





A personal matter pdf

Roger Davies Designer and TV personality Elle DECOR is talking about her latest book, personal style, and what next I have learned something over the past 10 years, saying it's old, it's more rewarding to get too powerful. In a recent candid conference called Praxis, a group of mentors were invited to developing social entrepreneurs, all business models focused on improving the lives of others. As I went there to help and guide others, I left with the ability to be full of inspiration, defiability and hope. Everyone I met had a compelling purpose for their work, and some of them really stood apart from the crowd. But the brilliant story of Matt Emerzian and the work he started to build caught my attention. I was very impressed by his story, openness and vulnerability and shared it with anyone who would listen to it. It took him a day of the week and made it important. I hope his story makes you think differently about Mondays and how you spend them as much as you do for me. After graduating from UCLA with an MBA, Matt Emerzian was in the music business. He began working with local artists in artist management, but was later hired by Robert Kardashian. Although most people knew Kardashian as a lawyer in the O.J. Simpson case, she was actually in the music business for 35 years and owned a music marketing and promotion company. Matt was hired as senior vice president. Now Matt has worked on projects for almost every major and indie label, especially artists such as U2, Coldplay, Snow Patrol, Keane, Avril Lavigne, Black Eyed Peas, Tim McGraw and more. Matt worked in the office throughout the day and often at night I found himself living what I now call an Entourage lifestyle-drinking, smoking weed, objectifying women and trying to cool off in the City of Angels. It was a slow process, but a slippery slope, and soon after the narcissism and egos of the music industry rubbed against it and he thought it was the center of the universe. When he went home to Modesto, where he grew up, everyone wanted to hear Matt's stories because they were always the best. Let's hope you're from a small town and then you drink champagne and smoke pot on your way to a U2 concert in a celebrity's lim. Then you're in the arena by Paul McGinnis, U2's agent, and you're watching the concert with Bono's wife and 3-year-old son. Or you'll find yourself in the middle of Times Square with Avril Lavigne and his team. How does that work? How do you process this? I guess you don't know. Just live and you think that's life. Matt thought he was. Until he went to bed on Sunday night and woke up well thinking he had a heart attack the next morning. His heart was pounding, he was sweating and freaking out like in Monty Python. He jumped in his car and took himself to the doctor's office. It's not a good idea to drive when you think you're having a heart attack, of course, but he was having a severe panic attack. The doctor told him to go home and rest, and he should feel better in the morning. This didn't work and the next day, week or month didn't work. His life is closing. His parents had to move in with him. He couldn't function, he couldn't drive, he couldn't drive, he couldn't look out the window at night because he thought the sky had fallen. His dream life was literally collapsing. And he had no idea what it was or how he was correcting it. Fortunately, he met a therapist who changed his life. On one of his first visits, he gave her Rick Warren's Book Purpose Driven Life and told her to read the first sentence that said it wasn't about you. The sentence didn't make any sense to Matt. Again, narcissism won the day. Then he told her he wouldn't feel any better until he undertly underthrew the concept. It caught his attention because it was like one last lifeboat. All he had to read were just four simple words. They echoed in his head every minute of the day, partly from a place of gratitude and partly because he was sure and confused. But, he was determined to put in the job and find out what it means. He then prescribed a high dose of volunteering. Every Saturday morning at 9:00 a.m., .m Matt goes out and picks up trash, paints on graffiti, feeds the homeless, etc. Saturday mornings were the favorite times of the week. They provided an opportunity to go out and serve others, and it wasn't about him. It was the best thing he's ever felt every week. Matt was still working in the music industry and wasn't sure how this new concept would work in his life. Then one day, as he walked to his office with a co-working man, he bent down to pick up a piece of trash on the sidewalk. Suddenly it all makes sense. His colleague asked Matt why he took someone else's trash, and the conversation ended with an argument. An angry Matt went to his office and called his friend Kelly Bozza and told him he wanted to write a book. Matt, you don't even read books. How are you going to write it? Matt told him that he wanted to write a book explaining that each of us is important and that together we can change the world. They wrote the book. What if he took all over 300 million people in our country? It would still be a collective second, but the garbage would have gone 300+ million pieces. What if each of us gets five or 10? Or bring our schools, companies, churches, friends and family involved? It's just a numbers game. What if we all smiled more, planted a tree, donated blood, wrote a note of gratitude, or take better care of our health? It was just a either-if-game. They took 52 of these scripts and wrote the book, Matters every Monday - 52 Ways to Make a Difference. The book came out four years ago and sold very well. What was more important to Matt was that he started an organization and a movement started. A month after the book came out, he received an e-mail from a woman who saved someone from suicide. He never thought his book would save someone's life. That was the sign matt had to move away from the music industry and work every Monday to make Matters (EMM) a name. From the beginning, thousands of people wanted to be a part of what Matt was doing. Letter writing campaigns followed a weekly newspaper column in more than 400 newspapers across the country and a K-12 school curriculum that taught young people they mattered through self- and social responsibility projects. Today, EMM is involved in more than 1,200 schools in 43 states, affecting the lives of hundreds of thousands of young people. The employee loyalty/corporate social responsibility program at large companies across the country works to create a work culture where all employees feel important within their own companies and communities. Oprah.com hosted EMM every Monday for a year. PBS only hit an EMM documentary to be broadcast in May 2012. The organization is determined to make Their Mondays important and take as many people as possible to understand how much they are doing. Their issue every Monday is to be able to imagine a day when millions of people from the country or around the world do the same thing on the same day to make a difference in their lives and in the lives of others. Matt believes that together, you can officially change the world on Monday. I had a chance to sit down with Matt and find out what he thoughts behind Matters Every Monday and the real problems they were trying to solve. There are bigger problems than making your Mondays better. Why is it important every Monday? Matt EMERZIAN: It represents a day when we all need to do better, better. First, we have to stop being afraid of Mondays. If you really think about it, we've created a monster from one day of the week, and the beast is so powerful that it even handles our Sundays. I mean, actually, seven of our days a week are ruined by two Mondays. Just it's ridiculous to think, but it's also quite sad. Mondays can be a day of inspiration, a day to celebrate the beginning of a new week. It gives us a choice. To make a simple but very important choice about how we want to live our lives. What if everyone started their week with a time-to-be-great mentality? I'm going to make a difference today. I'm going to make a difference today. citizen. What if every Monday was seen as a better day than the week before? It's too strong. This concept is important to you? Monday important to you? Monday important to you? Monday was actually Monday for me, and now something has happened in my life. Why did you start every Monday? Every Mon wear makeup on a Monday, but it's obviously deeper than that. Every Monday Matters is in essence a burning desire to help everyone understand that it matters. I think every human being on earth has questioned its purpose. Why am I here? What difference does it make? Am I important? This is life's greatest challenge and our biggest question. People are much stronger than they think, and their actions are important. A close friend once told me that you're as strong as being a person who focuses on making the world a better place. It's very touching and very true. In any case, what we say and do is important, and the ripple effects we create in the world are significant. I mean, we have a choice. What do we want to wave? Because we do, even if we know it or not. I mean, again, we have a choice to make, and why not every Monday? What's the biggest problem with that? I'm not sure if this is a big problem or part of the same problem, but there's also this idea of focus and self-perception. I haven't spent my life as a jerk, but I've also never spent my life focusing on making the world a better place. I'm just focused on ME. Things that were important, like fame and fortune, and all the arrows were introverted. But, on Saturday morning, volunteer-give-back-that changed everything for me. He changed the direction of the arrows, and now they've pointed outwards. And in those moments, I realized that when I wasn't creating a life about my life, I was at my best, and when my life started to change, it started to make sense. I realized it was important and purpose I realized I could influence the world in a positive way. I guess that's the whole irony. If you want to feel better about yourself and your life, stop focusing on yourself. It's very simple, but it's very difficult for us to understand. Give me an example of the most transformational program you've ever applied. Last year we launched our EMM Enterprise Program. We believe that Employee Loyalty and Corporate Social Responsibility are vital investments for business success in the future of a company. It's about serving your company. We also believe that large companies are built from the inside out. Our program is about creating a culture where employees know how important they are to each other, to the company and to their communities. One of our biggest corporate clients is aiming to be included in Fortune magazine's Top 100 Companies to Work list. When we started working with them, they had just completed the Morehead Employee Engagement Survey and had a score of 76%, meaning they were in the top four of the companies surveyed when it came to Employee Engagement. They completed the survey process again (a year later) and scored 93%, meaning they are among the top 10% of companies surveyed. This is a huge leap for them and a great success on the way to success and achieving their goals. As a result, give me an example of a changing life. Between the book, our school curriculum and our corporate program, the number and magnitude of stories is beyond modesty. From homeless high school students learning how important they are and graduating to convicted criminals who have no one who says they matter in their lives, to a single mother who prevents a stranger from committing suicide, to thousands of pounds lost because people find new meaning and pride. Let him write a letter to a man who had 400 people at his mother's funeral, each of them, why his mother made them important, and then give 400 letters to his father, and now to his wife, who thanked us for having a better husband. We don't even know all the stories out there, but it's interesting how the tables turn. We should be the inspirational ones, but most of the time we feel like the time we feel like the time we feel like the time we f you want it to be better, bigger, stronger, faster. As we all know, it takes time to start a business - it's not revolutionary wisdom in any way. But that doesn't mean it's easy to accept. I have to remind you that we always have to kick ass and we're where we need to be. Where a little faith can't hurt. What was the most rewarding part of Every Monday's Issue? Without a doubt, stories -are the drivers of what they want to reach more people with our message. What advice can you give anyone who wants to start a new business? For me, it's all about passion. I have such a brilliant passion in me that it's helped me get over things I never thought I could do. Despite all my training, MBA and work experience, nothing seems to have prepared me for the journey I boarded. The learning curve has been steep in every corner, and it turns out that only my passion, and the passion of an incredible team of people, has allowed us to do so. So, if you don't have passion for your idea, don't even start it-just walk. Where do you see the important place every Monday in five years? I believe emm will be a name in five years. We'll have more books; we will have a great social movement; There will be a radio show, an internet program; We will become a program adopted by cities - schools, companies, churches, governments, working together to make Mondays important. I believe Mondays will officially change forever. What do you like about Mondays? I come to work every Monday to make the world a better place, and it's really a gift. Shawn Parr is headquartered in San Diego and has starbucks among its customers and partners. Diageo is guvner & amp; CEO of Bulldog Drummond, the center of innovation and design consultancy such as Jack in the Box, Adidas, MTV, Nestle, Pinkberry, American Eagle Outfitters, Ideo, Virgin, Disney, Nike, Mattel, Heineken, Annie's Homegrown, The Michael J. Fox Foundation for Parkinson's Research, CleanWell, Honest Vision, World, Kitchen. @BULLDOGDRUMMOND the speech in The New Year. [Picture: Flickr user Aftab Uzzaman]

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