

# PASSION TURNS UP THE HEAT ON PRODUCTIVITY

When you hear the name PassionWorks! you could be forgiven for thinking it's the title of a steamy office romance novel. But instead, this Ontario company has its focus clearly set on creating passion in a person's workplace.

PassionWorks! aims to bring an end to all that griping,

coasting, and procrastinating behaviour that could be found in abundance in almost every office setting (c'mon, you know what we're talking about!).

As a network of learning and development professionals, PassionWorks! is dedicated to helping create conditions under which passion can blossom at work.

Oakville businesswoman Linda Montalbano is the Vice President of Graff Retail Inc. which is an affiliate of PassionWorks!

Since 1988, Graff Retail has been designing and delivering award winning training programs and keynote presentations for retailers across the globe. Their client list is impressive to say the least: Home Depot, Roots, Loblaws, Costco Wholesale, Home Hardware, Shoppers Drug Mart, Mark's Work Warehouse and Sony are all household names in anyone's book.

We spoke to Linda about the philosophy behind PassionWorks! and how it can help businesses create environments where employees can find passion in their work experiences.

## Question: What is PassionWorks!?

Linda: It's a system that leaders, teams and individuals can use to create and sustain passion in their current work and

workplace. It's based on research conducted with thousands of highly successful people located around the world. The research has resulted in a book, statistically validated diagnostic tools and interactive workshops.

## Question: How would organizations benefit from the program?

Linda: They learn how to empower their people to minimize griping, obsessing, coasting, procrastinating and rushing behaviours. Research strongly indicates that these negative behaviours are at the root of stress, misalignment, turnover and waste. By giving people practical tools to combat these behaviours, organizations dramatically improve their ability to produce superior results in a sustainable fashion.

## Question: How would the program impact the level of service in an organization?

Linda: Customers buy from, and are loyal to people who are passionate about their work and the products they sell. This passion is contagious. Passionate professionals care about their products, services and their customers' well being. They will settle for nothing less than providing a superior level of service to their clients. Contrast that with employees who are griping, coasting, rushing and procrastinating and you see how vital PassionWorks! is to creating a superior level of service.

## Question: Why did Graff Retail become an affiliate?

Linda: PassionWorks! is a truly unique product. It has been described as "breakthrough research" that serves as the "master key to unlocking the individual motivational levels of team members". Graff Retail partnered with PassionWorks! because we saw how it could help our clients in very practical ways to achieve their most important goals;

Happier Staff ▪ Satisfied Customers ▪ Increased Revenue.

## Let Graff Retail help make an immediate impact on your store performance today!

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**PassionWorks!**  
Stimulating Enterprise



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driving retail performance