

# American Offers Little Ideas With BIG Results

## By Marsha Deyal

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His message was simple: People are your greatest resource. Learning how to effectively engage your greatest resource lowers stress, while increasing inner peace and productivity.

Speaker and trainer Michael Angelo Caruso delivered this message to the people at the Grand Salle, Central Bank on Thursday night.

The entire gathering leaned into the lecture, rapt and animated, as Caruso regaled them with lessons, stories, morals and jokes.

The motivational speaker made the 90-minute session interactive, entertaining and experiential. He explained a variety of communication and conflict management techniques from his book, “Hmmm...Little Ideas With BIG Results.” His aim is to foster change.

“My core passion is change. What I’m asking you to do tonight is embrace the wonder of a fresh perspective. This will help you bring about new and unique outcomes,” he said. “Most learned behaviors can be unlearned, which means that you can change your own unrewarding behavior. You can choose to do things differently, so that you have less stress and get what want.”

Caruso built his presentation around two specific themes: “How to be more attractive” and “conflict resolution.” With each point, he provided techniques for achieving positive change.

Among his most popular offerings for the evening were his gems on dealing with difficult people.

“Ninety-five percent of the stress in your life is either directly or indirectly related to poor communication,” he said. “If you improve your communication skills, much of your stress will subside.”

“One great technique for dealing with people is called self-subjugation. A person who practices self-subjugation is selfless with respect to others.

“We often lose patience with difficult people. Why? Because we don’t like them,” Caruso laughed. But we can almost always find value in someone we don’t know, so why can’t we find value in someone we don’t like? Everyone has value. Everyone offers a lesson, even if that lesson is to teach us how we should not be. To communicate effectively, we must look for that lesson, hard as it might be.

Caruso offered ideas on how to deal with difficult behavior. “We have to be able to defend ourselves. We cannot change others. But we can change how we behave. There are predators out there who will take advantage of your weaknesses.

“When you walk into a room try sending a message that says, ‘you can’t hurt me, you won’t hurt me and I trust you not to hurt me.’ This can be demonstrated in the way you carry yourself,” Caruso said.

Those in attendance found the session rewarding.

“I enjoyed the program. I especially like the methods Michael gave for dealing with difficult people,” Aya Beckles said. “It’s now a matter of looking at myself and seeing how I can adapt my behavior so that difficult individuals don’t impact my emotions.”

Caruso is past president of Optimist Club of Bloomfield Hills, Michigan. The Optimist Club of Barbados and Life of Barbados sponsored his trip to the Caribbean.

His music background (he toured the United States with The Caruso Brothers) and telecommunications has allowed him to develop a teaching style he calls “edutainment.”

The speaker’s late father, a Ford Motor Company worker, had a goal to “help people feel good about themselves.” Michael’s goal seems similar.

Caruso is founder and president of The Edison House, a Detroit-based consulting firm specializing in organizational change. He spends most of the year touring the world and sharing his ideas and techniques for improving interpersonal relationships.

In addition to his publication “Hmmm...Little Ideas With BIG Results,” which sold over 3,000 copies without formal distribution, Caruso has produced an audio book titled “Dear Michael Angelo – A Father’s Life Letters to His Son,” a collection of letters from his father. A third resource, “5 Cool Ideas for Better Working, Living & Feeling” will be published in 2003.

Caruso’s training sessions and books are designed to create positive behavioral change. “Hopefully, we’ll help people to find higher ground,” he said.

More information about Caruso and his work can be found at [www.EdisonHouse.com](http://www.EdisonHouse.com).

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**Michael Angelo Caruso is President of the Edison House, a Detroit-based communication company. He is the author of “5 Cool Ideas for Better Working Living & Feeling,” “Hmmm . . . Little Ideas With BIG Results” and the audio book, “Dear Michael Angelo – A Father's Life Lessons To His Son.” Mr. Caruso delivers 180 presentations per year. Click [here] to request booking information. Mr. Caruso can be reached at 248/546-9140 and at [www.EdisonHouse.com](http://www.EdisonHouse.com).**

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