

Introducing the Insights-to-Go podcast series



If you're in the market for tips on handling your career and your personal life, the new Insights-to-Go podcasts are 15 minutes you can't miss. This monthly series (formerly the 19-Minute Briefings) presents innovative and thought-provoking ideas from experts who are leaders in their fields.

In our inaugural podcast, **Mike Hamilton**, EY's Chief Learning and Development Officer, interviews Andy Andrews, best-selling author of *The Noticer: Sometimes, all a person needs is a little perspective*, *The Traveler's Gift* and *The Lost Choice*. Andy is also an inspirational speaker who works with major corporations and professional sports teams, and has spoken at the request of four US presidents and at US military bases all over the world. Andy's shaky start in his adult life taught him how to take a different look at life's challenges, and he shares his methods for finding the resolve to get where you want to go.

In part one of the podcast, Andy offers suggestions for putting criticism in perspective and explains why small steps are important ("Success is slow, but people forget that failure is slow, too"). In part two, he describes how to get a better understanding of what you're capable of, and explains why there is always hope for a course correction, no matter how bleak your current position looks.

To subscribe to *Insights-to-Go* and receive automatic alerts about new podcasts, visit the [Insights-to-Go CHS](#). Upcoming podcasts will cover the art of the question, time management and thinking smarter.



Is there such a thing as too little anxiety?

Weigh in on this subject by choosing one of the answers below. (You'll find out why we're asking next week.)

No. Unless you're comatose or lobotomized, the world is so hectic that any respite from worry is a good thing.

Yes. If you don't worry enough about the big choices in life — spouses, DVD players — too little anxiety might cause a too-hasty decision.



19-Minute Briefing: "Just Enough Anxiety"

In these uncertain times, it seems counter-intuitive to promote anxiety as a positive force. But guest speaker Dr. Robert Rosen, author of *Just Enough Anxiety: The Hidden Driver of Big Success*, embraces this much-maligned mental state in the latest of the 19-Minute Briefings, a series of podcasts covering leadership, career development and other topics about professional success.

Dr. Rosen explains the pitfalls of both too much and too little anxiety, and how the best business leaders find the right balance to drive them — and their organizations — forward without causing resistance. Learn what's different about the way great leaders approach change and uncertainty and how you can develop traits that thrive in times like these.

What makes client service 'remarkable'?



Nick Prior, Diane Larsen, Jeff Taylor, Frank Gori, Tom Hough

In its first live video webcast, the Assurance practice explored the concept of "remarkable client service" from a wide range of perspectives — EY leadership, the CFOs of two major clients, coordinating partners and engagement team members.

Pointing out that the firm is "taking on some of the most difficult audits we've ever done," **Randy Fletchall**, Americas Vice Chair of Assurance and Risk Management, emphasized quality as the foundation of remarkable service — both in the technical audit itself and in how it is delivered.

Gary Fayard, Executive Vice President and CFO of The Coca-Cola Company (a client for almost 90 years), says he wants to have "no surprises." He looks

to EY to help him "anticipate what may be down the road. That's what I expect, that's what I see. That's what I get, actually. That's why I'm happy."

"I know that when I get an answer, it's THE answer. It's the right answer."

Stuart Burgdoerfer, Executive Vice President and CFO of Limited Brands, feels strongly that a service provider needs to earn the right to provide other services. To build the foundation for an expanded relationship, he said, a team needs first and foremost to deliver a "hard audit" and "know their stuff; know the client's industry; communicate clearly, face-to-face, and in a timely manner; and be proactive."

Americas FIDS Leader **Jeff Taylor** and Americas Assurance COO **Frank Gori** spoke more in-depth on service integration, focusing on how FIDS can help Assurance clients in the current business environment. Americas Assurance Markets Leader **Diane Larsen**, The Coca-Cola Company Coordinating Partner **Don Zimmerman** and Limited Brands Coordinating Partner **Brenda McAuliffe** shared how they respond to their clients' needs, bring solutions and insight, and organize their teams to deliver remarkable client service.

If you missed Wednesday's webcast, be sure to look out for the upcoming archived version, which will be posted on the Assurance CHS.

Service line integration should start with a visit to SORT (<http://sort.ey.net>), where you can learn more about our approved and permitted service offerings across all service lines.
