

David Jones Bio

When you see David Jones speak it will be obvious why he wrote a book on passion in the workplace. David exudes energy, power and a deep commitment to helping people get more out of their work lives. He makes you laugh, helps you reflect and inspires you to act in ways that bring passion to you and your workplace.

After obtaining a Bachelors Degree in Sociology and Business from Wilfrid Laurier University, in the late 1980's, David took on the leadership of a cutting edge recreation complex with a large part time and full time staff, an active board of directors and a clear mandate for community development.

In the early 1990's David founded the internet start up company Cellular 411. This entrepreneurial venture pioneered the use of voice recognition technology and applied it to a database of cellular phone records in Canada.

In the mid 90's David founded the training and development company Discover Training. The company began with a focus on technology education. It helped Canada's largest retailer to implement the first ever computer point of sales systems to a nationwide franchise network. Over the years it expanded into soft skills training for professionals and managers across North America and Europe. During this time David pursued a Masters in Adult Education and gained a broad certification in a number of subject areas including Emotional Intelligence, Leadership, Personality Analysis, Creative Problem Solving, Communication and Train the Trainer.

In the late 1990's David founded and ran the Tom Peters Company Canada. Tom Peters, internationally acclaimed American author and speaker, asked David to help him expand the training arm of this international business into the Canadian marketplace. David became certified in Tom's learning products and went on to bring his messages on branding, leadership, project management and running a top notch professional service firm to businesses and non-profit organizations across Canada.

In 2001 David began research for his book "PassionWorks! Your Guide to Passion in the Modern Workplace." Over the course of two years he interviewed over two hundred highly successful people in North America and Europe on the subject of passion at work. These interviews, combined with his education and life experience, resulted in the creation of a breakthrough definition of passion at work. Out of this came a proprietary model that describes exactly how passion can function within each of us at work. In the ensuing years he developed, tested and validated diagnostic tools that have helped thousands around the world to gain clarity on their state of passion at work. His research helps people and organizations to create and sustain passion in their work and their workplaces. With passion, his clients are able to achieve and sustain success, engagement and fulfillment in their work.

In 2005 David launched PassionWorks! Inc. as a response to increasing client demand for workshops, coaching and speaking services associated with his research on passion in the workplace. Together with his business partner, Jacqueline Throop-Robinson, and an expanding local affiliate network, PassionWorks! is quickly spreading around the globe.

In his sessions, David uses PassionWorks! as a base from which to address key topics such as leadership, motivation, sales and team development. He speaks frequently for the manufacturing, health, finance, retail, government and professional services sectors.

When he's not working he can be found on mountains or around water – preferably both. David currently resides in Ottawa, Canada with his wife Monica, and their Chesapeake Bay Retriever dog, Yukon.