



September Builder Breakfast Article for Review

Passion is everything. Management can only do so much. All of us are "responsible at a personal level, too" – for reintegrating our passion into our profession. What is passion? More than simple satisfaction, passion is when people discover the work that motivates them to achieve their potential by seeking extreme performance improvement. Their job becomes more than a mode of income.

Yet our survey in the 2009 Shift Index showed that passion levels are low across all US industries. In most of them there are fewer than 20 percent of employees that say they are passionate about their work--and no industries have more than 25% that say so. Furthermore, passion levels are inversely related to the size of the employer: the larger the company, the lower the passion levels.

Why is passion so important? Because it drives a questing disposition that is essential to employee performance as they react to the inevitable unexpected challenges today's work environment presents. If you can help make your employees more passionate, you can create value in today's economy.

– Harvard Business School Publishing

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