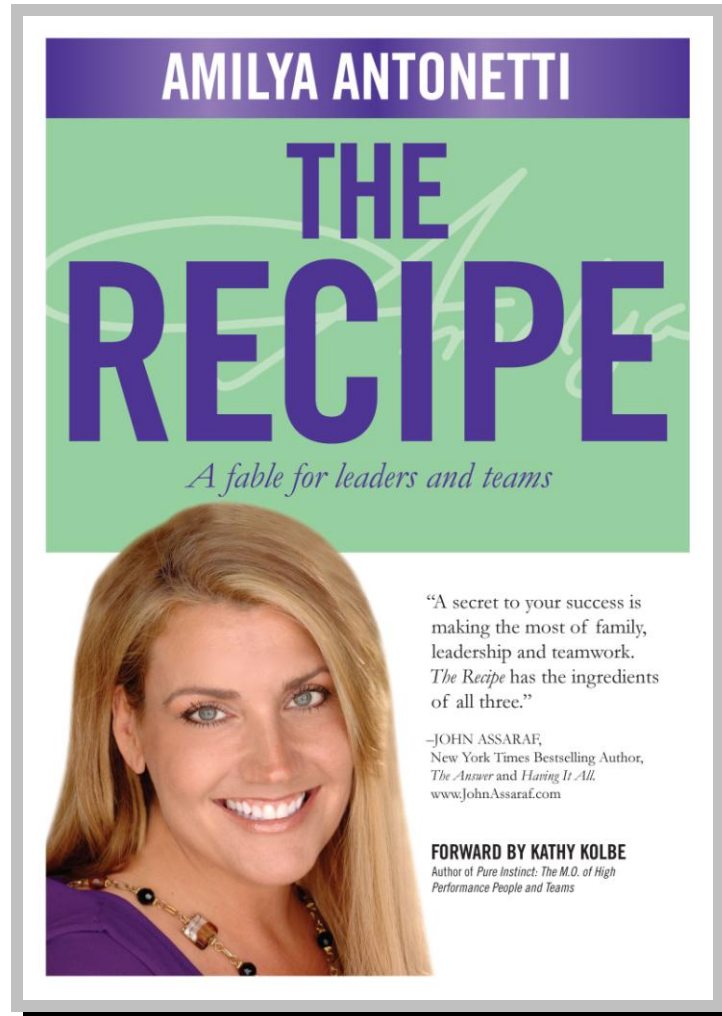


Turn the page for a Special Two Chapter Preview of *The Recipe* and for an inside look at the book that everyone is talking about.

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--- Mike Drummond, editor-in-chief *Inventors Digest* magazine

"One of my favorite books on business and leadership is the 1921 tale called "The Go Getter," by Peter Bernard Kyne. Amilya's book reminds me why I loved that story so much, and helped inspire me to reinvigorate my entrepreneurial mojo. Yet another reason why I don't hesitate to book Amilya as a guest on any number of business subjects, no matter the new cycle."

--- Mike Straka, Executive Producer, *The Strategy Room*
www.FoxNews/StrategyRoom

"A wonderful story that shares how to bring individuals together, unifying teams and crystallizing their focus. I highly recommend The Recipe."

--- Chip Conley, Founder and CEO, Joie de Vivre Hospitality & Author, *PEAK: How Great Companies Get Their Mojo from Maslow*.

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“This is the Decade of Collaboration, a time when we must set aside anything akin to sibling rivalries. Our achievements will be because we figured out how to work well with each other, not because we beat others out. By addressing these very issues, this book sets a civil tone that needs to be championed, in a voice that will be heard.”

--- Kathy Kolbe, Chairman of the Board, Kolbe Corp - Bestselling author of *Conative Connection* and *Pure Instinct: The M.O. of High Performance People and Teams* www.Kolbe.com

“If you seek energy, inspiration, or focus for your business venture, you must first master team-building, and leadership. You’ll want to pick up The Recipe!”

--- Ken Colburn, President, Data Doctors Computer Services, CNN contributor, and host of the award winning “Computer Corner.” www.datadoctors.com

“Amilya’s sage eye for innovation and growing an entrepreneurial idea is evident in The Recipe. This book is a must-have for anyone serious about forging a new business path in life. Well done!”

--- Dahlynn McKowen, Coauthor, *Chicken Soup for the Soul* series

“The formula set by The Recipe is key to the maturation of successful professional sports team development.”

--- Alexis Levi, CEO/GM Las Vegas Stars Professional Men’s Basketball Team

“Everyone needs a team – moms as much as CEO’s.

The Recipe is an absolute must for the multi-tasking moms out there!”

--- Maria Bailey, CEO of BSM Media, Host of Mom Talk Radio and Co-Founder of Momtv.com

“Amilya Antonetti is not only an excellent writer, but also a fine mentor. She is a model for all of us to emulate. Through her writing and personal appearances, she shares with others what she has learned about health and effective coping skills. Her latest book, The Recipe, explores the process of leadership in a clear and readable style. It is a book that we highly recommend for business leaders and those who are interested in communicating and working more successfully with others.”

--- Ralph Ferraro, Director, The Italian American Press
www.italianamericanpress.com

“Great insights, whether you are building your team or just living a better life. The Recipe is a great resource for entrepreneurs, leaders and their teams.”

--- Morris Callaman – Callaman Ventures www.CallamanVentures.com

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Reader's Guide

The wonderful thing about a book like *The Recipe* is that you can experience it for enjoyment or you can use it as a tool to expand your horizons and those of your team, whether your team is at home, at school or in the workplace.

Within the book you have the story of the Givvantage brothers and the team at *Prosperous Bakery*, but you also have Little Spoonfuls of learning aids that accompany many of the sections.

Some readers will enjoy reading the story beginning to end, while others may choose to visit the Little Spoonfuls Appendix as they move from section to section. And that's OK. One of the lessons we've learned along the way is that people learn differently, so this book has been designed so that you can read it in the way that works best for you. You can immerse yourself in the story or do the exercises as they appear. But, either way, Enjoy!

Table of Contents

Foreword.....	v
Introduction.....	vi
Acknowledgments.....	vii
Chapter 1 – The Will.....	0
Chapter 2 - Six Brothers.....	3
Chapter 3 - Mary.....	7
Chapter 4 – Mixing It Up.....	7
Chapter 5 – Today's Menu.....	7

Chapter 6 - Monday.....	7
Chapter 7 - Tuesday.....	7
Chapter 8 - Wednesday.....	7
Chapter 9 - Thursday.....	7
Chapter 10 – Friday.....	7
Chapter 11 – Saturday.....	7
Chapter 12 –Saturday Night.....	7
Chapter 13 – Another week.....	7
Chapter 14 - The Unveiling.....	7
Epilogue – The Recipe.....	7
Little Spoonfuls.....	8
TRUST.....	8
CONFLICT AND CONSENSUS.....	10
DEALING WITH CHANGE.....	10
AWARENESS.....	10
ANALYSIS, STRUCTURE AND CONTROL.....	10
MAKING DECISIONS.....	10
COMMUNICATION.....	10
BUILDING CHAMPIONSHIP TEAMS.....	10
RECOGNITION AND REWARDS.....	10
CREATING LEARNING EXPERIENCES.....	10
About The Author:.....	10
Other Books.....	10

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Foreword by Kathy Kolbe

If you have not had a chance to meet Amilya Antonetti, here is your opportunity!

If you already know Amilya, you'll recognize her high energy, caring insights, and ebullient straight-talking approach. From the moment you walk into Prosperous Bakery, you'll find she isn't about to waste time setting a complex scene or building an intricate scenario. She is who she is – and meets you on her own terms.

This is a forthright person who calls it as she sees it. The setting she chooses here feels familiar and comfortable. Who doesn't like food, especially that from a fairytale Grandmother and Grandfather? She makes it go down easily.

Yet, Amilya makes it clear, as if there is music in the background that's playing light tunes in a minor key, that she is serving up a simple story that won't be hard to swallow, but will require that we chew on the thoughts she dishes up.

It's not that we do not know where Amilya is going with her story – we've been there. That's why we can settle in, nod in recognition and think about the characters on our teams that fit her description. Yes, they are true to the natural patterns we find in human instincts, and yes, they differ among siblings. And yes, they are the essence of who we are.

When a writer communicates from her instinctive strengths, as happens here, there is a sense of trust that builds with her audience. There is no doubt the *myths* she lists have been thrust at her somewhere, somehow, and she wants to protect us from falling for them.

This is the *Decade of Collaboration*, a time when we must set aside anything akin to sibling rivalries. Our achievements will be because we figured out how to work well with each other, not because we beat others out. By addressing these very issues, this book sets a civil tone that needs to be championed, in a voice that will be heard.

Humility is not the long suit of America's high achievers. What I call *Arrogant Attitude Disorder* has been rampant. The difference between a star and a leader has been cloudy.

Congratulations to Amilya for cutting through all that. Her book provides welcome nutrients for those who desire realistic alliances and shared celebrations. If we incorporate her recipes into our diet they just might make the difference we crave.

Uncluttered with succession plans, performance reviews, turnover rates, job titles and office politics, *The Recipe* helps us focus on basic truths:

- Teams need conflict to have synergy.
- Differences help stir the pot.
- You are who you are, but you can learn tricks to help you self manage your natural abilities.
- Humor and respect are essential ingredients.

Amilya does not lecture about these important recipes for success.

She lets you savor them.

---Kathy Kolbe, Chairman of the Board, Kolbe Corp

Best Selling Author of *Pure Instinct: The M.O. of High Performance People and Teams*, *Powered by Instinct: 5 Rules for Trusting Your Gut* and *Conative Connection*.

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Introduction

Why create another book on leadership and teams? Why read it?

You would think that with all the great works out there, it would be enough. Yet all of us struggle in life and in business to find just the right mix of people, with the right talents, and the right attitude, to help us along the journey so that we are not just reacting to life but becoming the leaders in our life, so that we can live a life by design. In my own journey, I learned a key lesson. As a leader, I am NOTHING without my team. It does not matter whether it is in my role as an entrepreneur building successful brands, as a mentor to others who dream of taking their ideas from mind to market, as a friend, or as Mom. Everything I do I approach with a TEAM mentality.

We each bring unique talents and we need each other if we are to succeed. Learning HOW to come together in teams can be the secret ingredient that makes the difference in reaching your goals, and that supports you in creating something great, and in living your best life.

Over the past 15 years, I have had the opportunity to share the stories of my journey with live audiences, on television, and on the radio. And what I found was that just as I love to learn through a good story, so do they. Give me a rhyme, jingle, or story that I can connect with and I remember it. Show me how something works and I can apply it. Give me the right tools to work with, and I can master them. And, please don't forget the helpful hints and directions. The best lessons are the ones we can quickly learn, grasp the concepts and implement them for our desired results.

So today, when the need for leaders and teams is more important than ever, *The Recipe* is just that. It is a story filled with the kind of characters that we have all met at one time or another along our journeys.

They have a job to do, some things to discover, and some lessons to learn. And, as we join them, we just might learn something too. Learning how to be *the leader in your own life* and mastering the art of teambuilding is a key life skill. It touches everything we do across our community, our businesses, and our families. My hope is that after reading this book you will never approach any project the same way again, whether you are running your home, your business, or just trying to have more in your life with less resources.

It takes a TEAM to win. And not just any team. You need the right mix of unique ingredients, the right tools, and some easy to follow directions and guidelines. Teams need to know when they are working within them or have stepped out of bounds. Developing your natural leadership style and learning to building high performance teams does not happen in an instant. It takes time and practice. Not to mention a bit of trial and error. We can't master what we don't practice. So along with the story, our team has sprinkled *The Recipe* with some "Little Spoonfuls" of ideas, tools, and exercises that you can use along your journey. You will learn more about this in the Reader's Guide.

So enjoy *The Recipe* and getting to know the team at Prosperous Bakery. And always remember, Together all things ARE possible – it just needs the right TEAM behind it. Sending Smiles,



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THE RECIPE

BY AMILYA ANTONETTI

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Chapter 1 – The Will

It was not the biggest bakery in town and it was not the smallest. But for years it had prospered as a place where the community gathered to share a bite, pick up something for a special occasion, or simply pass the time with its long-time owners, Mom and Pop Givvantage, as they were affectionately known by everyone in town.

Now they were gone and would be missed.

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It was time for *Prosperous Bakery* to pass to a new team of owners, six brothers who had grown up surrounded by the smells of baking bread, warm gooey cookies still fresh from the oven, and the sound of quiet conversations and laughter that often rang out amidst the tables where customers would linger with a special treat from the shining glass bakery shelves.

For the first time in many years, *Prosperous Bakery* was closed.

Yesterday, everyone had said their final good-byes to Mom and Pop Givvantake, who had founded the bakery and run it for over 50 years. Mom had passed away quietly in her sleep one evening. Pop was gone the same way just a few days later. “Mom had been his heart,” someone had whispered at the funeral, “and when she left, Pop just followed.” After the funeral, the lawyers had explained the details of the will in their formal legal way. With the will had been a stack of envelopes that the lawyer handed to Mary Keeper, the Givvantakes’ long-time employee and friend. Mary had been a part of *Prosperous Bakery* for as long as the brothers could remember.

“Don’t worry,” Mary said, looking at each of the brothers in turn. “I know what these are. There is something special here for each of you. Tomorrow, before the sunrise, we’ll meet at *Prosperous Bakery* and I will share some of it with you. And together we can plan how *Prosperous Bakery* will re-open again. I’ll meet you in the Community Room in the back.”

With that she got up from her chair and gave each of the brothers a gentle hug and the first of their grandparent’s final gifts - a key to the front door of *Prosperous Bakery*.

And so here they were, on the very first day. Six brothers gathered in the Community Room with cardboard cups of coffee from the gas station down the street.

No one had thought about coming in early to brew a pot. The sun was not even up yet.

They’d simply brought their own.

They talked to pass the time and to cover the strange silence. *Prosperous Bakery* had never been so quiet before -- and it did not feel the same. Something was missing.

They heard the little bells ring above the shop door. Pop Givvantake had hung the string of bells as a gift for his bride when they had opened *Prosperous Bakery* together half a century before.

“The song of the bells is a gift,” Mom would say. Each time she heard them she knew that someone had come to share the most precious of gifts, their time. Mom and Pop had great respect for their customers and employees and the gifts they shared. And in return the customers respected Mom and Pop and returned over and over again to share their time with the *Prosperous Bakery* team. Over the years, the bells had become one of the bakery’s familiar traditions for friends and customers alike. Pop would order similar bells as gifts for close friends and family members as housewarming or wedding gifts. Mom liked to say, “When I hear the bells sing, I know family is here.”

Mary came in to join them and with her she carried one of *Prosperous Bakery*’s white bakery boxes. Upon seeing her, the brothers became quiet. Mary came forward and set the box at her place at the foot of the big oak table.

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Acknowledging each of the young men with a smile and a nod, she walked to the sideboard to take out the white china plates and the silverware sets carefully wrapped in cloth napkins, and set them before each of the brothers.

Then she walked back to her place and opened the bakery box. The scent of vanilla and cinnamon filled the air as she passed the box of handmade cinnamon buns around the table. They were still warm from her oven at home and just like the ones the Givvantages used to make.

The room was silent as the brothers savored the rolls.

This is more like the *Prosperous Bakery* I remember, each brother thought. The scents and flavors brought back memories of Mom and Pop. They could almost hear Pop's booming voice coming from the kitchen or Mom's quiet laughter from the café.

Then Mary's voice broke the silence of the room as she opened another of the envelopes and read:

“To our six wonderful grandsons, we leave equally our most valuable treasure, Prosperous Bakery.

We also leave to you The Recipe, which has been the key to Prosperous Bakery's success.

This recipe has brought us great abundance and happiness. Cherish both, and know that if you properly follow The Recipe, it will not only bring you success in business but also in each of your personal journeys.

We hope that our last gift to you brings you rewards, validation, a sense of purpose, and satisfaction equal to those that we have enjoyed.

We love you all very much and could not be prouder of you.

With all our love,

Mom and Pop

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Chapter 2 - Six Brothers

The words of the Givvantakes hung in the air.

Mary, who had known each of the men since before they could crawl, settled back in her chair and said nothing.

Their parents had named them strong men's names. But having watched them grow up, she had names of her own for them.

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Allan, the oldest, always felt his place and had a dash of “*AllAboutMe*.” He was often the first to make changes, to step out front, and to take charge -- whether you asked him to or not. Pop used to tease him. “Boy, be sure your ego doesn’t get so big that it enters the room before you do!” Allan would take the good natured ribbing from Pop, but if his brothers dared do it, well, that was another story.

Ivan, who came next, often was the brother to say “*IWantWhatYouHave*.” It was hard for him to stand in his brothers’ shadows -- even though, more often than not, he was happiest outside of the spotlight. If he could just learn to appreciate the many gifts he already had, Mary thought, he would be far less worried about what he might be missing.

Nate’s favorite phrase was “*NotMyFault*.” The most cautious of the brothers, he was so worried that something might go wrong that he was always the one to try to put everything in to a safe zone - seeking advice from anyone who would share it. He had yet to learn how to trust his own instincts and those of others, so he often looked to place blame before a problem even arose.

Yale’s name was “*Yeah, Maybe*” since that was his favorite phrase. Kind and agreeable, he never wanted to be contrary, the way Nate sometimes might be. But still in most discussions he first would agree and then question further, leaving others with the sense of never quite knowing if he were in or out. He was afraid that if he acted too soon he might miss something important.

Oliver, with all of his energy, was a bit “*OverTheTop*.” The big idea man, often the life of the party, he always wanted to add the excitement, the flash and the sizzle. Mary knew that the motive behind all of his grand gestures was Oliver’s desire to be accepted and viewed as an equal by his brothers.

While Sam, the youngest, struggled to be heard, he always had “*SomethingToSay*.” Often what he had to add brought real value, but he was so concerned that no one was listening or paying attention to what he had to offer, that he often tried too hard, and his message got lost in the noise.

So when they came to Mary’s mind -- that’s who they were. Each of the six brothers had a personality and gifts that defined him in a way that no simple name ever could.

The silence was quickly broken by Allan. “I am the only one who can run this business. Mom and Pop would want me to be the leader and take charge.”

Ivan, not wanting to be outdone by his brother or placed in the second seat, said, “If you can run the bakery, so can I! And anyway, how do you know that Mom and Pop would want you to be the boss?”

Nate just shook his head, smirked and let out a cynical chuckle. “You think all of you can run the bakery? Well, if you guys take this on and mess up the business, you’ll drive 50 years of hard work into the ground. It won’t be my fault.”

As Yale sat watching his brothers, an uncertain look washed over his face. He creased his forehead. “I’m not quite sure how I feel about owning *Prosperous Bakery*,” he said. “There is a lot of time and effort involved in running a business like this. Yeah, maybe we should consider selling.”

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“No worries!” exclaimed Oliver, jumping into the conversation and to his feet. “I’m the perfect one to run *Prosperous Bakery*,” he said, pointing at his chest. “I know everyone. I can make it more profitable... I can build another one! I bet we can even start a franchise!”

Sam sat back in his chair with his arms crossed, listening as his brothers jockeyed for position. “Uh hum.” He cleared his throat to get their attention. “After listening to all of you voice your ideas, thoughts and opinions, I have something to say. I highly suggest we take a vote to determine who will be in charge. It’s what we should do, and what makes the best sense if we are to continue *Prosperous Bakery* in a way that Mom and Pop would want.”

The tension grew as the six brothers squabbled back and forth about who should be in charge of *Prosperous Bakery*.

Each of them had fond memories of working in the bakery alongside Mom and Pop while growing up, and felt his time working there made him the right one to lead.

Mary recalled that although it had taken hard work and long hours, the Givvantakes had a knack for making it come together and having fun along the way.

Over the years they had developed the ability, talent and foresight to make the business successful. For each of the brothers, working in *Prosperous Bakery* had been an important part of who they were and who they had become over the years. Mary also knew that who they were had been shaped by the time they had spent with the Givvantakes.

She recalled Mom and Pop Givvantake’s special talent for really seeing people and for bringing out the best in them. In the case of their grandsons, they had known what each man’s talents were, as well as what their challenges would be. During their lives, the Givvantakes had been a guide to the brothers. Now, Mary thought to herself, that role will be mine as they take their next steps along life’s journey.

Mary knew the six brothers were not the only ones who had great respect and admiration for the Givvantakes or the special place *Prosperous Bakery* held in the heart of the town. It was home to the people that worked there, to the customers who came in for something special, and a gathering spot for the community. *Prosperous Bakery* was an important part of their lives. It was more than just a bake shop or one family’s business. Mary had learned from Mom and Pop that people connect by shared experiences. It was their job to make *Prosperous Bakery* provide the place for shared experiences and great memories.

Mary had worked in *Prosperous Bakery* for close to fifty years. She remembered when Johnny Thompson proposed to Millie at the corner table and how, to this day, he always comes in to pick up a special cake for their anniversary. Many groups, ranging from the Girls Scouts to the Garden Club, all met around the big oak table in the back room. It was the place where Toastmasters came weekly to fine tune their presentation skills, and it was a favorite hangout for the high school kids when classes let out. Their parents had never worried about where they were. They knew that Mom and Pop were there to keep an eye on things. *Prosperous Bakery* was everyone’s place and an important part of so many of the good things in their lives.

She let the boys ramble on, listening as they argued and then moved on to talk about the good times by sharing their numerous stories. They miss the Givvantakes, she thought to herself. Their grandparents have been such a big part of

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their lives, not to mention all of ours. She let them run on for a bit more. Then she got up from the table. The brothers ceased their banter as she began to speak.

“This has been quite a day for all of us. Why don’t we all continue this discussion tomorrow? Can you please meet me here for coffee again in the morning? I’ll bring you scones tomorrow,” she said, with a glance at the six cardboard cups from the gas station that were still sitting on the table, “and even make the coffee.”

The brothers agreed, and after giving Mary a hug, each went on his way. The little bells chimed as the door opened and closed behind them.

With a sad little sigh, Mary looked around a now quiet *Prosperous Bakery*. Then she went back to the Community Room to clear away the plates, silverware, and six empty cardboard coffee cups. She loaded them on her tray and took the dishes into the kitchen to place in the dish washer. Then she went back into the Community Room to get her purse and the now smaller stack of envelopes from Mom and Pop

On her way out, she stopped at the door and took one last look around. Everything was quiet and in its place once again.

“Well, Mom and Pop,” she said to the now quiet store.

“We have a bit of mixing and baking to do. But I’m sure this batch will come out fine. After all, you left me your treasures and *The Recipe* for them in my keeping.”

With that, she shut off the lights.

The little bells jingled as she walked out the door and put her key in the door to lock things up all safe and sound.

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Want success? Build a great team!

Enter the world of Prosperous Bakery...

as six brothers and their guide embark on a journey of exploration to learn key life lessons on leadership and how leaders create high performing teams using their Grandparents' proven recipe for success.

Join the Givvantage brothers and their guide on a journey of discovery as they learn what it takes to form a great team AND what makes a great leader... in YOUR copy of 'The Recipe.'

Buy it today at Amazon.com and Amilya.com.

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Little Spoonfuls - Preview

Tips and Exercises For Leaders and Teams.



TRUST

The word TRUST is frequently misused or used so often that the importance and value of it is diminished.

Too often we see how trust can be shattered in many areas of our lives – from business to the home front. Yet without trust it is almost impossible for an individual, a leader or a team to successfully navigate change, overcome obstacles, or become resilient

Change takes many forms. It can appear as a new leader or member of a team, a new product, or a new way of doing things. Your company may be setting new goals, direction, or changes for itself or the environment around you may be driving change. In our home life we may face many changes, too, such as a new relationship, a new child, a new job, or a new neighborhood.

With change come natural fears or concerns. Change can make others feel insecure, or it can bring new challenges. Everybody feels vulnerable sometimes. Trust is the key element you need to overcome it. Yet you may also find that when change is all around you, a foundation of trust is difficult to build or maintain. Trust does not just happen. It has to be earned, and earned repeatedly. Too often we confuse trust with acceptance, and they are not the same thing.

Trusting relationships are open to questions and challenges from the team. In fact, the raising of these questions and challenges is a good sign that your team trusts you enough to raise them.

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Another mistake we make too often is to assume that once trust is earned, it stays in play. Trust often is hard to build and easy to lose. As leaders and teammates, it is KEY that we continue to demonstrate trustworthiness - - always!

Building trust is not a quick process. Even when someone is said to be trustworthy, human behavior often dictates that we need to test for ourselves.

Trust is built not on words, but through actions and evidence. When we do what we say we will, we build trust. When we do the opposite – we get the opposite - and the trust bond can be severely damaged.

The difference between a good leader and a great one is the ability to build solid trust relationships and to keep them strong. Once trust is earned, it is an invaluable asset that can make the difference between surviving tough times with challenges and obstacles, and achieving success.

The ability to develop trust is not a skill set or a strategy. It's a way of being.

Keeper's Keys:

Myth: Once you gain trust it's never lost.

Truth: Trust needs to be earned repeatedly and demonstrated often.

Myth: Someone can pick and choose when he wants to be trusted.

Truth: Behaviors in one aspect of your life ALWAYS touch others. It cannot be turned on and off.

Myth: Once people are untrustworthy, they are always untrustworthy.

Truth: People can change. With experience, age, and wisdom, one can learn to be trustworthy.

Myth: Religion teaches trust.

Truth: Religion is based on faith. While trust and faith often go hand in hand, they are not the same thing. People learn and earn trust from different areas of their lives.

Food for Thought:

1. What does trust mean to me?
2. What are the qualities I need to see in someone in order to trust them?
3. What types of evidence do I leave for others that show that I am trustworthy? (Think of real examples.)
4. Are there things about me or past experiences that prevent me from trusting others? Are these things that I want to overcome?
5. If I wanted to create a trusting relationship with someone else – what would I do first, second, and third? What would they need to do to earn trust with me?

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About The Author:



Amilya Antonetti spent the first years of her son's life in hospital emergency rooms.

That battle to save her son's life led to not only a wondrous solution but also to the launch of Amilya's Soapworks. A decade later, not only had she moved her natural products into the major grocery chains across the USA and Canada, she helped to redefine the cleaning aisle and usher in the "human and earth friendly" movement which consumers are embracing in waves today.

A popular personality on television and radio, Amilya has appeared on The Oprah Winfrey Show, as a regular guest on The BIG Idea with Donny Deutsch, FOX Strategy Room, CBS This Morning, Extra, and countless international radio and television shows.

Her story of Amilya's Soapworks has appeared in books, newspapers, magazines such as *Chicken Soup for the Entrepreneurial Soul*, *People*, *Working Mother*, *First for Woman*, *Smart Money, Inc.*, *Time*, and her "Smart Choice Mom" lifestyle and organization tips can be read in *Parent and Child* and *Family Circle* Magazines.

Amilya has received numerous entrepreneurial awards and been lauded by her peers. Her first book, *Why David Hated Tuesdays*, has continued to make her a much sought after guest and public speaker. Amilya has addressed audiences alongside the greatest speakers of our generation, including Tony Robbins, Zig Zigler, Oliver North, Katie Couric and Hillary Clinton.

With the sale of Soapworks, she has moved on to the helm of AMA Enterprises and, through Amilya.com, delivers real world information, products and services to help 21st century consumers make smarter, healthier lifestyle choices.

Amilya is living her life doing what she loves: speaking, writing and illuminating the pathway for others. But as busy as she is Amilya never forgets her most important job, which is to be a great mother to her son David and her young daughter. They remain, and will always be, her purpose in life as well as key passion.

Website: www.Amilya.com

Twitter: [@Amilya](https://twitter.com/Amilya)

Facebook: [Facebook.com/Amilya](https://www.facebook.com/Amilya)

LinkedIn: www.linkedin.com/in/amilya

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