



Edited by  
**Margarita Kefalaki**

**Why is it worth  
waking up every morning?**  
Impressions and reflections on  
inspiration, motivation, and  
collaboration

Communication Institute of Greece



**WHY  
IS IT WORTH  
WAKING UP  
EVERY MORNING?**

Impressions and reflections on inspiration,  
motivation, and collaboration



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Edited by  
*Margarita Kefalaki*

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Athens

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First published in Athens, 2020

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A catalog record of this book is available from the National Library of Greece.

**ISBN: 978-618-81861-8-7**

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<https://coming.gr/>

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# Acknowledgements

I would like to personally thank  
all the friends and colleagues  
who have contributed to this co-creation trip,  
giving a piece of themselves.

A big THANK YOU to all of the VIPs of COMinG (Hon Vice Presidents), that I truly love as if they were my other pieces!

Thank you Fotini, Sophia, Jürgen, Karl, Christian, Robert, Carolin, Michael, Ailson!

A special thanks to Robert, Jürgen, Karl, Sophia, Shannon and Filio who helped, among other, with the editing of this  
book.



# Dedication

To the other *pieces of me*  
that happen to wander on this planet,  
with the belief that we can all contribute to make this world smile;  
to be able to always love to wake up each morning!



# Notes on Contributors

**Michael A. Altamirano**, Vice President of Strategic Management, COMinG, serves as a proud member of Monroe College's Board of Trustees and a full time graduate professor for the King Graduate School. He has over 20 years of experience leading and transforming organisations. Dr. Altamirano has a distinguished record of accomplishment as an entrepreneur as well as leadership success with organisations such as Campbell's Soup, Pepperidge Farm, Coca-Cola, and Procter & Gamble. His research interests are in leadership development, diversity, multiculturalism, and ethics. Dr. Altamirano holds a PhD from Piedmont International University in Winston-Salem, North Carolina, where his research focus was in organisational leadership and urban education, with a discipline in Christian theological studies. He also holds an MS degree from Manhattanville College in Leadership and Strategic Management, and a BS degree from Concordia College in Business. Additionally, he is an ardent supporter of community involvement and actively volunteers his time with Meals on Wheels in New Rochelle, New York.

**Robert J. Bonk**, Vice President for Written Communication and Convenor, COMinG is professor of professional writing at Widener University, in Chester, Pennsylvania, USA. With educational credentials encompassing technical communication as well as healthcare science, Dr. Bonk focuses his research on the pedagogies of open education for experiential community engagement, as well as healthcare contexts of communication. His research findings have been published and presented both locally and internationally. His third book, *Writing for Today's Healthcare Audiences*, was published in 2015 by the Broadview Press. In 2009, he was named a Fellow of the American Medical Writers Association. Prior to joining academia, Dr. Bonk led the communication area of an international pharmaceutical firm. His personal pursuits include ice dance and watercolours.

**Fotini Diamantidaki**, Vice President of Research and Academic Affairs, COMinG, is a lecturer in Education at the UCL Institute of Education, University of London, UK and the Vice-president of Research and Academic Affairs at the Communication Institute of Greece. She received a Ph.D in Applied linguistics from Nice Sophia Antipolis University in France, an MA in Applied linguistics from the same University, a BA in French Language and Literature from the Aristotle University of Thessaloniki, Greece, and a Postgraduate Certificate in Education (PGCE Languages) from the UCL Institute of Education in London, UK. Her research interests include the integration of literature in the language classroom in combination with the internet and the digital technologies as well as the integration of world languages into the curriculum. Teacher education pedagogy and learning how to teach are fundamental strands to her research interests combined with cultural and intercultural education in classroom and higher education contexts and mentoring in teacher education.

**Sophie Karanicolas**, Vice President of Learning Innovations and International Relations, COMinG, is a Honorary Associate Professor in the Faculty of Health and Medical Sciences at the University of Adelaide. She is a Principal Fellow of the UK Higher Education Academy and Executive Director of PLUS 2 Consultancy. Sophie has been the lead investigator for several learning and teaching grants in flipped learning and facilitates a successful Flipped Classroom Community of Practice consisting of cross-disciplinary academics, students and professional staff at the University of Adelaide. Sophie was the co-lead of a 2014-2015 OLT funded national project grant encompassing students, academics and learning designers from over 15 universities across Australia and New Zealand, helping colleagues to translate the flipped classroom concept into effective classroom practice. Associate Professor Karanicolas has been awarded several teaching awards, to include a 2018 International Flipped Learning Award from the Academy of Active Learning Arts and Sciences, a 2017 Stephen Cole the Elder Award for Excellence in providing Leadership, Support and Enhancement of Teaching Practice and Citation for Outstanding Contribution to Student Learning. In 2013 she was awarded an OLT National Teaching Award for Sustained Excellence in Teaching and the University of Adelaide's Vice Chancellors and Presidents Award for Excellence in Teaching (2010), Stephen Cole the Elder Award for Excellence in Teaching (2010.)

**Margarita Kefalaki**, Founder and President of the Communication Institute of Greece (COMinG). Margarita is a Counselor/ Professor at the Hellenic Open University. Additionally, she is an accredited educator in Adult Education and a Certified Assessor for projects on communication and management. Margarita holds a Ph.D. in Cultural Communication, a Master degree in Communication (Corsica, France), a Bachelor degree in cultural communication and organisation of events from Vauban University in Nimes (Montpellier III) and another in business management from Greece. It is in Margarita's beliefs that via education, exchange and collaboration, we can learn to communicate effectively and in this way act together for a better world, for a better future. Academics, students, professionals, and individuals, we can contribute to this imperative process of doing this world a better place. Academics have a main role in all this, this is what we are trying to achieve via the academic community we create at the Communication Institute of Greece.

**Ailson J. De Moraes**, Vice President of Business and Public Affairs, COMinG, holds a full-time academic position at Royal Holloway School of Management, University of London. He has Bachelor's and Master's degrees from Andrews University, Michigan, USA and an MA in Business and Culture Studies from City University, London; a Postgraduate Certificate from Fundacao Getulio Vargas, Brazil, and University of California, Irvine. Ailson also has a Postgraduate Certificate in Skills of Teaching to Inspire Learning (Accredited programme by the Higher Education Academy) from Royal Holloway Educational Department. He has attended a number of executive and non-executive programs along with his career as an academic and professional in management and business. He has extensive management and business experience, having worked in a variety of industrial and commercial sectors in international organisations in Brazil, Portugal, Switzerland, and the UK. With a profound interest in globalisation and cultures, Ailson travels extensively around the

world teaching and attending/presenting in international conferences and seminars; and he speaks fluently three main international languages – Portuguese, English, and Spanish. Ailson is a Guest Professor at the University of Hong Kong MBA programme, Kaplan Singapore, Universidas de Estadual do Parana, Brazil, and St Martins Institute, Malta, in the executive programme. Ailson is a Fellow of the following institutions: Fellow, Higher Education Academy (FHEA); Academic Fellow, Institute of Enterprise and Entrepreneurs (AcFIOEE); Academic Member and Ambassador, Communication Institute of Greece; Fellow, Chartered Management Institute (FCMI); Fellow, Institute of Administrative Management (FInstAM). Achievements in Teaching in the last six years: 2017 Nominated "The Excellence in Teaching" Award. 2016 Awarded "The Excellence in Teaching" Award. 2016 Nominated for "The Apple for the Teacher" Award. 2015 Awarded "The Apple for the Teacher" Award. 2014 Awarded "The Apple for the Teacher" Award. 2013 Nominated for "The Faculty Teaching" Prize. 2013 Awarded "The Most Interesting" Lecturer. Ailson's research interests lie in the areas of strategy and leadership. He teaches undergraduate and postgraduate courses in Strategic Management, International Strategic Management, International Business and Global Leadership

**Karl-Heinz Pogner**, Community Vice President, COMinG, is an Associate professor at the Department of Management, Society, and Communication, Copenhagen Business School, Denmark. Karl is mostly interested in the interfaces of academia and practice (engaged scholarship), communicating and organising (Communication Constitutes Organization), communication and social / organisational context (Text production as social (inter)action). His research also investigates the discourses of Public-Private Partnerships, Co-Creation, and Change. For more information, click at [Karl-Heinz Pogner](#)

**Carolyn Rekar Munro**, Vice President of Leadership Development, COMiNG, is Professor of Leadership (Faculty of Management, Royal Roads University), adjunct professor (Central Michigan University), and visiting professor (Mount Meru University, Tanzania). She received her doctoral degree with an HR focus from the University of Toronto. She has a Certified Human Resources Leadership designation; a Certified Training and Development designation; and is certified in values-based leadership, MBTI, and EQ Inventory. Carolyn has been recently awarded a Federal grant to conduct a 4-year international study on millennial leaders and how they are shaping the global business world. Additionally, she manages Eye of the Tiger Consulting in which she collaborates with leaders on change management, employee engagement, strategic planning, and leadership development. Carolyn is also a partner at Monarch Safari Guides based in Tanzania offering "the perfect safari experience". Carolyn's book, *Managing the New Generation: A Practical Guide for Understanding and Meeting Workplace Expectations of Generation Y*, is hot off the press in print, electronic, and audio formats.

**Jürgen Rudolph**, Vice President of International Research Development and Relations, COMinG, has more than 20 years of Higher Education Teaching experience as well as substantial Training and Facilitation experience. His current academic focus areas are Teaching and Learning in Higher Education, Knowledge Management, International Management and Business Research Methods. His passion is long-term investing in the stock market, and he occasionally conducts free stock investment workshops. Jürgen is editor-in-chief of the Journal of Applied Learning & Teaching. In his current role at Kaplan Higher Education Singapore as Head of Research and Senior Lecturer, he is also a Member of the Academic and Examination Boards. He has attained four postgraduate degrees: MA and PhD qualifications from the University of Erlangen Nuremberg (Germany), an MBA from the University of Louisville, Kentucky, USA, and an M.Ed. from University of Adelaide, Australia. He also holds a Specialist Diploma in Applied Learning and Teaching from Republic Polytechnic, Singapore, an ACTA (WSQ Advanced Certificate in Training and Assessment) certification, a Murdoch University Learning and Teaching Certificate, and he is an Associate Fellow of the Higher Education Academy. He was a recipient of the Spirit of Enterprise award in 2005, awarded to 40 outstanding entrepreneurs by then-President of Singapore, SR Nathan. Jürgen has started and successfully managed several businesses.

**Christian Schnee**, Vice President of Politics and Public Affairs, COMinG, is Senior Lecturer and Programme Director at the University of Greenwich, London. He has been a Senior Lecturer in PR at the University of Worcester, UK since 2008. Christian began his career as a spokesperson for the Christian Democratic Party in Germany and served as director of government communications in the city-state of Hamburg. Between 2005 and 2006 he was head of international media relations for the 2006 FIFA Football World Cup Office in Hamburg. His degree is in History and Political Science, and his Ph.D. is in Political Marketing. He regularly works for the Konrad Adenauer Foundation, Europe's largest center right political think tank, based in Berlin, with offices in 80 countries. The author is invited each year by the Foundation to talk about political PR at professional conferences and seminars to audiences of students, politicians and various professional groups.

# Preface

*Margarita Kefalaki*

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We do need hope in this world of *madness*! Every day we face a great deal of challenges, and although we should always count on our own strength to go on, we do need each other, we do need to know that we are not alone, we do need to be inspired and be reminded that life is beautiful! This is how the idea of creating this book came up. It initially started with phrases of empowerment that would be translated in other languages to express the importance of communication, exchange, and co-creation, but then the idea flourished and became more than this.... The first one to whom I spoke about this was my wonderful friend, colleague, and co-creator Fotini, who has also a great role to play in the short but wonderful trip of this book. She became as emotional as I did at the time!

It is true that we sometimes get angry without a reason. We fight each other: We become jealous and silly just to prove our *strength*, or I would rather say *weaknesses*. We abuse humans, animals, even ourselves.... We have *forgotten* to appreciate all the wonderful positive charisma that we possess as humans.... Where has the respect, the honesty, the trust, the loyalty, which we so much need to live a meaningful life, gone? We prefer to create problems...diseases, wars, climate disasters.... Do we really care what will happen in the near future? Will generations to come have a future worthy to live in? Would we like a fruitful future for our children and the people we care about? What can we do about it? Can we somehow contribute to the positivity that we also need to live a good life: create modes of love, compassion, collaboration, peace? Can we create positivity and hope?

The global health crisis we face, with the emergence of this highly infectious virus called COVID-19 or corona (crown in Greek) virus, has proved how much we need to be together, collaborate, exchange, communicate, in order to be able to *fight* and *win*, in order to be able to live this little life of ours the best we can. Have we understood this reality, or will we in the near future? Well, only time will show. Nevertheless, what can we, educators and professionals, actually do to promote the values of communication, collaboration, education...? We do need to act! At least try to do something positive. We all can in our own way! Each and every one of us! We impact and somehow create the potential of future generations. Even a student, a human being who will understand, who will be impacted positively, counts! We can all make a little contribution for a better world! We all can!

This book aims to give a sign of hope, first of all to ourselves (to me as well!) and then to everyone who is ready to receive it (from us). Life is a game of impacts. The bird flying near us, the sky above us, the sea dancing with the wind, an unexpected smile from a stranger —each has an impact on us; we then have an impact on somebody else. If we all act with love and kindness, everything little by little will become love and kindness.

It is my belief that we should first of all learn to respect and love the others. Love our own nature as human beings, as miracles that can create miracles. Are we able to make a choice? Will we choose to share positivity, love, compassion OR live in hate, fear, negativity...? What will finally be our choice? Should we act to fulfil our need to love and be loved, create something better, breathe along with others and for the good of this world, or not? Let's think for a while: What would life be if we shared the good we have inside? What would life be if we all tried to create positivity, exchange love, smile, and hope? What would life be if we all tried to help and encourage people around us...?

The Academic Community of the *Communication Institute of Greece* (COMinG), with more than 300 Ambassadors<sup>1</sup> from more than 60 different countries around the world (Russia, USA, Canada, Australia, New Zealand, Switzerland, Denmark, UK, China, Greece, Belgium, Thailand, UAE, Kenya, France, Malaysia, Finland, Lebanon, India, Pakistan, Kosovo, Austria, Turkey, Morocco, Croatia, Kingdom of Bahrain, Spain, Romania, Albania, Tunisia, Singapore, Portugal, Nepal, Italy, Poland, Taiwan, Cyprus, Taiwan, Ethiopia, Greece, Libya, Jordan, Indonesia, Germany, Egypt, Slovenia, Tanzania, Japan, Republic of Belarus, Bangladesh, Myanmar, Bulgaria, Sultanate of Oman, The Netherlands, Mongolia, Sudan, Nigeria, Republic of Korea, Israel, Brazil, Latvia, Scotland) has an important role to play here, at least this is what I think and I would like it to be! Some of these members have translated the empowering phrases from Greek to other languages, as a sign of collaboration. Then, the Institute's honorary Vice Presidents whom we will meet further in this '*journey of intercultural motivation*' [as I would like to name this trip we are doing together (author and reader)] have contributed different text and images about what makes them want to wake up each morning. Different countries, different cultures, different beliefs and characters, but yet the same passion to educate, to give, to share, to exchange!

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<sup>1</sup> See at <https://coming.gr/members-ambassadors/> (Academic Members and Ambassadors of the Communication Institute of Greece, COMinG)



This little book aims to become a sign of love and hope! This example of intercultural communication, this multilingual and multicultural co-creation, aims to become a voice that unites us all! The initial idea started from some motivational expressions that would be later translated in different languages. These poems were originally proposed in Greek by the main author and were later translated in other languages, without any kind of cultural, political, or other connotation having to do with the choice of languages. If we had the possibility, we would have chosen to translate in all the different languages of the world!

By this example of intercultural collaboration, we claim our aim to protect and promote diversity and the need for collaboration and co-creation around the world. We are different, and that is what makes us unique! We are humans, miracles that can create miracles. We wake up every morning—we are able to open our eyes, to breathe, to see the sun, to discuss, to smile, to communicate, to walk, to run, to laugh, to cry, to dream, to imagine, to create.... What more can we ask for?

This book's *poetic motivational phrases* are translated in nine different languages, namely Chinese, Danish, English, French, German, Italian, Portuguese, Russian, and Trierer Platt with the help of Fotini Diamantidaki, Ph.D., University College London (UCL) Institute of Education, UK & Vice President of Research and Academic Affairs, Communication Institute of Greece & Co-Editor in Chief, Journal of Education, Innovation and Communication (JEICOM); Max Caruso, Ph.D., M.Ed. Director General, Al Ittihad Private School, Al Mamzar Dubai, UAE (Italian); Manuel Pereira, Ph.D., President, EUCED, Portugal (Portuguese); Ying Yuan Caruso, Ph.D., Chinese Co-Principal YWIES Shanghai, China (Chinese); & Elena Shestopal, Ph.D., Professor & Head of the Chair of Sociology and Psychology of Politics, Department of Political Science, Lomonosov Moscow State University, Russia (Russian). Then, German, Danish and Trierer Platt also have a place in the book with the contribution of Prof Karl-Heinz Pogner. More particularly, the honorary Vice Presidents of the Communication Institute of Greece were asked to give their version of *why it is worth waking up every morning*. The version of Karl includes German, Danish and Trierer Platt, to this question: *why is it worth waking up every morning?*

To be more precise, we have extremely interesting texts to this question from all the honorary Vice Presidents of COMinG: **Karl-Heinz Pogner, Ph.D.**, Associate professor, Department of Management, Society, and Communication, Copenhagen Business School, Denmark & Community Vice President of COMinG (CVP), with a text entitled "*People Like Us: Hopefully Encouraging, and Including Thoughts in Hard Times*"; **Sophie Karanicolas, M.Ed.**, Hon Associate Professor, Australia &

Vice President of Learning Innovations and International Relations of COMinG, with a text entitled *“A Gift of Time”*; **Michael A. Altamirano, Ph.D.**, Professor, King Graduate School, Monroe College, USA, & Vice President of Strategic Management of COMinG, with *“Waking Up is Only the Start of Something Special”*; *“It is Not at All Worth Waking Up Every Morning”*, **Christian Schnee, Ph.D.**, Lecturer in Politics, IES – Institute for the International Education of Students, United Kingdom & Vice President of Politics and Public Affairs of COMinG; **Fotini Diamantidaki, Ph.D.**, Lecturer, UCL Institute of Education, University of London, United Kingdom & Vice President of Research and Academic Affairs of COMinG with *“Healing Forward”*; **Mr Ailson J. De Moraes**, Senior Lecturer, Royal Holloway School of Business and Management, University of London, Egham, Surrey, United Kingdom & Vice President of Business and Public Affairs of COMinG, with *“What You Know Can Help You Find Your Purpose”*; **Carolin Rekar Munro, Ph.D.**, Professor of Leadership, Faculty of Management, Royal Roads University, Canada & Vice President of Leadership Development of COMinG, with *“Listening for What your Life Intends to Do with You. Walk With Me...”*; **Jürgen Rudolph, Ph.D.**, Head of Research & Senior Lecturer, Kaplan Higher Education, Singapore & Editor-in-chief, Journal of Applied Learning & Teaching (JALT), Singapore & Vice President of International Research Development and Relations of COMinG, with *“Wisdom and Love in a Paradoxical Age of Increasing Ignorance”*; and **Robert J. Bonk, Ph.D.**, Professor of Professional Writing, Director of Professional Writing Programs, Widener University, Chester, PA, USA & Vice President for Collaborative Writing Initiatives of COMinG, with *“Moons”*.

At this point, I would like to thank all these contributors for giving a little of themselves into this project!

**Who could give a clearer example of intercultural exchange, collaboration, communication than this great community of people, educators, academics, intellectuals from different universities and countries?**

Co-creation or ‘joint creation’ “is becoming a competitive imperative”, as Dervojeda et al. (2014) explain, speaking about company cooperation. Co-creation is presented as the act of mutual collaboration in order to generate value (e.g., Ramaswamy, 2009; Gustafsson et al., 2012)<sup>2</sup>. In my eyes, after years of international exchange and communication experiences, these colleagues,

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<sup>2</sup> The magic of co-creation in the International Studies Programme. Retrieved at 10 May 2020 from <https://www.universiteitleiden.nl/en/internationalstudies/blog/blog-post/the-magic-of-co-creation-in-international-studies>

friends, collaborators are the ideal 'educators' and 'professionals' able to send a message of hope, exchange, collaboration, and co-creation! We all need and can share positivity, no matter what our language, our culture, our country, or our personal beliefs may be! The individual expressions of all these great Vice Presidents, Ambassadors, colleagues, and friends about why it is worth waking up every morning made me once more realise that, no matter how different we might be, we remain yet the same. We breathe the same air, have the same needs, we live in a wonderful place called planet earth, and we are able to make the best of what we have. Are we?

I truly and deeply believe that life is too short and too wonderful to be wasted! Life is too short and too wonderful for people not to show and share love, affection, understanding...! I would like to personally thank each and every contributor joining me in this wonderful trip, not to forget the wonderful pictures in this book. Some of them were taken by me; some were taken by colleagues, friends, and students who gladly shared them with me for the purposes of this book! We have a great reason to say that one picture is a thousand words. It really is. It captures a moment and transfers it into the eternity of time and of memory....

This international co-creation is an example of what we can achieve via collaboration and exchange. When we see that nothing goes right, that everything turns grey or even black, when we feel that we are all alone...we do need a little reminder of the fact that we are miracles who can actually create miracles! Every single little effort we can achieve for something better, every single little effort we can make to share a smile, every single little breath we take, is an actual miracle!

Let's stay positive and try our best to work for a better tomorrow! What if each and every human on this earth tried to do the same? What if each and every human on this earth tried to do something positive? We all can! You can! Look...you have given some of your precious time to read what we have created: Thank you for making this trip with us! I couldn't agree more with what Thiago has wonderfully said with his *poem* below:

*"We are born, grow up and die. But life is deeper than this, we can do better, we just have to try! Life is simple after all, But we can't stop above the wall. When we have to decide something, The solution will come as time goes by. Just stop, and keep breathing, But don't turn a blind eye. Sometimes it comes with an opportunity, Mine is the ACCESS, Even has given me chance to help the community. I believe that is the way to my success. I'm thankful to have teachers who said that all can be possible,*

*Even friends, indeed amazing friends! So I remember that nothing is impossible, After all, I'm proud to have tried, because it changed my end" (Thiago, 2020)*

The reality is that we are born, grow up, and will eventually die, sooner or later. What if we all tried to create something positive before our travel to a new dimension? Why would we possibly ever want to harm people, animals, Mother Nature? Why would we possibly ever want to destroy positive thinking, understanding, kindness...? Does the harm of others give us pleasure? Wouldn't we be happier if everyone around us would be happy? It is time to understand: We only 'gain' by being kind, open-hearted, ready to love and share. We only 'gain' by trying to understand others. We only 'gain' by making people around us happy. How simple this is and how complicated we make it appear sometimes. Imagine a child, our child...imagine our students...we are always an example to them! We can all become an example, a good example, to others! Each and every one of us can become a positive example! Especially the academic community who has a huge impact on the future generation, how it is important for us to give positive examples! Could we all become a positive example for each other? Remember: We are truly miracles who can create other miracles! We came on this earth for a reason! Let's make this journey better together!

Let's create a positive impact! Take my hand...smile...I will smile back to you. Do not be afraid. Maybe not everybody will understand, but impacting positively, even one person can make the difference. Come with me, so we can create miracles; we can create a miracle...together....

The motivational phrases that follow, decorated and travel along with pictures that speak and transfer messages, are translated to show that even if we are different (speak different languages), we are yet the same (have the same feelings, needs and dreams...). Enjoy and be inspired by *why it is worth waking up each morning!*

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# Why is it worth waking up every morning?



When the tree meets the sky (Tetrakomo, Greece) © Margarita Kefalaki

**Γιατί αξίζει να ξυπνάω κάθε πρωί ;**

**Why is it worth waking up every morning?**

**Pourquoi vaut-il se réveiller tous les matins?**

**是什么赋予了我们每日晨起的意义？**

**Perché vale la pena svegliarsi ogni mattina?**

**Почему стоит просыпаться каждое утро?**

**Por que vale a pena acordar todas as manhãs?**



My flowering cherry (Tetrakomo, Greece).

© Margarita Kefalaki



Sights of the sun (Tetrakomo, Greece) © Margarita Kefalaki

**1**

**Αξίζει να ξυπνάω κάθε πρωί**

**Για να βλέπω τον Ήλιο**

\*\*\*\*

**It is worth waking up every morning**

**To see the sun**

\*\*\*\*

**Ça vaut de se lever tous les matins**

**Pour regarder le soleil**

\*\*\*\*

**感受温暖的阳光让我们每日的晨起有了意义**

\*\*\*\*

**Vale la pena svegliarsi ogni mattina**

**Per vedere il sole**

\*\*\*\*

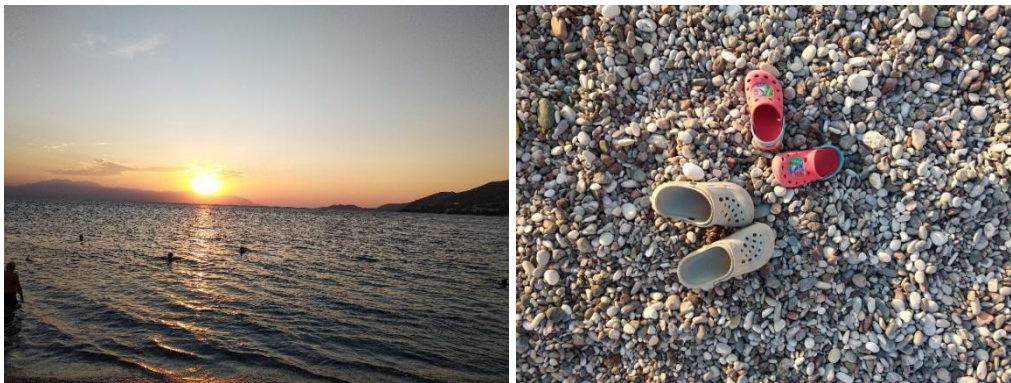
**Стоит просыпаться каждое утро, чтобы видеть солнце**

\*\*\*\*

**Vale a pena acordar todas as manhãs**

**Para ver o sol**





The vastness of the sea (Loutraki, Greece) © Margarita Kefalaki

**2**

**Αξίζει να ξυπνάω κάθε πρωί**

**Για να βλέπω τη θάλασσα**

\*\*\*\*

**It is worth waking up every morning**

**To look at the sea**

\*\*\*\*

**Ça vaut de se réveiller tous les matins**

**Pour regarder la mer**

\*\*\*\*

**瞭望无垠的大海让我们每日的晨起有了意义**

\*\*\*\*

**Vale la pena svegliarsi ogni mattina**

**Per vedere il mare**

\*\*\*\*

**Стоит просыпаться каждое утро, чтобы видеть море**

\*\*\*\*

**Vale a pena acordar todas as manhãs**

**Para ver o mar**



Smile..., love is everywhere, love is everything © Christina Kassesian

**3**

**Αξίζει να ξυπνάω κάθε πρωί  
Για να βλέπω το χαμόγελο του φίλου μου**

\*\*\*\*

**It is worth waking up every morning  
To see my friend smiling**

\*\*\*\*

**Ça vaut se réveiller tous les matins  
Pour voir mon ami sourire**

\*\*\*\*

**伙伴们动人的微笑赋予了我们每日晨起的意义**

\*\*\*\*

**Vale la pena svegliarsi ogni mattina  
Per vedere il sorriso del mio amico**

\*\*\*\*

**Стоит просыпаться каждое утро, чтобы увидеть улыбку друга**

\*\*\*\*

**Vale a pena acordar todas as manhãs  
Para ver o meu amigo sorrir**



Smell me, be inspired by me! (Tetrakomo, Greece) ©Margarita Kefalaki

**4**

**Αξίζει να ξυπνάω κάθε πρωί  
Για να μυρίσω ένα λουλούδι**

\*\*\*\*

**It is worth waking up every morning  
To smell the flowers**

\*\*\*\*

**Ça vaut de se réveiller tous les matins  
Pour faire sentir les fleurs**

\*\*\*\*

**沁人心脾的花香赋予我们每日晨起的意义**

\*\*\*\*

**Vale la pena svegliarsi ogni mattina  
Per annusare i fiore**

\*\*\*\*

**Стоит просыпаться каждое утро, чтобы понюхать цветок**

\*\*\*\*

**Vale a pena acordar todas as manhãs  
Para cheirar as flores**



Toys (paintings by those whom I love the most) @Margarita Kefalaki

5

**Αξίζει να ξυπνάω κάθε πρωί**

**Για να δώσω ένα φιλί και μια αγκαλιά σε αυτούς που αγαπώ**

\*\*\*\*

**It is worth waking up every morning**

**To give a kiss and a hug to the ones I love**

\*\*\*\*

**Ça vaut de se réveiller tous les matins**

**Pour donner un bisou et embrasser les gens que j'aime**

\*\*\*\*

**我热烈的拥吻让我爱的人们每日晨起有了意义**

\*\*\*\*

**Vale la pena svegliarsi ogni mattina**

**Per dare un bacio e un abbraccio a quelli che amo**

\*\*\*\*

**Стоит просыпаться каждое утро, чтобы поцеловать и обнять тех, кого ты любишь**

\*\*\*\*

**Vale a pena acordar todas as manhãs**

**Para dar um beijo e um abraço àqueles que eu amo**



Working in the nature (paintings by those whom I love the most) © Margarita Kefalaki

6

Αξίζει να ξυπνάω κάθε πρωί

Για να πάρω ένα φιλί και μια αγκαλιά από αυτούς που αγαπώ

\*\*\*\*

It is worth waking up every morning

To receive a kiss and a hug from the ones I love

\*\*\*\*

Ça vaut de se réveiller tous les matins

Pour recevoir un bisou et de se faire embrasser par les gens que j'aime

\*\*\*\*

爱我的人们炽热的拥吻也赋予了我每日晨起的意义

\*\*\*\*

Vale la pena svegliarsi ogni mattina

Per ottenere un bacio e un abbraccio da quelli che amo

\*\*\*\*

Стоит просыпаться каждое утро, чтобы тебя поцеловал и обнял тот, кого ты любишь

\*\*\*\*

Vale a pena acordar todas as manhãs

Para receber um beijo e um abraço daqueles que eu amo



Imagine what? (paintings by those whom I love the most) ©Margarita Kefalaki

7

**Αξίζει να ξυπνάω κάθε πρωί**

**Για να ονειρεύομαι άλλα και να δημιουργώ έναν καλύτερο κόσμο με το χαμόγελο και την αγάπη**

**μου**

\*\*\*\*

**It is worth waking up every morning**

**To keep dreaming and creating a better world with my smile and my love**

\*\*\*\*

**Ça vaut se réveiller tous les matins**

**Pour continuer de rêver et créer un meilleur monde avec mon sourire et mon amour**

\*\*\*\*

**用我的微笑和爱来梦想，来创造更美好的世界让我们每日的晨起有了意义**

\*\*\*\*

**Vale la pena svegliarsi ogni mattina**

**Per continuare Sognare gli altri e creare un mondo migliore con il mio sorriso e amore**

\*\*\*\*

**Стоит просыпаться каждое утро,**

**чтобы мечтать и создавать лучший мир с улыбкой и любовью**

\*\*\*\*

**Vale a pena acordar todas as manhãs**

**Para continuar a sonhar e criar um mundo melhor com o meu sorriso e o meu amo**

# After the Waking Up of the One, the Waking Up of the team

*Margarita Kefalaki*

At this point, we will share the messages of the Honorary Vice Presidents of the Communication Institute of Greece, the VIPs of my heart. All these educators and professionals are to me close friends, something like family if I could state. Why do I love them so much? Well, I have understood, by their actions and interactions, how important they are for the others. They, all and each of them, consist of truly excellent examples of *what*, *why* and *how* our society can become better:

**What do we need?**

**Why do we need it?**

**How can we obtain it?**

**How can we share it with others?**

**How can we create something better with the others?**

We all need high-quality examples, high-quality actions, high-quality leaders, high-quality educators. This is how our world can become something better. This is how our small path of this life will have a meaning. This is how we become better, and we also provoke positive reactions for everything to become better.

In the story of *Brida* (Coelho, 2006), we are advised to trust our ability to learn. What would we be without Knowledge? Without experimenting with our curiosity of things?

**“As human beings, we cannot not learn”** (Siemens et al., 2020, p.1). And I couldn't agree more with what Dr Jürgen Rudolph that wrote “managing our knowledge has probably never been this important as it is now” (Siemens et al., 2020, p. 4). The role of educators is more than crucial. Educators can change, ameliorate things. Especially the educators that were chosen to take part in this Motivational Project that you actually read!

**But why especially these educators?**

Coelho (2006) explains that we never truly die; we are eternal: we reincarnate and separate into more than one piece. Then we try, during our different lives, to find our other pieces. Who knows (?), I might have discovered some of my other pieces in those great colleagues and friends, or this might just be a fairy tale with witches and miracles, like the one Coelho (2006) has written! But I do believe in fairy tales; I like to think like a child, without second thoughts and negative feelings, without regrets and fears.

It is then clear: I have asked *my other pieces* to write a text trying to answer the question/title of this book with the title '*Why is it worth waking up every morning?*'. Each of them had a different, very interesting story to say....

Let's read the reason(s) given by these wonderful 'doctors' of my heart and of the hearts of many people around the world: why it is worth waking up every morning?

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# People like Us: Encouraging and Including Thoughts in Hard Times....

**Karl-Heinz Pogner, Ph.D.**

Associate professor, Department of Management, Society, and Communication,  
Copenhagen Business School, Denmark &  
Community Vice President, Communication Institute of Greece.

**Why is it worth waking up every morning?**

*To have a cold bath / swim in the morning, in summer and in winter*

*Jede Morjen fängst dau oan un dus deich kaal boaden oder schwemmen. Emm Suuma wie im*

*Wanta*

(Trierer Platt, dialect from the city where I was born)

*Jeden Morgen mit einem kalten Bad oder Schwimmen starten, im Sommer wie im Winter*

(German)

*At begynde hver morgen med en kold gys eller svømmetur, både om sommeren og om vinteren*

(Danish)

Karl-Heinz Pogner, Pocket Philosopher, Winter Swimmer, Beer Enthusiast, (T shirt-) Communication Researcher & ComInG's Vice President of International Communities, proudly presents **People like us: Encouraging and including thoughts in hard times....**

## Pocket philosopher, #Staythefuckhome!



I am not sure how hard these Corona times really are for me. I am in a comfortable position, not having to fear losing my job, being able to work from my #homeoffice / #justanotheroffice (with my wife's #homeoffice just next-door) and supported by my digital and analog #homelibrary / #emergencylibrary. Even coaching and working with 'my' students on their projects works well — once we learned to cope with the enabling and constraining aspects of Information & Communication Tech. I am enjoying the privilege of relaxing and cocooning in my #homebar, #homecafé, and #homerestaurant with great food from our favourite restaurants, which have transformed into takeaways, with marvellous deliveries from my favourite organic web grocery and my favourite pub and breweries. My professional and social life with colleagues and friends nearby and around the world still works fine — including organising, participating in and convening virtual conferences; but also visiting virtual pubs, including my local watering hole, participating in virtual pub quizzes and virtual beer tastings. Alas, no complaints from my side. Many people in the world have many more reasons to worry about, to be afraid of, to complain about, and to protest against. It is a tough situation, and these are hard times for many, no doubt!

## Live is too short for..., but on the other side....

My pocket philosophy (Eagle, 2018), grounded on the premises / propositions / suppositions [you choose] that life is too short for many, many things, it still works. Live is too short for bad French movies, boring people, opportunists, friends who are no friends, bad temper...and bad beer (the following joke may contain profanity: "What do American beer and sex in a canoe have in common? They're both f...ing close to water"; <https://upjoke.com/canoe-jokes>). Moreover, after 40 years of hard work, a lot of fights and frustrations and at least some successes, I think I have found my way through this life. I am not sure when the transition from young wild boy to old still-going-strong man took place. However, I am sure about one of my insights: "It" (LIFE) is not only about me, "it" (LIFE) is about being together with others, and "it" (LIFE) is about them and our (= THEIR

and MY) shared responsibility for and solidarity in fighting against injustice, inequality, incompetence, and ignorance.

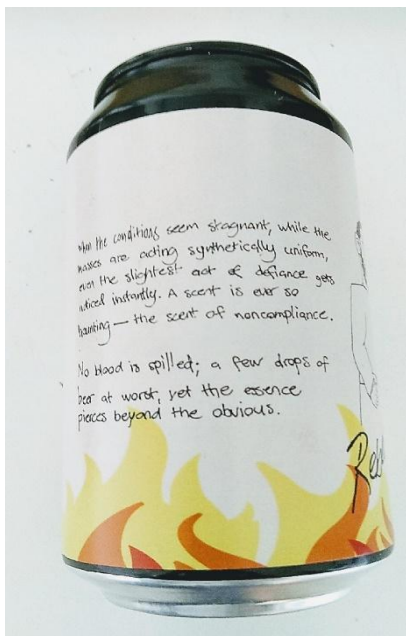
When it comes to our planet (please remember saving the earth, as it is the only planet with beer), “it” (LIFE) is about the people living on it, struggling with living on it and trying to save it and even to make it a better place.



In conclusion, “it” (LIFE) is about enjoying life, the marvellous and sensational in the mundane, or as Louis Aragon has coined it: the *merveilleux quotidien* (Aragon 1926) — without a bad conscience, but not without standing up and supporting others in their fight against injustice, inequality, incompetence, and ignorance — whenever it makes sense and is possible.

For this reason, the remainder of this essay is no longer about my pocket philosophy nor about myself, but about the marvellous and sensational of an everyday artefact: It is about a beer can for a Kölsch-ish style beer and about the story and people behind it.

### Rebel's Cologne and Social Revolution by Beer



“When the conditions seem stagnant, while the masses are acting synthetically uniform, even the slightest act of defiance gets noticed instantly. A scent is ever so haunting — the scent of noncompliance. No blood is spilled; a few drops of beer at worst, yet the essence pierces beyond the obvious.” This poem by Simon Vesterø, accompanied by the artwork of Sylvester (Sylle) Holm

Kappel, concisely tells the story of the socio-economic enterprise and brewery *People Like Us* and their idea of a “Social Revolution by Beer”. *People Like Us* are on a mission “to brew great craft beer to be sold worldwide, create a lot of jobs for people from socially marginalised groups—hoping to inspire others to do the same, [and to] challenge the societal conception of normality and communities.”

People Like Us (PLU) started as a brewing company founded by Lars and Jesper Carlsen. Lars worked as a schoolteacher and Jesper as a psychologist. They have been working “with people with diagnoses” for many years. The business model of *People Like Us* is a for-profit and socio-innovative business “working on developing and spreading new social business understandings.” Their mission is to brew outstanding craft beer and make a serious, sustainable business out of it. PLU is primarily a platform for a range of projects and business units and for developing and running more of them, e.g., outsourcing its employees to other companies.

The PLU team counts about 30 people, 85% of whom have one or more diagnosis/es. As they put it themselves: “Some of us are autists, some have ADHD, some have depression or anxiety; some are war veterans with PTSD, and some don’t have any diagnosis at all.... Common to us all is that we’re hired to do what we’re good at, and we are dedicated to usefully contributing to a working community. We are committed to making a difference—to the benefit of ourselves and the world around us.”



Brewery Artist Sylle

Identity Developer Simon

Welfare Revolutionist Lars  
(Founder & CEO)

(Copyright for all cartoons: Sylvester Holm Kappel)

This work of art, craftsmanship, social entrepreneurship, along with its ideas and values, is the result of enthusiasm, compassion, empathy, social responsibility, let's just-do-it philosophy of the people behind all this (they are nevertheless "people like us"!) and collaborating with some of the hippest avant-garde breweries and nerds. All these are terrific reasons for why to get up in the morning...stay up...and stand up the rest of the day! Let us be—at least in-between—people like them! Or, is it people like us?

*Karl-Heinz Pagner*

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Blue, but not Blues ©Karl-Heinz Pagner (artwork & photo)

# A Gift of Time

**Sophie Karanicolas, M.Ed.**

Associate Professor, Principal Fellow of the UK HEA; PLUS 2 Education Consultant, Australia & Vice President of Learning Innovations and International Relations, Communication Institute of Greece

*“When you have faith, you have freedom, you have love”* (Father Makarios, 2009).

Faith is an individual belief that provides people with a purpose, in any time and/or context. The Cambridge Dictionary explains it as *“a high degree of trust or confidence in something or someone”*. This ‘something or someone’ could be a faith in one’s God, faith in modern science, in medicine, in nature, in humanity, in family, and the list goes on. The important part here is that when you have a deep faith in your belief, whatever that belief maybe, you have the freedom of thought to find meaning in your existence. Your faith provides you with a positive level of energy that can be transferred to others through the expression of love. Globally, we are in a time of ‘isolation’, with the intent of protecting our communities from a wider COVID-19 infection. It gives me great solace to think that I am contributing to the protection of the wider community by undertaking this ‘isolation’. However, I also view this enforced isolation, as an actual gift of time. We have been given space to reflect and explore our faith more deeply, and a space to care for those whom we love most dearly.

When we reflect on the last few decades, it is obviously clear that as humans, we were robbed of time and space to spend on the important things of life. Instead, our very busy lives were driven by technology, career success, financial gains, and general excess at the expense of others and consequently, at the expense of our planet. The more we had, the more we needed. We found excuses as to why we needed to travel widely, have countless holidays, invest in properties, upgrade our cars, and the list goes on. Many of us had access to so much while others had access to so little—but none of us had the time to reflect on the effect that our achievements and busy lives were having on others. Our many exciting experiences soon started to fuse into one. We struggled to remember the smaller details of these so-called amazing experiences that differentiated one from the other. In fact, this current health pandemic that we are facing worldwide is a result of all

our excesses and greed for more new and exciting opportunities to address our underlying boredom and emptiness. Meanwhile, our brothers and sisters lived in poverty, squalor, disease, and war. Our planet was being assaulted by this greed of ours. Mother Earth responded in the form of tsunamis, earthquakes, drought, famine, and the devastating 2020 Australian bushfires that ravaged the country's wild and wonderful landscape. It is no wonder we find ourselves here in 2020. However, this pandemic has the potential to unite us as a human race. We are all going through the same 'isolation' all at the same time, rich and poor, young and old. The world needs this pause. Mother Earth needs to recover from our abuse, and our humanity needs to recover from our spiritual neglect.

So now we have been given this gift of time and simplicity, although it may not be for long. It is time to spend thinking of others and reflecting on becoming better human beings. It is time to practice our faith, find courage and love. In this 'pause' of time, we are beckoned to free ourselves from some of the worthless acquisitions and activities that previously cluttered our thoughts, lives, and hearts. We have been given this space to read, study and learn new skills, but most importantly to use this new time to connect with and reach out to our wider family and friends. For the first time, we can rethink the use of the internet for positive purposes, to check up on friends and family, despite being socially distanced, to research and to discover new knowledge. In the words of St Paisios of Mount Athos, "*Study is a gift. With study the soul is warmed*" (Build Habits, 2019). So, like the Monks of Mount Athos, let us spend this time in retreat to warm our souls. Let us pray for the safety of all, especially for our selfless health workers, our teachers, and all who are fighting this disease on the frontlines to protect us. Let's grow through learning and reflection, using our academic skills as our gift to be able to foster all that is wonderful, whilst we wait for our world to recover through renewal and regeneration.

*Sophie Karanicolas*

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# Waking Up is Only the Start of Something Special

**Michael A. Altamirano, Ph.D.**

Professor, King Graduate School, Monroe College, USA &  
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© M. Altamirano

I wake up every morning with a desire to learn more about myself and how I can continue to serve my community as a role model and leader. I am not sure if I am an effective leader or not. I have never sought out recognition for doing what I am supposed to do. My approach to leadership is to serve those around me and assist in their pursuit to be better people. I consider myself successful at it because I am satisfied with what I have accomplished thus far. There are no special secrets to success. I believe individual achievement is possible through a combination of best practices and good habits. My obligation is to help educate and foster future leaders. I take this charge seriously and with full commitment.

During difficult times, I find my motivation through future positive outcomes. I will always be the unwavering optimist. Things do not always turn out the way one expects, but an optimistic nature will put one in prime position for good things to happen. My positive nature starts and ends with my belief in God. I know that God always places me in the right position to receive His blessings. Even when misfortune strikes, I will focus on everything going right instead of what went wrong. Faith is a strong attribute for a leader. Faith will help keep one focused during the most difficult of times.

I wake up every morning and listen to the calls of those around me. A good leader listens and empathises with his/her people. You cannot always expect society as a whole to share your level of optimism. We all experience tough times in life, but if you possess the ability to listen to and understand others, you will be blessed with the ability to guide those from darkness into light. This will happen when you believe that you can make a difference... Believe.

I find motivation in the just and fair treatment of all individuals. Treat people fairly and conduct your business and your personal life in an ethical manner. Others will notice and emulate your actions. Lead by example. You have the ability to inspire others through your model of hard work.

The ability to see the sunrise every day gives me hope. It gives me the opportunity to appreciate the things we often take for granted...enjoy the journey. Enjoy all the special moments life has to offer. Spend quality time with your family because work is not everything. Be an unconditional friend to those who are close to you. Lastly, be a good citizen and give back to your community. The world needs more people who are willing to do what is right.

*Michael A. Altamirano*

# It is Not at All Worth Waking Up Every Morning

**Christian Schnee, Ph.D.**

Lecturer in Politics, IES – Institute for the International Education of Students, United Kingdom & Vice President of Politics and Public Affairs, Communication Institute of Greece.

**Why is it worth waking up every morning?** The most troubling thought arguably: **It is not at all worth waking up every morning.** If it were not for blatant economic necessity, the chances are that a good number of us would struggle to see the point: Why drag ourselves out of bed, suffer the commute on bus or underground, elbow our ways through crowded cities to end up in nondescript offices, mindful that by the time we get liberated from our professional cages, the sun is to disappear at the horizon and we better set the alarm clock for the next morning. So, frankly, it is the sheer material force that eggs us on.

Admittedly, there are exceptions. My neighbours report that their offspring is up at 6 am—most astoundingly, by their own accord—to indulge in games and to play with the latest toys. Only a few of us are privileged enough to keep this childlike passion alive. A friend of mine was a keen sailor, and you could see him trundle down to the port in the early hour to ready his boat for the day's tour.

Now, that leaves the rest of us to wonder, what is the point? What is the point of hauling ourselves out of bed on a dark, grim winter's day? And perhaps the answer is to do with a more persuasive strain of self-manipulation. Zack Goldsmith, the former Conservative mayoral candidate in London, serves as an example to highlight my point. He is the scion of an immensely rich family; if there could ever be anyone who does not feel the need to knuckle down and work in order to pay the bills, it would be he. And yet, he did get up: He chose not to spend his life ambling between bed and sofa, interspersed with frequent visits to bars and nightclubs and the occasional workout in the private gym in his basement. No, he chose to commit. He sought and accepted a task that paid so little that the remuneration would not even be of interest to his tax accountant, let alone Her Majesty's Tax Office. He became a Member of Parliament and later London's mayoral candidate. None of these jobs did anything to boost his material status and livelihood. But these jobs did a lot

to give him a purpose in life. He consciously nudged himself to recognise a task, identify challenges, and address the activities and needs he had artificially created for himself for one reason—or so I would argue: To understand why it is worth getting up in the morning.

*Christian Schnee*

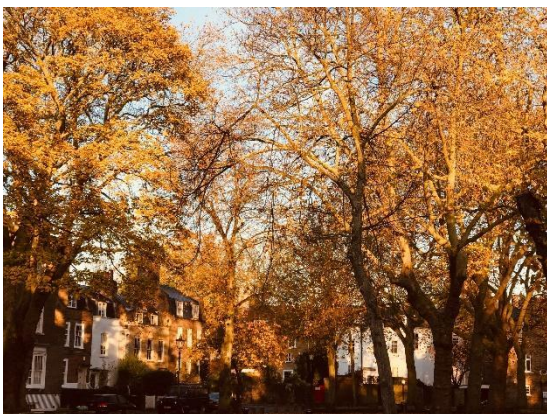
# Healing Forward

**Fotini Diamantidaki, Ph.D.**

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Co-Editor in Chief, *Journal of Education, Innovation and Communication* (JEICOM).



© Fotini Diamantidaki  
(Hampstead Heath, London, UK)



© Fotini Diamantidaki  
(Highgate, Pond Square, London, UK)

## Healing forward

Following the path in the garden,  
Finding the time to play with kids,  
Calming the sense of carelessness,  
Following our path heavy in delight,  
Sailing our minds through the world.

Borrowing time, giving time, making memories.  
Falling off the swing and crying happy  
Playing with swords and building blocks  
Hoping to fight the monsters that appear in the dark.  
A big hug and everything disappears.

Waking up to the light  
The dancing voices smile forward,  
And there goes the fight.  
Music corners and singing tunes swirl in the sky,  
And fill the mighty daylight.  
Rising above all is your kind nature and noble  
thoughtfulness.  
Keep looking towards the light.

© Fotini Diamantidaki, April 2020



Inside the river to heal and find a purpose © *Margarita Kefalaki*

# What You Know Can Help You Find Your Purpose

**Mr Ailson J. De Moraes**

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Egham, Surrey, United Kingdom &

Vice President of Business and Public Affairs, Communication Institute of Greece

I wake up every morning to question myself: Can what you know help you find your purpose?

I am extremely curious! I remember well my childhood when I was always trying something different, even when playing with my friends around. Today, I feel that it is my curiosity that made me who I am—and I wake up every day to keep my curiosity alive. This gives me a sense of purpose in my life. Have you ever heard the expression “Curiosity killed the cat”? It’s a strange expression, but the idea behind it is that curiosity can lead you into a potentially dangerous situation—curiosity is not safe. This one odd phrase has been leading people away from thinking curiously for centuries. Living according to this phrase is unfortunate. ***“Ones who live their lives without curiosity are living without one of the key elements of true genius.”***

**Curiosity is simply defined as “the desire to know and learn about anything”** ([Dictionary.com](#)). I would like to expand on that definition by adding that curiosity as an insatiable approach to life and an unrelenting quest for **continuous learning**. If you live a life rooted in curiosity, you will always want to know more. In addition, you will never be fully satisfied with any answer you receive because you will believe that there is always more that can be learned.

Albert Einstein, one of the most well-known geniuses of all time, revolved his life around the concept of curiosity. Einstein noted the importance of curiosity in the human mind when he stated: “I have no special talent, I am only passionately curious” ([Top 21 Albert Einstein Quotes](#)). Einstein’s inventions and life show that, when you set out to find the answers to every question you have, certainly good things will come from it. An article published by [Anderson University](#) on the subject of curiosity outlined Donald Latumahina’s four reasons for why living curiously is important: It makes your mind active instead of passive, it makes your mind observant of new ideas, it opens up new possibilities, and it brings excitement into your life.

*"I have no special talent, I am only passionately curious."*

**Albert Einstein**

**For children, curiosity comes naturally, but because of the standardisation and rigidity of most school systems, this innate gift gets erased or at the very least buried.** I am glad to say I did not allow the system to stop me from being curious, and this is why curiosity is what makes me wake up every day. By being curious, one can develop new ideas—under the present situation (COVID-19), society needs more people with creative ideas in different areas, from how to teach online to create a new vaccine (one hopes soon).

Sir Ken Robinson, the famous TED speaker and British author, says that “creativity is important as literacy” and that “imagination is the source of every form of human achievement,” but, unfortunately, “it's the one thing that we are systematically jeopardising in the way we educate our children and ourselves.” This is why **curiosity has become a skill that must be re-learned consciously and carefully developed.** More than ever, we need people to be more curious, and in my everyday life, this is exactly what I try to do—waking up with a curious mind makes me alive! If you are looking to develop a curious mind that will lead you to your **creative genius**, you can start by understanding that **great minds ask questions.** This is exactly what Socrates is famous for teaching. To lead a life of a creative genius, you must question everything you know in order to develop your own knowledge and opinions on subjects. You cannot allow the government, corporations, religious institutions, or even those family members and friends who are near and dear to think and develop your opinions for you.

By blindly following information and opinions from others without asking your own questions regarding the subject, you allow your brain to become complacent, hindering your own growth and, at risk of being too blunt, completely wasting your entire life.

Wake up every day with a single purpose in your mind—how to develop your curiosity and use your genius within. To get started on your journey to unique genius through curiosity, you can begin by asking yourself some of these questions:



- **Who are my most inspiring role models?**
- **What is my heart's deepest desire?**
- **What legacy would I like to leave behind?**

These questions will allow you to think deeply about your life and lead you to question the values you hold, how they were developed, and why you consider them important. This type of intrinsically curious thinking encourages you to explore every area of your life, expanding your mind in ways that you never thought possible. This type of thinking leads to developing your true identity and therefore leads you to a finding a fulfilling purpose within your life, one that uses your genius the way it's intended to be used! Wake up, and make things happen around you. Society needs you!

*Mr Ailson J. De Moraes*

**Maybe we can now take a minute to think about it?**

**Why is it worth  
waking up  
every morning?**

Before we go on with '*Listening for What your Life Intends to Do with You*' from  
our dear Pr Carolin Rekar Munro, Canada

*Margarita Kefalaki*

# Listening for What your Life Intends to Do with You

**Carolyn Rekar Munro, Ph.D.**

Professor of Leadership, Faculty of Management, Royal Roads University, Canada &  
Vice President of Leadership Development, Communication Institute of Greece.

## **Walk with me...**

On a brilliantly sunny and crisp morning in spring, let's make our way from the kitchen in my home where the wood stove is crackling, through the French doors, and out to the veranda where we sit on comfy patio chairs with a blanket over our shoulders, sipping coffee and watching the sun peak over the mountain top. Mother Nature is awake with the promise of a glorious day ahead. Hummingbirds, dressed in majestic coats of bright emerald green and red-orange, cavort at the birdfeeder and jockey for the perfect perch from which to drink; an eagle soars effortlessly yet mindfully overhead; the wind whispers gently in the acacia trees; and the garden is bursting with an artist's palette of fiery reds, festive yellows, and striking purples amidst the sprawling woodland ferns. Animal tracks through the garden signal the ritualistic night voyage of raccoons and deer who are now long gone. Inhale deeply, slowly, and intentionally the crisp air with its fragrant garden lavender and herbs gently caressing the senses.

I brought you purposefully to the sanctity of the great outdoors, where peace and tranquillity have the power to quiet our minds and nourish our hearts and souls. It is a place of refuge from the stark reality of the seismic and sudden global crisis that has robbed us of the everyday normalcy in our lives—a normalcy that perhaps slipped away without the gratitude it deserved, and a normalcy that we now yearn for. If we embrace the quiet, we can bring to light the purity of why it is worth waking up every morning. And if we listen carefully, we may come to know what Victor Frankl, Holocaust survivor and author of *Man's Search for Meaning*, meant when he said, "I have something significant yet in life to do" (Frankl, 1959).

In this place of reflective solitude, we are invited to shift our perspective and to think—in a new way—about the situation we all find ourselves currently in. Specifically, we are encouraged to set ourselves free of the persistent and agonising question, *When will this pandemic be over?* and ask ourselves a new question, *How am I called to show up and add value in the eye of this storm?*

During a time that has ravaged a path of health and economic destruction across the world, how can you channel your personal and unique leadership to make this a stepping stone to something positive? How are you called to be in service to others in meaningful and productive ways? What good things are you meant to do or offer right now?

We often think about leadership as that which is reserved for those who have a position or a title; hence, we expect them to absorb most, if not all, the responsibility of leading us during difficult times. On the contrary, each of us has unique leadership gifts and talents to offer, if we choose to do so; and, during a crisis, imagine the impact on our communities when we give to each other the blessing of our presence. Having said this, how can you begin this journey, with the smallest of gestures to guide, to console, to uplift, or to be a steady hand when someone is faltering? Watch and listen to how your singular act of goodness can have a positive impact on those around you. Crisis reveals what is inside us. For it is in times of crisis that the real leaders show up, early, often, with strong and enduring values as their compass; clarity in their mission; and an abundance of faith, hope, and light.

As you venture onward to discover your personal “why” for waking up every morning, Parker Palmer offers this prudent advice, “Before you tell your life what you intend to do with it, listen for what it intends to do with you” (Palmer, 2017).

I wish you an open mind, an attentive ear, and an understanding heart.

And I invite you to...

Walk with me.

*Carolin Rekar Munro*

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# Wisdom and Love in a Paradoxical Age of Increasing Ignorance

**Jürgen Rudolph, Ph.D.**

Head of Research & Academic Partner Liaison, Kaplan Higher Education, Singapore &  
Editor-in-chief, *Journal of Applied Learning & Teaching*, Singapore & *Vice President of International  
Research Development and Relations*, Communication Institute of Greece.

To answer Margarita Kefalaki's initial question: Why do I find it worthwhile waking up every morning? In short, as a lifelong learner, researcher, and educator, I have a passion for knowledge. Knowledge keeps expanding exponentially; every day, there is so much to learn. It is important to me to reflect on current events, read texts that are recent as well as from different epochs, and hone my own writing along the way.

To some extent—and admittedly, depending on where we live and under what circumstances—we live in a golden age, as we have the *library of everything* at our fingertips. In the future, we may even carry *petabytes* ( $10^{15}$  bytes) of information in our purse or wallet—millions of books; billions of articles and essays; millions of songs; trillions of images; and billions of hours of movies, videos, TV shows, and short films (Kelly, 2016). To cite a famous quote by cyberpunk writer William Gibson: “The future is already here—it's just not very evenly distributed” (The science in science fiction, 1999).

While people like Kevin Kelly and me may get excited about the library of everything, it is arguable that things do not look all that rosy for much of humankind globally. At the time of writing, the novel coronavirus weighed heavily on most people's minds and is continuing to lead to much suffering and human tragedy, record unemployment, and business failures worldwide. In light of COVID-19, universities around the globe have also been forced to quickly consider online strategies in lieu of the traditional face-to-face delivery (Crawford et al., 2020).

From a historical perspective, COVID-19 will hopefully soon become a blip or at least a distant memory. However, I do have grave concerns that economic inequality will become even more drastic in the near future. Innovators, investors, and shareholders are the beneficiaries of the Fourth Industrial Revolution—leading to a rising gap in wealth between those who own capital and those who depend on their own labour (Schwab, 2016). A few years ago, the bottom half of the

global population collectively owned less than one per cent of global wealth, with one billion people earning less than one dollar a day, and the 62 richest people in the world holding as much wealth as the entire bottom half of humankind (Schwab, 2016; Harari, 2016)! It is everybody's guess whether inequality will be perpetuated at such a depressing level, or get better or even worse. At present, no thanks to the coronavirus, we witness, for instance in the U.S., unemployment increasing at breakneck speed and leading to further impoverishment and deepened inequality, while the stock market (for instance, the S&P 500) rallies (Hiltzig, 2020), leading to further wealth creation for the minority of Americans who own shares.

Reflecting on inequality and injustice could easily lead to cynicism and nihilism, and to return to Margarita Kefalaki's initially posed question, make us reject the idea of getting out of bed—unless, of course, like the vast majority of people, we need to get out of bed anyway, to earn a living or because of other duties. Most readers of my humble reflection are likely to be fortunate to do *productive* work (i.e., work that we plan, produce, and see the result of). However, and with apologies to sensitive readers, many people have *shit jobs* (largely blue-collar work that is beneficial to society, but workers are underpaid and treated badly) or *bullshit jobs* (largely well-paid white-collar work that is pointless and unnecessary, but employees pretend otherwise) (Graeber, 2018; Rudolph, 2018). Both kinds of undesirable jobs see people, at times, transformed into alienated automatons and a commodity.

While I personally have much understanding as well as some sympathy for the disenchanting and cynical, this is not my approach, and I would like to counter-propose a biophilic love of life. Erich Fromm (2006)—many of whose relatives died in Nazi concentration camps—convincingly argued that love is the answer to the problem of human existence. The practice of any art requires discipline, concentration, and patience, and that includes the art of loving (Fromm, 2006). An important part of *education*—derived from *e-ducere*, which literally means to lead forth, or to bring out something that is potentially present—is for teachers to model mature, loving persons (Fromm, 2006).

In Fromm's perspective, love not only requires effort but also knowledge. The Delphic motto "know thyself" comes to mind. Around 2,500 years ago, both Socrates and Laozi thought of it as a high attainment that they knew that they did not know (Fromm, 2006)—in other words, they were knowledgeable about their ignorance. Millennia later, modern science has brought us the willingness to admit ignorance and the consequent striving for new knowledge. It assumes that we do not know everything, with nothing being sacred and beyond challenge: "it accepts that the things that we think we know could be proven wrong as we gain more knowledge" (Harari, 2014, pp. 250-251).

The Truth has been replaced by *truths*, and there is a constant need for questioning what we think that we know.

Knowledge has become paradoxical. With our knowledge increasing at breakneck speed, we should understand the world better and better. But the very opposite is happening. Our new-found knowledge leads to faster economic, social, and political changes. As Harari in *Homo Deus* (2016, p. 59) writes: “Consequently, we are less and less able to make sense of the present or forecast the future.... [I]n 2018, we have no idea how the world will look like in 2050”. With the paradoxical explosion of knowledge, our ignorance is paradoxically expanding even more so. Although we know vastly more about the universe than we did a century ago, every answer breeds more new questions, and we do not know much at all relative to what could be known (Kelly, 2016).

Knowing that we do not know is a good thing. At the same time, we are confronted with information overload. This calls for the search for wisdom more so than ever, but it is hard to come by. “The saddest aspect of society right now is that science gathers knowledge faster than society gathers wisdom” (Isaac Asimov, cited in Kaku, 2011, p. 405). Without wisdom and love, we are left to drift aimlessly and without purpose, alienated from our fellow humans and from nature. As Fromm (2006, pp. 80-81) observed about Western society already in 1956: “The world is one great object for our appetite, a big apple, a big bottle, a big breast, we are the sucklers, the eternally expectant ones, the hopeful ones—and the eternally disappointed ones”.

I share Margarita Kefalaki’s spirit of positivity and would like to end this reflection with five commandments. These are largely for myself, and the readers are invited to reflect on them, adjust them further, and come up with their own precepts.

- (1) Be a lifelong learner—know how to learn (metacognition). All of us will be endless newbies in the future simply trying to keep up. “Endless newbie is the new default for everyone, no matter your age or experience” (Kelly, 2016, p. 11). Read discerningly and voraciously, do Massive Open Online Courses (MOOCs), or try whatever works for you (know your personal learning preferences). Apply and share your knowledge!
- (2) Be inquisitive and ask good questions. “The important thing is not to stop questioning” (Einstein, cited in Calaprice, 2000, p. 67).
- (3) Pause and reflect. “To attain knowledge, add things every day. To attain wisdom, remove things every day” (Laozi, cited in Gurteen, n.d.). “In an age of acceleration, nothing can be more exhilarating than going slow.... And in an age of distraction, nothing is so luxurious as paying attention. And in an age of constant movement, nothing is so urgent as sitting still” (Pico Iyer, quoted in Schwab, 2016, p. 102). Activity may be disguised as passivity, and apparent passivity may be the most meaningful activity (Fromm, 2006).

- (4) Master a variety of skills and connect the dots. Be like a modern-day hunter-gatherer.
- (5) Grow your time via a healthy lifestyle. Epigenetics shows the critical importance of sleep, nutrition, and exercise in our lives. A healthy lifestyle may have a positive impact on the way we think and feel. It may also be life-prolonging.

Jürgen Rudolph

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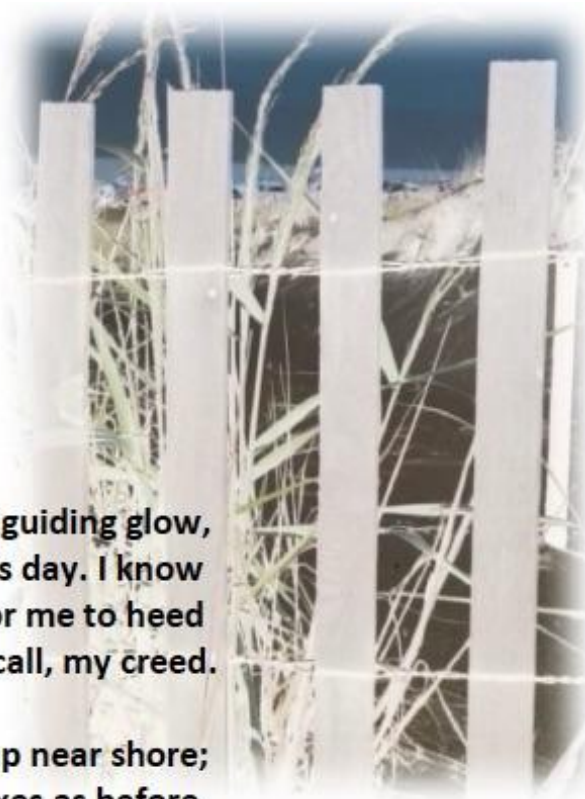


# Moons

**Robert J. Bonk, Ph.D.**

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Vice President for Collaborative Writing Initiatives of the Communication Institute of Greece.



## Moons

A moon has shed its guiding glow,  
no tide to call dawn's day. I know  
that dawn did rise for me to heed  
my ken, my kin, my call, my creed.

Laconic loops now lap near shore;  
dawn wanes not waxes as before.  
Old moons that rose of yesterday  
might rise tomorrow—not today.

Must I still rise to moons of myth  
forever night-etched hieroglyphs  
if tides and dawns yet wait to be  
awakened by new moons in me?

Poem and Photo © 2020 by Robert J. Bonk, Ph.D.



The moon and the sun are always there;  
we turn around and see what we can (or what we want to) see © *Margarita Kefalaki*

# Epilogue

*Margarita Kefalaki*

## **Just a few words to *conclude* this wonderful trip of intercultural collaboration**

It is now obvious; each one of us has different reasons to make him/her want to wake up each morning.

What a trip...of what makes us (me and you) want to wake up each day! Sometimes, it is not easy for any of us. There are days that we all might wish to stay in bed...and yes...we should do it sometimes...this is not a crime you know! Those days, please, do not think that it is easy for others and not for you! We are all in the same ship! We all have our 'dark' moments, our moments of questioning, sorrow; even without a particular reason, we say hello to our dear sadness and loneliness. Nevertheless, we must accept this side of ourselves as well. Finding the balance is not easy for any of us. We can spend a lifetime trying.... This is our power and our weakness at the same time.

I personally try to take strength from little things: an unexpected smile, a bird singing next to me, a star falling from the sky, the sea waving her blue dress and dancing with the birds and the fishes, a kiss from my kids, a smiley look.... I also take strength from being able to make someone else smile, sharing a good word, saying good day to a person passing by, waving hands to a kid, singing a song just for myself, observing other people....

Well, ....everything proves what I very often say: we are miracles, and we can make miracles if we really want to.... Let us give a try! Take my hand; we are together now!

*Margarita Kefalaki*



We are together now, by Alexandros © Margarita Kefalaki (photo)

# Annexes

## Inspiration is everywhere around us and mainly inside us

*Margarita Kefalaki*

I have chosen in the 'Annexes' to share some pictures that, at least to me, provoked great inspiration and motivation.

By the pictures that follow, my aim is to give some examples of what I mean by the importance of making simple *inspirational trips*. As inspirations is everywhere around us and inside us, no matter where we are!

As already said (written), a picture equals 1000 words.

Looking at these pictures of birds communicating, we can imagine (I imagine) the following:

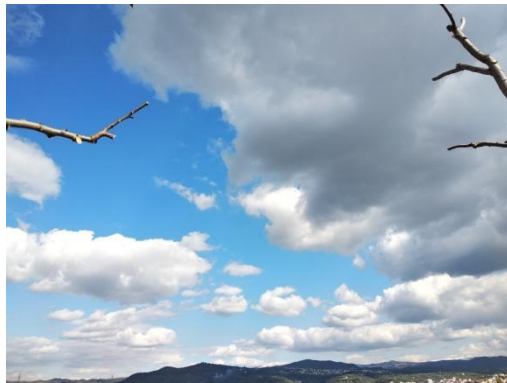
We can do it...together.... We can ameliorate things.

Let's try to create something better—together! Trust me, we can. At least, let's try!



Change of perspective (Arta, Greece) © *Margarita Kefalaki*

**I truly believe that everything depends on the perspective and the way we look at it. When we see the positive, we usually get the positive. Why can't we try the best we can to smile, to exchange, to communicate, to be positive? To make of this world something better?**



Branches in the sky (Arta, Greece) © *Margarita Kefalaki*



Together we can (Glyfada, Greece) © Margarita Kefalaki

Be Inspired, let go, try at least. Life is too short to be wasted and do we really know if there is another chance. Actually we know, this is our only chance and the time goes by too quickly! Let's make of this little time that we have the BEST possible use! Look around you, look inside of you, and get inspired.



(Tetrakomo, Greece) © Margarita Kefalaki



Stay natural like nature (*Arta, Peta, Greece*) © Margarita Kefalaki

Be inspired by simple and clear things.



Be inspired by taking a look of Delphi pictures



The art of the history (Delphi, Greece ) © Nikoleta Bratsi



History in the nature (Delphi, Greece ) © Nikoleta Bratsi

Be inspired by taking a look on photos from Stavros Niarxos Foundation



Christmas in culture (Stavros Niarxos Foundation, December 2019, Greece)

© *Margarita Kefalaki*



Some flowers for you © Margarita Kefalaki

**Oh dear Mother Nature! How beautiful and real!**

We are shown the way. We are given the means.

The question is, are we able (do we want) to understand the simplicity, the beauty, the smell, the touch? Can we find the true meaning?



*A thoughtful rose © Margarita Kefalaki*



Travel with the river © *Margarita Kefalaki*

Looking at the picture of the river in the forest (above) and the flowers (below), I cannot but wonder: How much beauty around us? How lucky we truly are? Are we aware?



© *Fotini Diamantidaki*

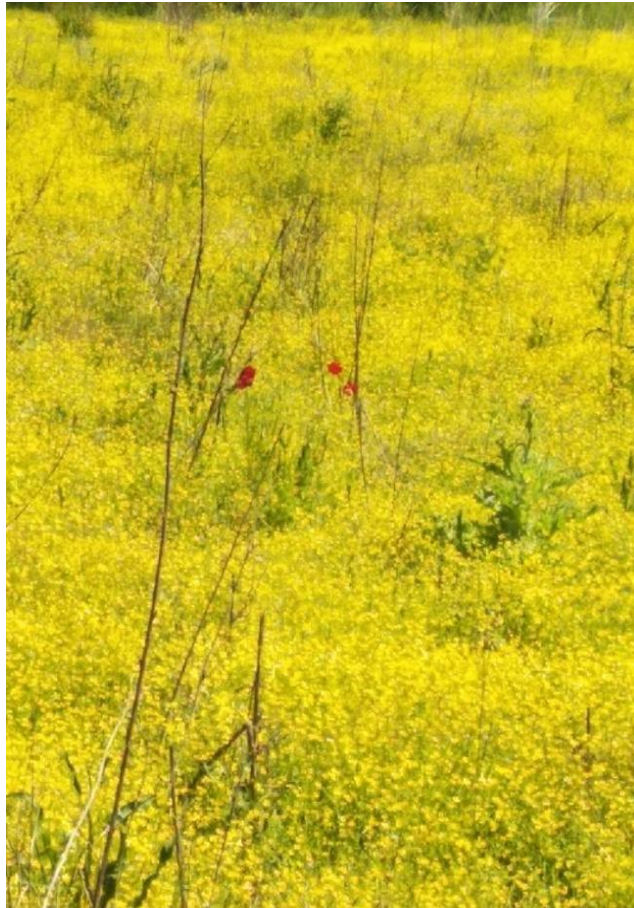


© *Christina Kassesian*

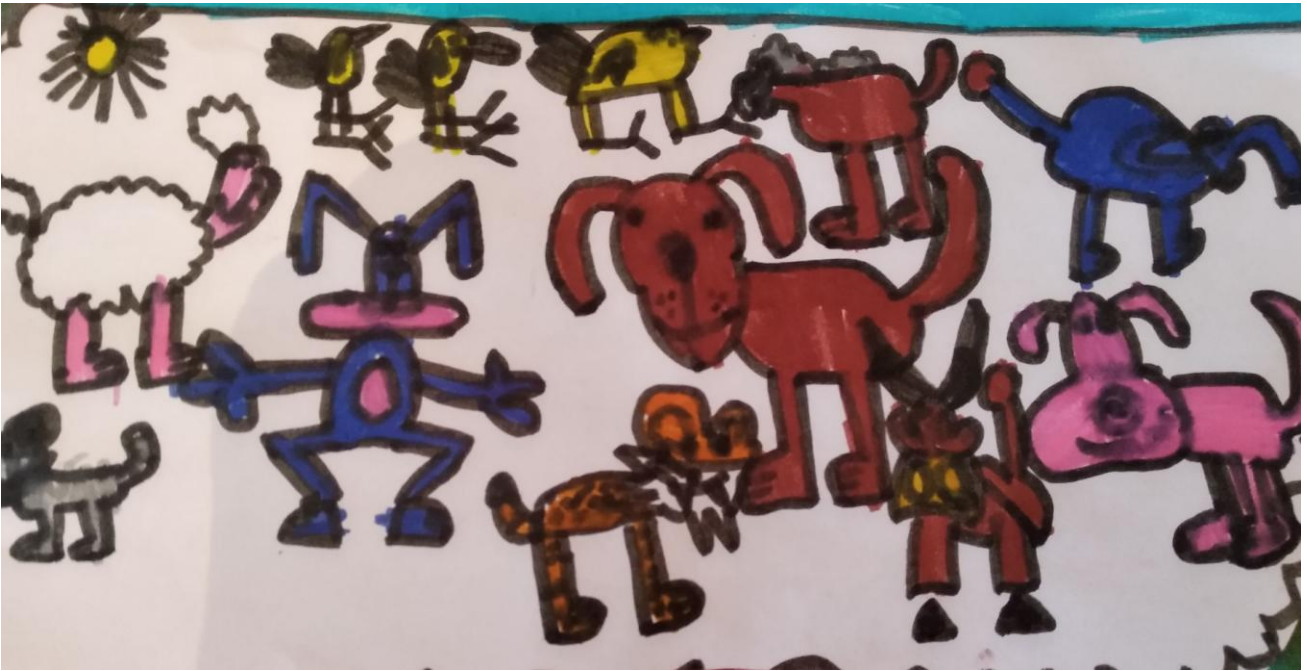
Just take a moment and think about:

**Why is it worth  
waking up  
every morning?**

*Margarita Kefalaki*



Pure nature (Tetrakomo, Greece) © Margarita Kefalaki



We can all make it, together, by Alexandros © Margarita Kefalaki (photo)



Ready to travel for another dimension?, by Alexandros © Margarita Kefalaki (photo)

This book was created with the aim to give a sign of hope, especially during the difficult times we actually face (COVID-19 global crisis of 2020). It is a book of encouragement with impressions and reflections on inspiration, motivation, and collaboration.

The VP Community of the Communication Institute of Greece, Karl-Heinz Pogner, Sophie Karanicolas, Michael A. Altamirano, Christian Schnee, Ailson J. De Moraes, Fotini Diamantidaki, Robert J. Bonk, Carolin Rekar Munro, and Jürgen Rudolph, have contributed and shared their viewpoint on *why it is worth, or not, to wake up each morning*.

Have we ever asked ourselves: are we happy with what we do? Do we wish to change? Do we believe in positive impacts?

The author of this book believes that life is a *game* of impacts. The sky above us, the sea dancing with the wind, the people we contact, an unexpected smile from a stranger —each has an impact on us; we then have an impact on somebody else. If we all act with love and kindness, everything little by little will become love and kindness. The writing of this book would really like to inspire and make us believe in the strength of positivity and collaboration we have inside.

So what is the reason (or the reasons) that makes YOU want to WAKE UP each morning?

I believe in the power of people, in the power of sharing, of exchanging. I believe in kindness, in love, in compassion. No matter what, we are human beings; we are miracles, and we can create miracles. We can try to make this world something better. We can if we really want it!

Thank you for inspiring me and giving me hope to continue as well this small but still SO WONDERFUL trip!

*Margarita Kefalaki*

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Margarita Kefalaki is the Founder and President of the Communication Institute of Greece.

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Cover images: canva.com

ISBN: 978-618-81861-8-7

