



# VIEW

info@nslg.net  
602.504.8787

## The Road to Passion

*What drives passion in an employee depends on a lot of things. Specifically, the size of one's organization and the level one has achieved in that organization can affect what will make someone more passionate. Different situations require different "passion drivers," which can be the key to unlocking your organization's potential.*

### A Lack of Passion

Companies are always looking for a competitive edge. They actually need look no further than their own employees. There's a lot of unclaimed passion at work among both managers and executives just dying to be put to use. Only about 20% of an organization is really passionate about their work; these are your stars. But how can you get the same results from the rest of the organization?

### All Passions Great And Small

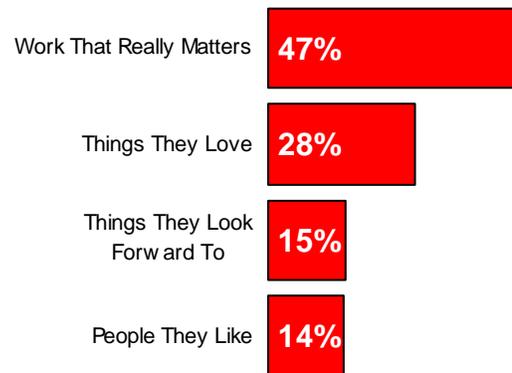
The problem of unclaimed passion calls for different answers in different situations. What works in a big company won't work in a small one. Similarly, what works in the boardroom won't work in a cubicle. You have to know what works and for whom if you're going to get any additional passion from your people.

### The Passion Drivers

We looked at four major "passion drivers": work on things the employee was best at, that add the most value, that excited the employee and the one thing that helps the organization succeed. Work on things

I have more passion for my work if I get to work on...	Big Companies		Small Companies	
	Execs	Mgrs	Execs	Mgrs
...things I'm best at	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
...things that add the most value		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
...things I'm excited about.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
...the one thing that helps the organization succeed.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

### Passionate people spend more attention on:



you're best at helps drive passion throughout big companies, but not for managers of smaller companies. Things that added the most value drove passion through smaller companies and with managers at larger companies, but not at the executive level. And work on things that excited people was only effective at bigger companies.

### Conclusion

Before embarking on a reorganization plan or a new management philosophy, ask yourself: have I considered how this will affect my "passion drivers"? Will the change increase passion for the work or not? Finally, am I pushing passion drivers were they don't belong or won't make as much of an impact? Knowing the answers to these questions before making drastic and expensive changes can help you save a lot of stress in the long run.

To learn more about our unique think tank and findings, contact us at 602.504.8787 or [info@nslg.net](mailto:info@nslg.net).