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John Izzo

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five secrets
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AS
SEEN
ON
PUBLIC
TV

JOHN IZZO Ph.D.
Bestselling author of *Second Innocence*

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John Izzo : The Five Secrets You Must Discover Before You Die before purchasing it in order to gage whether or not it would be worth my time, and all praised The Five Secrets You Must Discover Before You Die:

4 of 4 people found the following review helpful. uplifting and positive!By V. LongworthI was going camping and this book arrived just before I left. Figured I must as well take it with me and read a little. Well, I read the entire book over the weekend. And I have to be honest, it changed me. I felt very uplifted and positive! Not that I wasn't before I read the book, but it made me realize that there is more to life than just thinking of oneself. The following week I began doing little things for my friends and family and realized not only did it make them happy, it made me happy as

well. I sleep better and see things differently. I would highly suggest this book to everyone, young and old! 43 of 44 people found the following review helpful. "Leave with no regrets..." By D. Kanigan John Izzo interviewed 200+ people over the age 60 who were described by many others as happy and wise people. Through in-depth interviews, he learns the five secrets of life: 1. Why do some people find meaning die happy 2. Why I talked to the town barber (and 200 other people over 60) about life 3. The first secret: be true to your self 4. The second secret: leave no regrets 5. The third secret: become love 6. The fourth secret: live the moment 7. The fifth secret: give more than you take 8. When you know you have to go (putting secrets into practice) 9. Preparing to die well: happy people are not afraid to die 10. A final lesson: it's never too late to live the secrets Epilogue: How this book changed me The author writes in conversational tone and supported his secrets with colorful anecdotes and personal reflections. For example, in the second secret (leave no regrets) Izzo states that in "his experience from the last 30 years, validated in these interviews, death is not what we fear the most. When we have lived life fully and done what we hoped to do, we can accept death with grace. What we fear most is not having lived to the fullest extent possible, to come to the end of our life with our final words being 'I wish I had.'...to leave no regrets we must live with courage, moving toward what we want rather than away from what we fear." While the 5 secrets aren't a surprise to many, there are many powerful insights in this book that leave you thinking. And while it's one thing to know the secrets, it's an entirely different (and more difficult) matter to put them into action. If you enjoyed this book, pick up John's Izzo other gem - Second Innocence. 1 of 1 people found the following review helpful. A MUST read for purposeful living and fearless dying! By Steve Price I've read many personal development, self help and spiritual wellness type books and literature. These five secrets you must discover will captivate your curiosity in the way the author delivers the messages of the many wise people who have lived a happy and fulfilling life. This is a must read for anyone, regardless of age and where you may be in your life. Bravo!

Imagine for a moment that you are about to take a foreign vacation to an exotic destination. You have saved your entire life to travel there. It is a destination with almost unlimited choices of how to spend your time and you know you will not have enough time to explore every opportunity. You are fairly certain that you will never get to take a second trip to this destination; this will be your one opportunity. Now imagine that someone informs you that there are several people in your neighborhood who have been to that country, explored every corner. Some of them enjoyed the journey and have few regrets, but others wish they could take the trip again knowing what they know now. Would you not invite them over for dinner, ask them to bring their photographs, listen to their stories, and hear their advice? This is precisely the journey explored in this book. Dr. John Izzo and his colleagues interviewed over 200 people over the age of sixty (up to 106 years of age) who were identified by others as having lived happy lives and as having found purpose and contentment. The interviewees ranged from aboriginal elders to town barbers, from Holocaust survivors to former CEOs. In these interviews, each person was asked to reflect back on his or her life to identify the sources of happiness and meaning as well as lessons learned, regrets, major crossroads, and what did not contribute to meaning in their lives. Based on these interviews, and Dr. Izzo's twenty years experience helping people find more spirit and purpose, the book explores the secrets to finding contentment, happiness, and purpose. Using a powerful narrative voice, Dr. Izzo helps the reader understand the common themes from the lives of those interviewed, the commonality of what really matters in their lives, and especially how to put this wisdom into practice.

From Publishers Weekly From the pushy title on down, corporate speaker Izzo (president of The Izzo Group) offers lots of insistent but uninspiring advice for an audience presumably unfamiliar with the real value behind cliché; like "be true to your self," "leave no regrets" and "live the moment." Based on interviews with the 235 wisest individuals Izzo could find (culled from some 15,000 nominees), advice boils down to commonsense sayings and platitudes ("every day is a gift"), illustrated by short anecdotes and personal insights. Those new to the self-help genre will find tried and true advice, but little to motivate a real life change. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "In my experience, the two things humans want most are to find happiness and to find meaning," Izzo writes. In this ready-made spiritual quest, the business consultant and ordained Presbyterian minister interviewed more than 200 people from ages 60 to 106. The answers they received led him and his team to the belief that there are five secrets to happiness. Izzo's interviewees were selected after relatives and friends submitted their names as wise people with something to teach. The list was narrowed from 1,000 names to a diverse group that includes men and women, Muslims and Christians, doctors, barbers, priests, and aboriginal people. Throughout the book, Izzo presents each lesson with heartfelt responses and anecdotes from these wise elders to illustrate how living each lesson has made them fulfilled and unafraid of death. "Just be yourself" has been the advice of every parent since Polonius. Izzo found that the simple phrase, "be true to yourself," is the first secret. Seventy-two-year-old Elsa told the author, "In order to tell a person the secret to happiness, I would have to sit down with them, look them deeply in the eyes, find out who they are, find out what their dreams are." A college professor discussed with him the difference he sees every day between his students who are following their dreams and those who aren't. Izzo also explains that the word "sin" comes from an ancient Greek word related to archery that literally means "to

miss the mark." He believes that to sin, in the original sense of the word, means to "miss the mark of what you intended your life to be." After "leave no regrets," "become love," and "live the moment," the book's final secret is "give more than you take." As George, a seventy-one-year-old physicist, put it, "sooner or later you realize that you are not going to take anything with you but you can leave something behind." Each chapter ends with questions that encourage readers to think about the way they are living their own lives, such as, "Did I make the world a better place this week in some small way?" In a society where old age is often seen as weakness, *The Five Secrets* is a refreshing reminder that our elders have much to teach. Izzo writes, "Whenever I am going to take a trip, I choose hotels by using a website that taps into the experiences of hundreds of other travelers ... It occurred to me that one could apply this same method to discovering the secrets to living well and dying happy." How many pitfalls and heartaches could be avoided if we consulted with travelers who have taken the road before? -- *Foreword Magazine*, January/February 2008

Verdict: In the burgeoning world of self-help books, Izzo's "five secrets"--"be true to yourself," "leave no regrets," "become love," "live the moment," and "give more than you take"--aren't exactly secrets anymore. But his book takes off on the strength of his methodology of surveying "wise elders." Readers will want to know more about these interviewees and see the accompanying public television series to air widely in the spring of 2008. Highly recommended for all public libraries.

Background: Izzo, CEO of the consulting and training firm that bears his name, and his staff received recommendations from thousands of people regarding who they went to for advice and who they felt had found happiness and purpose in their lives. From the thousands of "wise elders," a diverse group of 235 North American people between the ages of 59 and 105 were selected for in-depth interviews about their lives and feelings. From these stories, Izzo culled the common themes that make up the "secrets" to happiness. In order to incorporate the secrets to happiness, he points out that each of us must discern what really matters to us and incorporate it into our lives; he suggests personal questions to ask ourselves to find our personal path to happiness, as well as weekly and daily reflections. -- *Library Journal*, December 4, 2008

From the Publisher: Praise for *Five Secrets* "This book is rich with anecdotes and insights that broaden your perspective on life and deepen your commitment to live your very best." --Brian Tracy, author of *Maximum Achievement*, *Eat That Frog!* and *Flight Plan* "John Izzo is a masterful storyteller. He educates us by weaving a fascinating mosaic of stories that make his point. Let this book be your mentor!" --Beverly Kaye, Founder and CEO, Career Systems International and co-author of *Love It Don't Leave It: 26 Ways to Get What You Want at Work and Love 'Em or Lose 'Em: Getting Good People to Stay* "Instead of wishing at the end of life 'If I only knew then what I know now' you can know it now! This book has incredible wisdom from people who have real perspective." --Marshall Goldsmith, author of *What Got You Here Won't Get You There* "John has written a book that takes the obvious and turns it into the essence. When you have finished reading *The Five Secrets* you will find yourself with a new point of view about the rest of your life. And you will love it! --Joel Barker, futurist "John Izzo has revealed key fundamental truths from our elders, which he has presented in a way that is absorbing and often moving. This is not just another simple meaning-of-life book; it is a carefully researched and edited exploration of a road map to fulfillment for an era that needs it more than ever. The author infuses personal meaning into each chapter, and we feel as though we are going on a personal journey with him. The journey is joyful, heartfelt, often tearful, moving, but always presented with meaning and purpose." --Janet E. Lapp, PhD, psychologist, author, and host of the CBS series *Keep Well* "Have you ever wanted to sit down with someone who is really wise and ask him or her some fundamental questions about life? How about sitting down with more than 200 wise people? That's what John Izzo did and he offers truths here that you can't afford to ignore. Prepare to be surprised, provoked, encouraged--and changed forever. You will want to keep this book as a constant companion. It is a gentle reminder that it is never too late to live the truths that lead to wisdom, grace, and deep happiness." --Dr. Kent M. Keith, CEO, The Greenleaf Center for Servant Leadership, and author of *Anyway: The Paradoxical Commandments* "The Five Secrets You Must Discover Before You Die is a magically engaging book: lyrical, poetic, and perceptive. Through deeply moving stories from wise elders, John Izzo masterfully unravels the mystery of what it means to live a full and meaningful life. This book is a joy to read, and it will be an even greater joy to live the profound yet simple lessons revealed in this remarkable book." --Jim Kouzes, coauthor of *The Leadership Challenge* and *A Leader's Legacy* "I was deeply moved as I savored the wisdom found in *The Five Secrets You Must Discover Before You Die*. This book brings to light much of the lost wisdom of our elders, providing practical ways to live with greater meaning and focus. John Izzo, who courageously puts the word 'die' in the title, offers us profound and simple wisdom for living, for getting to the heart of what it means to be more fully human." --David Irvine, author of *Becoming Real: Journey to Authenticity* and *The Authentic Leader* "The things we think we know are usually the things we most need to be helped to remember. This book prompts us to refocus on the principles on which we build the well-lived life." --Max Wyman, author of *The Defiant Imagination* "If you read only one book this year, please make it *The Five Secrets You Must Discover Before You Die*. Dr. Izzo has done a monumental service for all of us in synthesizing fundamental keys to living a happy and meaningful life. This is extraordinary wisdom literature." --Larry C. Spears, President Emeritus and Senior Fellow, The Greenleaf Center for Servant-Leadership