

The Emotional Economy: How to Grow Passion into Profit

Description:

Consider this: “People choose a job in response to an emotional itch that needs scratching—and leave it for the very same reason. According to the esteemed Gallup Organization, only 30 percent of all U.S. employees are engaged in their work, while 54 percent of their colleagues are not engaged and 16 percent are actively disengaged. The price we pay for this lack of emotional commitment is about \$250 billion a year.”

People who are on purpose in their lives are those who fully grasp the “why behind the what” of their careers. They understand what truly drives them and what gives meaning to their work and to their lives. It is this connection between who they are and what they do that fuels the passion that others call *leadership*.

Passionate people are fully engaged in their work because they are deliberately using all of their gifts and talents on a daily basis, which is why they are happier, more fulfilled and, ultimately, far more productive and profitable than their disengaged counterparts.

“Doing your job has nothing to do with how much you get paid for it.”

Target Audience:

- Men and women who lead, or aspire to lead

Objectives:

- To explore the relationship between *who* you are and *what* you do
- To examine the concepts of purpose, passion, and profit and the positive impact they have on your engagement at work and in your life
- To identify your gifts and talents and how they influence your job fulfillment and success
- To explore the correlation between who you are and your impact on your customer and your business

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Statement of Benefits:

- Fully engage employees in building your organization’s brand and increasing its sales and profits
- Demonstrate to employees how their daily activities have impact and influence on your organization’s vision, mission, and goals
- Decrease employee turnover, and therefore, the cost of recruiting and training new workers
- Boost employee morale, the cornerstone of world-class customer service
- Maximize both the execution and *esprit de corps* of work teams

Delivery Options:

- Tele-seminar
- Webinar
- Keynote
- Four-hour (1/2 day) training
- Full-day training
- Retreat (2-3 days)

All presentations are **customized** to the specific needs, challenges, and requirements of your organization. **They can also be tailored to be gender-specific.**



Nancy D. Solomon