needy in as many locations throughout the world as possible. He plans to raise \$20,000 from these events.

His idea is to bring people together to share each other’s food and talk about how their dishes evolved, with the

intention that people see what they all have in common. Equally important to Mark, however, is that the stories of the people themselves behind the food are also shared. Mark feels that “the more people know

Mark’s mission is to create understanding between cultures through food. His goal is to create an on-line community “where people of all backgrounds share their culture and their cuisine”

about each other and the dishes they eat, the easier it will be to create understanding between diverse people throughout the world.”

The success of Mark’s Game is dependent upon Team. A large team will be required to carry out his plans. He currently has a team of twenty people from different backgrounds. One member of his team has donated free web hosting for the site. Others have various accountabilities. For example, Jennifer Iamolo, who is also his partner in the Culinary Network is accountable for getting the website created. Like Mark, she has a passion for food and is creating a separate website for people working with food problems. Over time, Mark’s plan is to create “Field Marshals” around the world who will mobilize other people to create potluck parties and report back using the website, which will be the operational hub for this project. Eventually, stories, pictures

and videos of events will be posted on the web site so people can see as each event proceeds and can share in his work.

Mark also seeks to promote healthy eating. He believes that unhealthy eating is a sad fact in North America and Europe. “Food has replaced love”, according to Mark, in part because “there may be too much of it around in richer counties, and we in the west generally eat for the wrong reasons, while, ironically, others do not have enough and often starve.”

In five years, Mark plans to create a non-profit organization out of his Game, benefiting local food charities with funds to support people who struggle to eat well throughout the world. This will be the legacy of “Share Your Plate.”





Playing Big: Beyond the Borders Creating a Powerful Relationship Between Mexico and the United States

Written by
Edited by

Belinda Cogburn
Mary Kay Christophersen

The name of Jorge Flores-Wells' game in the world is "Playing Big." The possibility of the game is leadership, love and sharing. The intention is to "create an empowering context and a bridge among people to take a stand for Mexico's image around the world."

Jorge recently spoke to Tecnológico de Monterrey students at a conference in Monterrey, Mexico. Tecnológico de Monterrey has 31 university campuses and

90,173 students. Three days prior to the conference two post-graduate students were shot and killed in a cross fire between police and criminal organizations.

Jorge stated that the conference provided an opportunity for the grieving students to see that even in tough times their commitment to themselves and their culture gives them power to go beyond grief and take action to make a difference in the world.

Jorge has created a website, www.catalist.org, which provides people with a place to share the extraordinary aspects of the Mexican culture. Jorge said "the genesis of creating the website occurred during a Self-Expression and Leadership Program (SELP) workday. It was the first SELP course to be held in Mexico City". A group of coaches travelled from San Jose and Newport Beach, California to participate in the program. Jorge was moved and inspired by the team of people from two countries working together to create extraordinary results. Jorge said, "At the time there was a lot of negative press around Mexico. And I was struck by the idea that there is good news about Mexico that needs to be shared."

The website states that the word "**Catalist** is not a spelling mistake." The introduction to the website states, "Our name is the result of the combination of two other words that define the essence of this blog: catalyst and optimist."

"The definition of a catalyst is 1) a substance which causes or assists a chemical change in another substance without itself undergoing any permanent chemical change; 2) someone or something that helps bring about a change.

The definition of an optimist is 1) a person who usually expects a favorable outcome; 2) a person disposed to

take a favorable view of things.”

The website’s intention states, “We believe that there is a major flaw in the way Mexico and the United States of America have been communicating in the last few years; not only at the level of the policymakers on both sides of the border but also at the citizens’ level.”

In September Jorge will return to the campus of Tec-

The conference will present the testimonies of ordinary people who have achieved results by taking personal responsibility. Jorge said he will be presenting a website that was created “to sponsor empowering social entrepreneurial projects and help leaders find the resources needed to implement their projects.” He added, “another outcome of the conference will be the creation of a bridge among current similar initiatives that are taking a stand for Mexico and creating a team to create

“even in tough times their commitment to themselves and their culture gives them power to go beyond grief and take action to make a difference in the world.”

nológico de Monterrey to present projects that can be implemented to move the students from their grief into action that will make a difference in the world. Jorge is building a team to create and implement the different projects. The team will include a mix of people and organizations such as: members of the media, academia, corporate and social responsibility professionals, and entrepreneurs. The team will also include ordinary people who are achieving extraordinary results.

This team is scheduled to produce a large conference for the weekend of October 8, 2010 in Mexico City. The attendees of the conference will include graduate students, media and anchor news personalities, social entrepreneurs, corporate social responsibility professionals and representatives from academia as well as from PEPSICO Foundations and COCA-COLA Company.

powerful results with ease and liberty. No more work in isolation, teaming up and aiming for a single objective: Mexico.”

Jorge is writing a book entitled, [A Possibility Conversation for Mexico](#). The book will focus on how the citizens of Mexico can create a powerful conversation about themselves and their culture.

However, Jorge is playing bigger than expanding the conversation among the citizens of Mexico. The ultimate outcome of the game is to alter the context of the conversation between the citizens of Mexico and the United States through sharing and working together, standing inside a powerful background of relatedness working together to impact their economies, opportunities, and celebrate the differences in their cultures.

Jorge said, “By communicating through the distinctions of the New Model of Communication, the two countries can be a resource for leadership and creativity that is not currently available.

Jorge said one of his biggest accomplishments since creating the game in the world as a participant in The Team Management and Leadership Program, has been getting attention from national and local media. He has appeared on TV through the Latino Dish Network and has had several radio interviews as well as a national newspaper interview.** “This is a huge breakthrough for me,” Jorge said.

Jorge said he sees the possibility of having the project alive in the world, with neighboring countries power-

fully related and working together to contribute to each other and having a positive impact on the lives of people in those countries.

**The link <http://elcatalista.org/elcatalista-en-los-medios/> (available only in Spanish) provides the media examples.




Conferencia
ACTITUD DE LÍDER
 Ponente: Jorge Flores Kelly

6 Septiembre 2010 6:00 pm
ENTRADA LIBRE

Confirma tu asistencia con:
 Heelidé Vázquez
 hvazquez@tecmilenio.edu.mx
 26 26 50 50 (4733)

Manuel Sánchez
 masanche@tecmilenio.edu.mx
 26 26 50 52

Universidad TecMilenio Ferrería Av. Granjas #800, Del. Azcapotzalco

IMPULSO 20.10  **elcatalista**

The Elijah Initiative

Written by
Editor

MariMar Covarrubias
Shash Broxson

“I take a small step. I walk to the front of the room. In this auditorium there are more than 800 people.. The only thing I have with me is a dream in my heart. I share with the people that each day 4,500 children die on the planet from a lack of clean water to drink. And before these 800 people I declare that I am going to do something to stop this from happening. I tell them I do not know how I am going to do it, I do not know what will be required, and this is something I am standing for and going to change.

After I shared my yearning and all the people listened to me, I started to receive business cards from many persons that were there and now people are looking for me, they want to be in communication in order to help. A whole new world was opened before my eyes,” commented Marcos Elizondo, deeply moved.

“The response of the people is the assertion of, **that which was a dream for me, now is completely possible.**

That is how The Elijah Initiative was born, it is Marcos Elizondo’s Game in the World. This name is to honor Marcos’ son. The game is a program for children who live in North America. They will be saving the lives of children in developing countries like Haiti, India, Tanzania, Zimbabwe, Uganda, etc.

“The organization *Living Water International* provides a

child with clean water for one year, for 98 cents”, Marcos told us. In the State of Texas, for example, when 28 aluminum cans delivered to a recycling center, a dollar is received in return. This, simultaneously, provides the children with the experience of what it is to recycle. It also provides children an education of helping other children through this simple task.

“Children can make a difference; they do not look at skin color, the clothes that people wear, or the way you speak. With their innocence and good heart, when educated for this end, they can achieve what the adults still have not been able to achieve: delivering healthy water for children to drink in developing countries.”

All of this would not have been possible without my participation in Landmark Education’s Team, Management and Leadership Program. I am working with several teams in different States, and in Mexico. After I was clear about my intention and after planning a few things, it became very easy, since it was simply sharing my passion with people and that was all. We began to play together and it was something that happened naturally. It was as if I had turned into another person after I shared my dream, Marcos said.

“I am present to the fact that to work as a team is what is needed to succeed in achieving our goal”, he asserted.

There are many teams playing this game. We are in the process of building an Internet site and there are plans to give out pens, cards, and T-shirts with the message of The Elijah Initiative. Also, we are in conversation with an organization called Build-A-Bear. After children collect \$100 from recycling the aluminum cans, we will acknowledge them and they will receive this toy bear as a prize.

Other organizations are taking note of this simple way

of raising consciousness and involving children. I was approached by an organization which plants two trees in a developing country for every dollar donated. And a few days ago we were invited by some officials from the city of Houston. Four government officials gave us an hour of their time in order to know how they can support us with the project.

Everywhere I go now, I am collecting aluminum cans. I am also asking people in all areas of my life, to recycle. The response has been extraordinary. For example, my neighbors gave me a huge bag full of aluminum cans.

Everything has changed in my life. If I am driving on the freeway and I see a can, I immediately think what that can might be able to do. I am completely aware that with 28 aluminum cans it is possible to save a life. Those 28 cans will bring in 98 cents, and with that, a child can have clean water to drink for one year.



After I shared my yearning and all the people listened to me, I started to receive business cards from many persons that were there and now people are looking for me, they want to be in communication in order to help.

Tivoli Gardens

Written by
Edited by

Jorge Flores-Kelly
Sheila Blackmon

“Children cannot be blamed for what adults do or for what occurs in the world around them. Children need to be loved, educated, counseled, guided, and, last but not least, we need to remember that they are children and love to HAVE FUN”. These are the words of Shelley Gayle and she and her team have taken on creating opportunities for the children of Tivoli Gardens, Jamaica to fully experience their childhood in laughter and play.

After violent riots related to drug trafficking in Tivoli Gardens, the Jamaican government as well as many other charity organizations stepped up to assist children in being counseled and supported psychologically. In light of this, Shelley also became committed to making a difference for those children and determined to provide something in addition to that counseling – the element of fun!

Shelley Gayle realized that children all over the world “have the right to have fun and it doesn’t matter if they are Jamaican and have grown up in a difficult environment”. To this end, Shelley created a game called “Need Deed” and it is all about taking a stand for the children of Tivoli Gardens, West Kingston, Jamaica to experience fun. As a result of the training Shelley received in Landmark Education’s Team Management and Leadership Program (TMLP), she has put together a team to bring fun and joy to these children.

Shelley’s team consists of a couple of other Jamaican Landmark Forum graduates and some non-for-profit organizations and charities. They have created partnerships for the summer of 2010 with the goal of causing fun, happiness, and freedom through love, generosity and contribution. By creating this team and partnerships, Shelley has been able to expand beyond what it would be possible for a single player with this same purpose.

Shelley states, “through partnerships and team work we are able to cut the red tape and quickly gain access to Tivoli Gardens’ childhood. Big players such as the Ministry of Health and Educations, Digital, as well as the Pharmaceutical Society of Jamaica give access to unimaginable possibilities.”

Shelley’s team is creating specific games to provide children with a variety of activities such as colorful primitive dancing sessions, coloring and art afternoons, camping, as well as movie watching cinemas - all aimed at creating a joyful and a fun environment and experience!

Since starting the game, Shelley has received an incredible gift in her life: “I have been able to draw a future for my people and myself. It has been a gift being related to other people and having the strength to move on with a dream. Before the project everything seemed much more complicated and depended so much on myself. The game has expanded for me, for my team members, and for the children.”



Women Embracing Life

Written by
Edited by

Samuel Albis
Anasuya Isaacs

Lupita Huerta has a legendary mother! For 65 years she taught three generations of children in Puebla, Mexico, providing the foundation for the success of many doctors, lawyers and other professionals. Lupita thought it was time for her mother, now 85 years old, and the five other teachers of their school to be honored and celebrated for the significant contribution they made to thousands of people in Puebla.

Through her participation in Landmark Education and Team Management and Leadership Program, Lupita found a way to fulfill on that commitment. Lupita built a team with the children and grandchildren of these six women to pay tribute to them. The name of the game: “WOMEN EMBRACING LIFE”. And the possibility of the game: greatness, power, passion, thankfulness and acknowledgement.

The intention of the game was clear, to give acknowledgement to these powerful women while they are still alive. To accomplish it, this team of children and grandchildren organized a breakfast where they showcased the career of these women through photos, letters, and videos all acknowledging their legacy and the impact they’ve had on the whole city. Each one of the family members was in charge of building a component of the women’s history. In that way the original six team members multiplied into new teams created inside their families.

The goal was not only to offer homage to the professional accomplishments of each teacher but to also recognize and pay tribute to the dedication of these women as mothers, grandmothers, and sisters.

Many of these women, in their twilight years, already have physical and mental illnesses. So the urgency in acknowledging them now while they can feel and understand what is going on was heavy in everybody’s minds. Lupita and her team all wanted each woman to fully receive all of the love and the acknowledgement they were preparing!

But that love and that respect for these women went beyond the breakfast. In the process of organizing this tribute, families were reunited, all the other teachers felt the love and got more attention and long overdue respect. Families discovered new things about their *abuelas*: their grandmothers, mothers, aunts and sisters. One unexpected outcome, some of the six celebrated teachers started to improve their mental and physical health.

This project not only stands out because it pays tribute to the heart of education: the teacher, but also because it was able to bring together families to recognize the importance their mothers and grand mothers had in the city of Puebla and their great impact for over 65 years.

And thanks to this Tribute, teams were built inside the different families to spend more time with their grandmothers and mothers and to help take care of them.

When Lupita started this tribute for her mother, she realized that in a way she was also paying tribute to herself, since she has dedicated the last 25 years of her life to be a great teacher as was her mother.



Creative Writing Team

Shash Broxson , <i>Team Leader</i>	Florida/Jamaica
Sharole Beckman , <i>Senior Advisor</i>	Houston
Paola Bortoluz , <i>Spanish Team Co-Leader</i>	Mexico
April Rood , <i>Spanish Team Co-Leader</i>	San Francisco
David Gower-Spampinato , <i>Images</i>	Cincinnati
Victoria Ferrantelli	Detroit
Laura Sauter , <i>Branding</i>	Boston
Harrison Williams , <i>Graphic Design</i>	Chicago

Writers in English

Paola Bortoluz	Mexico
Anasuya Isaacs	Phoenix/Southwest
Belinda Cogburn	Dallas
Heath Thomas	Toronto
Jorge Flores Kelly	Mexico
MaríaMartha Covarrubias Villar	Mexico
Michael Simmons	Dallas
Samuel Albis	Florida/Jamaica
Shash Broxson	Florida/Jamaica

Translators into Spanish

Maritere Dávila Winder	Mexico
Susana Morales	Mexico
MaríaMartha Covarrubias Villar	Mexico
Jorge Flores Kelly	Mexico
Lucía del Pilar Grajales Leal	Mexico
Samuel Albis	Florida/Jamaica
Paola Bortoluz	Mexico

Editors in Spanish

MaríaMartha Covarrubias Villar	Mexico
Jorge Flores Kelly	Mexico
Sandra Villacis	Florida/Jamaica
Mamis Ramírez	Mexico
Astrid Reusche-Lari	San Francisco
Paola Bortoluz	Mexico
Amparo Ariza	Florida/Jamaica

“The Team Management and Leadership Program exists to empower and enable YOU in fulfilling those matters that are of interest or importance to you, meaning Your Games in the World, and in the process leave you transformed with more power, freedom, self-expression, and peace of mind.”

LOUD AND PROUD TEAM

Editors in English

Tanya L. Garb-Lampl	New Jersey
Anasuya Isaacs	Phoenix/Southwest
Shash Broxson	Florida/Jamaica
Mary Kay Christophersen	Chicago
Micole Noble	San Diego
Mark Tafoya	New York
Sharole Beckman	Houston
Sheila Blackmon	Atlanta
Judi Romaine	Cincinnati
David Gower-Spampinato	Cincinnati

Jeff Bonar, *Loud and Proud Team Leader*

Paul Turner, *Loud and Proud Team Co-Leader*

Paola Bortoluz, *Loud and Proud Leader in Mexico*

Donna Eller, *Loud and Proud Source*

For more information, go to www.TeamLeadership.org