

Inspiring Passion In The
Workplace

A Special Business Report





What Is Passion And How Does It Apply To Work?

Passion describes all of the emotions surrounding love, romance and relationships; a deep, personal feeling most often associated with affairs of the heart. Passion can be said to be a key ingredient capable of exciting the energy which keeps us motivated in moving forward in our work and fills us with purpose and meaning.

Passion, as defined by Merriam-Webster is: a strong feeling of enthusiasm or excitement for something or about doing something.

Passion brings out true happiness, and excitement, and a high level of anticipation for the task at hand. Passion is the most powerful tool in your arsenal. With it you can accomplish anything and you will experience work and life in general, to the fullest extent possible.

Passion is the driving force behind the most successful and happiest workers in any organization. It is what allows them to advance in their careers and ultimately to live better lives.

Passion for work brings with it a sense of belonging. Passionate employees understand how important their role is in relation to the direction and purpose of the organization.

They get more meaning – more personal satisfaction – from doing their job to the best of their abilities. They realize a more meaningful connection between themselves and the organization they work for through the work that they do.

Passionate employees are more resilient and capable of shifting gears to accommodate the needs of the organization better. They are more energetic about their work and have a stronger sense of well-being that translates to increased productivity.

No wonder they are a hot commodity in every industry, in every company, in every country in the world – a passionate employee is an asset that companies are more than willing to put up a fight for.

Why Is Passion So Important In The Workplace?

Passion Drives Direction- Passionate employees understand the direction and purpose, not only of the organization, but their specific role within the organization. With a clear understanding of what is expected to happen in the future, employees are able to get behind the plan. A passionate employee will see that there is a need for their unique and valuable contribution in order for the plan to succeed.

Passion Encourages Creativity - Passionate employees are more innovative and show more creativity not just in terms of hobbies and the like, but creativity in their work. That means bringing new ideas into the workplace that will help increase productivity by eliminating repetitive and difficult tasks. It might mean pitching an entirely new way of selling an incredibly common product like toilet paper so enthusiastically that it not only goes over well with management – but with the buying public as well.

Passion Drives Excellence - Passion provides the drive to pursue excellence in every task, no matter how large or small. You've probably met a waitress that was so on-point, so dedicated to doing an excellent job that you were amazed. She had the passion to serve her customers, her employer and herself well by providing the best service possible. You don't forget workers like that – you measure others by these passionate people and their contributions to the organization.



*One person with
PASSION
is better than
Forty people
merely interested.*

- E.M. Forster

Focus On Passion Before Profit

Passion Drives Energy - Passion creates a fun energy in the workplace bringing employees together to complete tasks more quickly. One passionate employee can drive an entire team with their energy, drive, commitment and encouragement. It also opens up opportunities for employees to learn and grow together, giving them even more reason to want to be part of the team. It's as important to teach as it is to learn and the most passionate employees will soon become the teachers, leaders of the organization.

Passion Drives Dedication - Passionate employees understand the importance of their contributions to the organization they are a part of. In part, this is the manager or supervisor's job – to listen, understand and truly care about the worker's point of view and to take action when necessary.

Passion Drives Trust - It is the only real way to build trusting, long-term relationships that benefit both company and employee to the greatest extent possible. But the true passion comes from within the worker – it's what makes them want to stay in their jobs and contribute.

Passion Drives Changes - A passionate employee will notice that the tools and resources needed to complete the job are lacking. They very often will find a new, innovative idea to avoid this problem in the future and affect the immediate reality as well. Listening to and acting on the requests of these key employees will keep production, morale and energy high for all your workers.

Working at a job for which one has no passion is like living an empty life and all- too-often, it leads not to profit, but to poverty – and not just financially.

Running a business that you have no passion for, that you care nothing about except the potential for profit is a recipe for disaster. Being passionate about profits is not the same as being passionate about the work itself.

Focusing on profits alone will not make a successful organization no matter how big or small it is. There has to be a passion for the work, a deeper, driving force that is more important than money. That doesn't mean that we shouldn't seek profit in our business endeavors – that's one of the reasons we are in business.

There are always bills to be paid and things that we want – and it all takes cold, hard cash. But... and this is a big BUT.... chasing profits cannot be everything that you do.

Chase your
PASSION
not your
PENSION

~ Denis Waitley ~

What Is The First Step To Inspire Passion In My People?

Passionate Employees Are the Most Valuable Assets

What organizations are truly looking for is long-term stability, competitive advantage and some form of profitability. A passion for the work – one that transcends the profit-potential, for employers and workers – creates a more vibrant company. Passionate employees go above and beyond and customers notice and they reward the company with their continued business, or more to the point – their hard-earned money.

The most important asset any organization has is its people – and most especially its most passionate people – the ones that drive the company towards its goals. Without passion, profit will be short lived, if ever realized at all. When passionate people work together, profits will naturally follow. Keeping an eye on the bottom line is important – showing your passion and inspiring passion in others is even more important.

It's imperative that business owners show their own passion for the work, the company and its employees. In return, engaged employees will show their passion and that will inspire others to be more passionate. An environment that is full of passion benefits everyone from the inside out.

You have to start at the beginning – with yourself. Take a good, long, hard look at your own behaviors and attitudes towards the organization, the work you do, your employees and co-workers. Are you giving off the right vibrations? Are you as engaged and passionate as you expect your employees to be? Your perspective does come out in everything that you do, from the way you greet someone to the way you react to a stressful meeting or other difficult situation.

So your mission then, as a leader, is to evaluate yourself and your behaviors – make adjustments that are in harmony with your passion. If you love a particular activity above all others, do that more often.

Delegate activities that you are not skilled at or you simply dislike doing – to a person that is passionate about that activity. It is a win-win situation for both you and your employee and the results will be staggering.

***Growth
& Profit
are a product of
how people work
Together***
~ Ricardo Semler





How Do I Really Find Out What My Employees Want?

Get To the Heart of Your Employees Passion

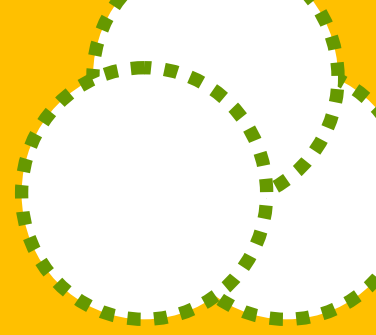
Each and every one of your employees has a passion burning inside them – it may not be for their job, at least not directly, but there's something deep down that motivates them. If you want to bring out the very best in them, you've got to find out what drives them, what makes them want to work for your organization. The only way that you can find that out is to ask – and then – listen, hard.

You may find out that your best salesman has no real interest in making a huge commission on each sale – his passion is closing the deal no matter how small. He pursues each lead like it were a million dollar deal and gets the same rush from the attainment of the goal – true passion at work. Conversely, he might absolutely despise making cold calls and setting up appointments to make a pitch. This guy is a closer and doesn't necessarily perform as well as the lead man.

Your employees may be passionate about the environment, certain charities and community service. Again, listen and then figure out ways to incorporate these passions into the workplace – as a part of the overall mission of the company – and to encourage them to pursue these passions outside of work as well.

It doesn't matter what organization, what industry or what part of the world you are in, employees all have ten basic needs. These needs go beyond the obvious needs of getting a paycheck regularly so the bills get paid and the kids get fed. Find ways to meet these needs and engagement and passion will grow in your organization.

1. **Clarity** – Inspire passion by giving a clear description of where the organization is headed and how employees will contribute to the plan. When people know what they are working for they become more passionate about the results.
2. **Opinions Matter** – You may be the boss, but your employees do the daily work and they are your greatest source of knowledge. Listening to and acting on suggestions and ideas from employees bolsters the passion they already feel.
3. **Tools and Equipment** – Even the most passionate painter cannot do his work without some form of canvas, paint and brush. Your employees must also have the proper tools and equipment available to them to do their jobs. Again, listen to them – find out what they need and act on it swiftly.



4. **Workplace Wellness** – A happy, healthy workplace is a productive workplace. Instituting programs that encourage a healthy lifestyle both in and out of work can go a long way towards overall employee wellness. When you show that you care about your people, they will reward you with their loyalty.
5. **Appreciation** – Being recognized for their contributions to the organization is very important to employees. Showing that you notice exemplary service, production or innovation will encourage more of the same, not just from the recognized employee, but by the others as well.
6. **Having Fun** – When people have fun doing anything, they want to do more of it. That's true in the workplace as much as it is anywhere. That doesn't mean that everything has to be a joke – it does mean that everything doesn't have to be deadly serious. Lighten up and your employees will respond well.
7. **Learn and Grow** – It's been said that if you're not learning, you're dying.... and if your employees have no opportunities to learn and grow within your organization, their interest will die. Your job is to find out what interests them – that will benefit them in their jobs and in their personal lives.
8. **Unleash Passion** – Once you understand what your employees are passionate about you can help them express that passion. Encourage their drive and motivate them to be the best they can be at customer service, developing new concepts, creating unique advertisements – whatever it is – encourage that passion and reward it.
9. **High Trust** – You can't encourage passion and micro-manage at the same time. Your people want to know that you trust them to do the job at hand and when you do – they'll do better than you expected. At the same time you have to be a trusted leader that guides employees towards the goals of the organization.
10. **Progress** – Very few things are as frustrating as taking one step forward only to be halted or worse yet, to go backwards. Keeping things moving along, making real, measurable progress keeps passion high and frustrations low. Find out what your people need to keep moving forward every day.

Only **20%** of employees working in large organizations surveyed feel their strengths are in play every day. Thus **80%** of employees feel somewhat miscast in their role.

Stephen M. R. Covey

Creating a Passionate Work Environment

It may seem like insurmountable odds to overcome, but you can create an organization of passionate workers working for the same common purpose. As business leaders, it's the most important thing we can do. We must build a culture of trust, commitment and understanding, one that encourages employees to learn and grow. Focusing on what makes employees tick – what they need and want – gives them confidence that the organization values them and not just to get the tasks completed.

When leaders are passionate, it creates an environment in which everyone is working for the same level of excellence. When this happens employees pass the passion on to customers by delivering true value and outstanding service. Customers in turn become more passionate about the organization – they spend more money more often and, most importantly, they will tell others how they feel. When that happens – higher profits are a natural result.

Although financial rewards are nice, and we all appreciate a little extra cash – it's not the only thing that will motivate your people. On a deeper, core level, we all want to feel appreciated, like we are doing a great job and that our efforts are appreciated. Seeing and feeling that progress is being made – not just on an individual worker's level, but in the organization as a whole – is more motivational than a token bonus.

You Have The Power To Ignite The Fire Of Passion!

Take stock of yourself – your own behaviors, focus on your passion, share it with your people and watch them thrive. It's very difficult, if not impossible to beat a finely tuned, passionate team in terms of production and customer satisfaction. It's up to the leadership of every organization to not only encourage this, but to nurture each and every worker – to capitalize on their individual talents.

Employee engagement, employee passion – these are the hallmarks of a successful, long-term organization. No organization, no matter how small or large can hold onto their success for long without them. A tuned-in leader understands that people are more important than profits, and a great team is the most important, most valuable asset of all. When leaders discover what makes their employees want to keep coming back to work every day – all the guesswork has been taken out – and then, it's time to get to work.

To learn more about inspiring your employees to show their passions and how it will increase employee engagement and ultimately higher levels of profitability in your organization, visit www.ProactiveInsights.com.

