

Soundbyte Wisdom >>

AT THIS YEAR'S SERIOUS BUSINESS, held by Neill Corporation in New Orleans in late January, more than 1,000 salon owners and manager rolled up their black sleeves and dove headfirst into business topics.

The event, themed *Soundbyte Wisdom: 4 a world moving@warp speed*, welcomed headline speaker after headline speaker and boasted an impressive roster of breakout options that allowed attendees to design their own experience. Though seriously focused on business, the carbon-neutral event also showed heart, as hosts **Edwin Neill III** and **Debra Neill-Baker** and event organizer **Carol Augusto** welcomed attendees by inviting them to text \$10 donations to American Red Cross Haitian Relief Fund. A spontaneous football party, with proceeds further benefitting earthquake victims, cheered the New Orleans Saints to their NFC Championship victory.

On the second day of the event, the **Aveda Institute of Chicago** owner **Erik Knudsen**, and three of its students—make-up artist Maureen Horner, colorist **Sydney Malizia**, and stylist **Tyler Grupen**—were honored with the **Edwin Neill II Full Potential Award**. A private reception also was held for attendees who were honorees of the 2010 SALON TODAY 200.

If you couldn't make the event, here are a few of the more memorable soundbytes:

■ Best-selling author **Daniel Pink** delved into what drives top performance, and it isn't money as many would believe. "How creative a person feels when working on a project is the strongest motivation," Pink said.

■ Organizational consultant **Rochelle Mucha**, Ph.D. shared what her research findings about the theater can teach us about business. "It's a world where ego, self-direction and individuality aptly describe the players; and respect, connection and interdependency describe how they play," she said.

■ *Flip* author **Peter Sheahan** taught the audience to flip their assumptions to understand what really drives buyer behavior.



Edwin Neill and Debra Neill Baker.



Sheahan



Tulgan

"It's a flexible mindset, not proprietary expertise or resources that define the successful," he said.

■ INYU Training founder **Jeanine O'Neill-Blackwell** demonstrated that the quality of our lives is connected to the quality of our thinking. "Look for the answers inside your questions," she quoted. "May your questions be big and may they be powerful."

■ Generational expert **Bruce Tulgan** shed some insight on the Generation Y workforce, which he describes as 'Generation X on fast-forward with self-esteem on steroids.' "The high-maintenance Generation Y calls for strong leadership," he said. "Managers should spell out the rules of

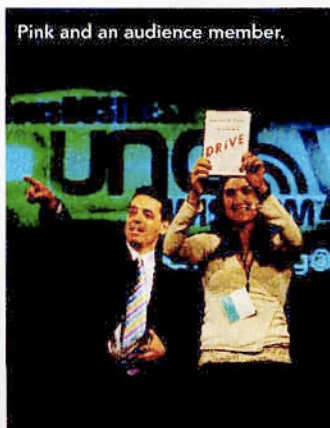
their workplace in vivid detail so GenYers can play that job like a videogame."

■ In a creative presentation, **Robert Lobetta** conducted a conversation with a televised version of himself and led attendees through the journey of personal branding. "I will always be attracted by the unknown and inspired by the undiscovered," he said.

■ Motivational speaker **Tim Sanders** focused on the power of positive thinking. "During the first 10 minutes of your day, determine how the rest of your day will go—lie in bed for 10 minutes and start with three conscious, grateful thoughts," he advised.

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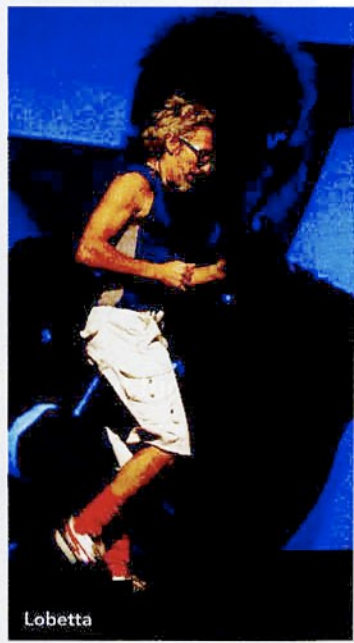
—Robert Lobetta



Pink and an audience member.



Sanders



Lobetta

CLICK!

Catch Stacey Soble's podcast interviews with Bruce Tulgan and Rochelle Mucha at salontoday.com/podcast.

