



MANIFESTO

INSIDE EVERYONE IS A LITTLE SHINE...

Five days a week Brenda leaves home at 7 p.m. to catch a bus to Walmart. She isn't going shopping. It takes Brenda 2 hours to get to work by bus and once her shift starts at 9, she'll spend the night working the check-out line, bagging people's groceries, and doing all the jobs that come along with being a clerk at Walmart. When she gets off work 8 hours later, she'll catch that same bus and make the two hour ride back home to take care of her family. Day in, day out Brenda follows the same routine.

Most people would be resentful about living like this but not Brenda. She has a smile on her face for every customer. She is always on time, always in a good mood, and always filled with gratitude. She works hard daily, believing that what she does matters. The regular customers at Walmart have noticed.

JOIN THE SHINE REVOLUTION

This Shine Revolution is about the power and potential of human beings like Brenda. It is about the magic involved in replacing life's daily pressures with a commitment to living our purpose. Shining is about living life with zest. Brenda is a perfect example of shining. She is making a difference in her corner of the world by being gracious and pleasant. She may never win an award or make a big salary but she is a shining star.

This Shine Manifesto is about helping you see that when you are truly plugged into your life's passion, you will brighten your corner of the world. And if each of us is plugged into our life's purpose, eventually the world will be a brighter place.

IF EVER THERE WAS A TIME TO SHINE, IT IS NOW

With so much wrong in the world, Shining has never felt more important. Newspapers and news programs are full of unsettling stories about the state of the economy, terrorism, the plight of the environment, corruption, illness, disease, and natural disaster. One look at the news and you are left believing the world is ridden with deep and significant problems. And while as responsible citizens we cannot afford to put on blinders, the repeated messages leave us sapped of energy and hope.

Shining places a spotlight on the good in the world. It's a reminder that amidst all the darkness there is light. When we shine, hopelessness is replaced with optimism and our lack of energy is replaced with a sense of efficacy. Like fire, the attitude of shine spreads, casting a light that spreads far and wide. This is why our Shine Revolution is so important. It is our counter message that there is a lot of good in the world.

The Shine Revolution honors the countless small gestures that often go unrecognized. The teacher who shows up to work every day, pouring her heart into her work, despite low pay and big responsibilities; the second-string teenager attending every practice and working over time because he is desperate to make the varsity team; the volunteer working as hard as the highest paid CEO; and the entrepreneur who successfully marries profit with philanthropy. These people radiate excellence and make contributions capable of improving the world in which we live.



THE TEN PRINCIPLES OF SHINE



Joining the shine revolution means making a personal commitment to turning up the wattage in your life. It is a commitment to make a difference in your corner of the world by plugging your unique set of talents into an outlet in need. It is a commitment to excellence and an understanding that your daily decisions to shine will inspire and motivate others. Stand out. Commit to the ten principles of shining:

BE PRESENT

Shining is about being present and in the moment. Nothing productive comes from you wishing you were somewhere else or doing something different. That choice was to be made earlier. Now you are here and your job is to figure out why. Give fully of yourself while accepting what others have to offer and it will become clear why this moment is essential to your life's journey. If it is the evening or weekend and you are spending time with your children, resist the urge to think about other more pressing things you could be doing. Preoccupation with the past and future undermines the potential embedded in life's fleeting moments.

CREATE

People who shine push boundaries. They are masters of their trade and that mastery allows them to see opportunities for improvement. They are not afraid to create. In fact, people who shine plow through the uncertainties, breaking new ground because they are excited by the chance to make a contribution.

USE YOUR STRENGTHS

Shining means realizing that each of us possesses a unique combination of talents and, when used in combination, we are braced to make a significant contribution to the world. Shining means discovering your talents and releasing them. Living from your strengths means knowing yourself—the good, the bad, and the ugly. It means choosing daily to focus

on your attributes, deciding how to use them, and spending less time on how to best overcome your deficits. Time is a limited resource; time spent compensating or hiding weaknesses is time not spent sharing the very thing that makes you shine.

KEEP PERSPECTIVE

People who shine have a sense of context. They don't allow themselves to get so self-absorbed in their own self-pity and worries that they forget about the bigger picture. People who shine appreciate what they have and empathize with others' struggles. Without perspective we lose sight of our lives in relation to the rest of our community, city, state, and country. We can indulge ourselves in believing our problems are so big we can't possibly spare energy to help others. Without perspective we can wallow in our own misery until it becomes an excuse for not helping. And yet, connecting to the bigger picture is part of what makes us shine.

REALIZE THE IMPACT OF LITTLE THINGS

A small candle flickering over a romantic table for two can create a joyous moment every bit as meaningful as floodlights illuminating a football stadium during a championship game. Shining means holding yourself accountable for being as good at the little stuff as you are at the big stuff. It means treating small opportunities with as much importance as big ones. It means the presentation for fifteen people warrants every bit as much preparation as the keynote address for hundreds. It means accepting that fifteen minutes spent reading a book to your child nightly



might actually mean more than a week at Disney Land. Shining means not minimizing the importance of small gestures, confident we can make up for them with periodic grand gestures. Small gestures can be more inconvenient, disrupting already overcommitted schedules. But in the end those small gestures can have an impact much larger than our more controlled, episodic gestures of generosity.

BRING OUT THE BEST IN OTHERS

If you accept that you have a unique set of talents and gifts to share with the world then you must also accept that the same is true of everyone around you. Everyone has something to offer and everyone feels better when their talents are used and acknowledged. Shining means that while you are busy discovering your unique contribution to the world you are also helping others discover theirs. Earth is an estimated 196,950,000 square miles, so there is plenty of room for all of us. Helping someone else shine does not mean you shine any less.

REJECT MEDIOCRITY

People who shine don't just check boxes. They are not minimalists, looking for how to squeak by doing as little as possible. Instead, people who shine take pride in their work and therefore give their best effort. Students who shine attend classes and do readings because they know work done today will better prepare them for passionate careers tomorrow. Hourly employees who shine don't show up at work prepared to bide time until their shift is over. They arrive at work looking for ways to add value. Shining requires the kind of confidence that only comes from giving your personal best.

BE RELENTLESSLY PASSIONATE

People who shine are relentless. They are fixated on their passions and work tirelessly to reach their goals. If the goal of someone who shines is to maintain balance by exercising daily, then he will squeeze in time for exercise—no excuses. This energy to persist comes from a deep sense of purpose. It's the

English teacher who will not rest until his students can read, write, and have cultivated an appreciation for good literature. It is the social entrepreneur who fights to combine business savvy with philanthropy, because he is convinced that success in one area will breed success in the other. You will find among people who shine a sense of purpose. Interestingly enough, people who shine often receive accolades and recognition from others. But that recognition is not their motivator. People who shine do what they love because they cannot imagine an alternative. So committed are they to their cause, to their passion, that their real satisfaction comes from knowing their contribution makes a difference.

BE ACCOUNTABLE

For every compelling reason to live a full, rich life, there are an equal number of reasons to cut corners, overlook, justify, and to rationalize. People who shine understand that choosing to shine is a habit, like exercising, managing money, or becoming more patient. That is why people who shine practice shining. They catch themselves in the midst of cutting a corner, acknowledge it, and then in a disciplined way switch gears. Their drive to shine comes from within.

SPREAD SHINE

People who shine know that by sprinkling shine in their corner of the world, sparks are created that will ignite others. They know, that the ten minutes it takes to recognize the passionate fitness instructor or the compassionate day care provider is all it takes to reinforce someone's shine. They know that an unexpected message written in sidewalk chalk or an anonymous note left on a windshield can cast a light far enough and wide enough to illuminate an entire neighborhood. Armed with this information, people who shine build time into their week for recognizing the goodness of others' contributions. Shining is an attitude, highly contagious and most easily transmitted through the celebration of people and events.



JOINING THE SHINE REVOLUTION IS EASY



Knowing the ten principles involved in shining is the first step in joining our Revolution. Now break the seal and commit to taking your first actionable steps.

VISIT US AT THE HOUSE OF SHINE

(www.houseofshine.com)

Shining is hard work and requires on-going motivation. Use our blog posts, community forums, and the other activities happening in our House of Shine to get your daily dose of inspiration. We are a fun group of people committed to making the world a brighter place.

NOMINATE SOMEONE FOR THE YELLOW ENVELOPE PROJECT

Remember, people who shine create a ripple of shine by recognizing excellence in others. So, tell us about some- one who radiates the principles of shining. Who are they and what makes them shine? If your nominee is selected for our weekly recognition program, our readers will anonymously flood their mailbox with yellow envelopes containing accolades and recognition.

SEND YOUR OWN YELLOW ENVELOPE

For the price of a first-class stamp you can inspire a perfect stranger by recognizing contributions made in her corner of the world. Join our Yellow Envelope Project by visiting our blog on any Saturday of the Year. We will share the name and address of that week's recipient, along with a short description of what makes him/her shine. All you need to do is mail a short note in a yellow envelope sometime before the next Saturday.

DONT TURN BACK

Once you know what it means to shine, once you've admitted you have a contribution to share with the world, and once you discover the fun of spreading shine, you can't return to business as usual. Turning back is settling for defeat. Shining is acknowledging the greatness for which you are destined!

SHARE THE SHINE MANIFESTO WITH FRIENDS AND FAMILY

Forward it in an email. Wrap it in yellow paper with a yellow bow and present it as a gift. Give a bouquet of Shine by wrapping each page in a different yellow flower. Print the Manifesto with following cover page, fold, tape, & mail to someone who Shines in your life. The possibilities are endless. How you share the Shine Manifesto is up to you. That you share the Manifesto is what is most important. The more the people around us shine, the brighter our world will be.

JOIN OUR REVOLUTION. START NOW.