

COMMITMENT. ENGAGEMENT. ALIGNMENT.

PassionWorks!™

WHAT YOU'LL LEARN:

- A NEW DEFINITION OF PASSION AT WORK
- THE PASSIONWORKS™ MODEL
- CREATING PASSIONFLOW™ IN YOURSELF AND OTHERS
- AVOIDING DESTRUCTIVE BEHAVIORS LIKE GRIPING, COASTING, RUSHING AND OBSESSING

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Our research, conducted with over 200 highly successful people from for-profit and not-for-profit industries in North America and Europe, examines how passion at work is created, unblocked and sustained.

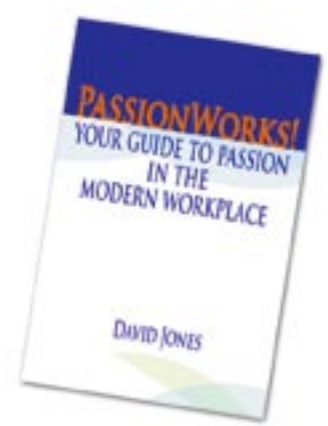
In 2001, David Jones researched *PassionWorks!™ A Guide to Passion in the Modern Workplace* to demystify what we call passion.

During the interviews, people shared their definition of passion. They shared stories of having passion at work and also stories of when it was absent. David learned:

- Why it is sometimes difficult to create and sustain passion at work.
- How, despite these factors, people created the conditions for passion anyway.
- What benefits passion created for people at work and in their lives.
- And much more!

“PassionWorks!™ is a book every leader should have on their desk, not on their bookshelf. This should be a pocket book, so you can carry it around everywhere you go.”

- Linda Montalbano, Vice President, Graff Retail Group



HOW OUR CLIENTS BENEFIT

Results • Loyalty • Recruitment • Retention • Spirit • Leadership • Client Service • Career • Stamina

As CEO, Jacqueline spends most of her time with a wide-range of organizations conducting ongoing research and helping clients apply the PassionWorks!™ Model to diverse issues and challenges.

Three stories

1. **A Multi-national Insurance Company (Bermuda)** used PassionWorks!™ to help employees see their work in new and energizing ways. By deeply understanding their own needs, employees can create the conditions needed to strengthen engagement and fulfillment in their existing jobs.
2. **A Century-old Law Firm (Canada)** used PassionWorks!™ to create a strong brand identity and culture after a series of mergers and acquisitions.
3. **A Nation-wide Auto Parts Manufacturer (USA)** used PassionWorks!™ to deepen leadership skills to increase productivity and retention.



Jacqueline Throop-Robinson
CEO of Passionworks Inc.



First, begin with self-study

Individual, Team and Organizational online assessments that profile your current experience with passion at work, reporting your strengths and improvement areas as well as tips and strategies to move forward.

Next, bring your team together

- **2-4 hour seminars:** build on the self-study with guided activities by accredited instructors.
- **1-2 day workshops:** examine all key drivers, conduct a job analysis and build skills to support your and others' passion.
- **3+ day retreats:** create an environment for personal and organizational transformation, including comprehensive workplace analysis.

“My clients love these tools. They’re easy to use, accurate and filled with helpful advice.”

We focus on

- Personal Mastery
- Team Skills
- Leadership Development
- Sales/Service Skills

Passion in your work, team and organization is no longer a nice to have – it's a must have.

According to research conducted by PassionWorks!™: “The most successful employees, as identified by senior leaders, leave teams and/or organizations that do not provide structures and opportunities that support a passionate working experience.”

Our organization-wide employee engagement assessments dramatically help you manage productivity, retention and recruiting needs.

Step 1: Invite all employees to participate in the survey

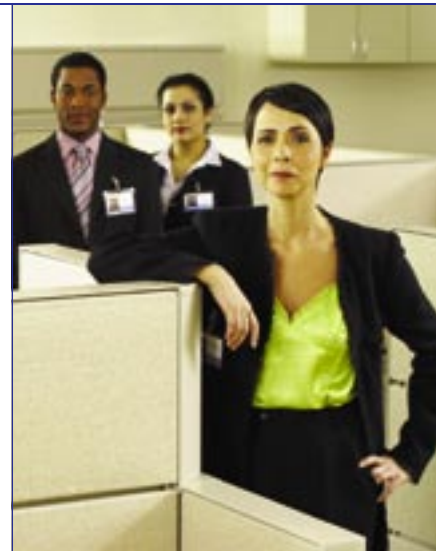
Step 2: Provide immediate results with personalized reports received instantly upon survey completion

Step 3: Offer self-study support

Step 4: Hold a management retreat to create customized solutions

Step 5: Implement and measure for 12 months then evaluate

“The data and recommendations we received were incredibly powerful.”





We offer certification programs that train qualified individuals to deliver PassionWorks!™ workshops inside their own company. We also partner with other training organizations to assist us in opening new markets.

- **Workshop Materials** – Each participant kit includes electronic diagnostic tools with a personalized report, a 100-page workbook containing a research synopsis, planning activities, interactive exercises, job aids, and a *PassionWorks!™ Your Guide to Passion in the Modern Workplace* textbook. Post accreditation, participant materials qualify for volume discounts.
- **Train-The-Trainer** – Each facilitator receives a leader guide, a slide pack with notes, the PassionWorks!™ Card Game, and assessment tool guide & web-based management tools.
- **Ongoing Support** – Monthly newsletters, quarterly webinars, telephone coaching support, annual network conferences are offered to all facilitators.
- **PR, Marketing and Sales Support** – Brochures, articles, advertisements and more!

Course Content

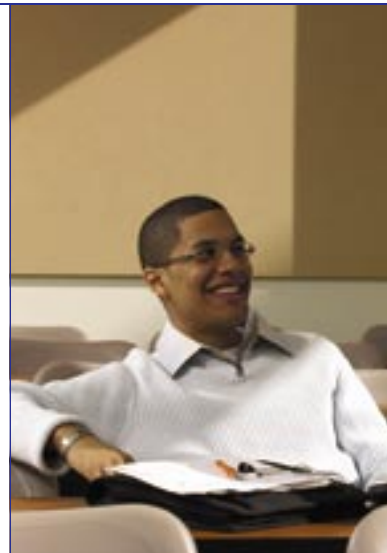
You will:

- Know the benefits of passion at work.
- Understand the PassionWorks!™ model and your diagnostic results.
- Create a deep awareness of what is meaningful and what generates feelings of progress.
- Develop your Meaning x Progress Formulas™.
- Create the conditions to support passion in your own work.
- Reframe for progress and structure work processes to promote passion.
- Identify and overcome what blocks passion for you.

“We’ve seen people literally transformed by the work.”

In addition to creating a strong understanding, you will delve further and learn to:

- See your PassionWorks!™ journey through a series of reflection activities.
- Remove destructive behaviours: Gripping, Rushing, Obsessing, Coasting, Procrastinating, Boredom.
- Align your work objectives with your stakeholders’ to inspire passion.
- Use PassionWorks!™ as a framework to engage peers and clients.
- Participate in a simulation activity to generate insight about your and others’ PassionFlow™ needs.
- Examine other key research results around how to create, sustain and unblock passion.
- Implement the key drivers of passion most neglected.
- Set goals for moving toward PassionFlow™.





Course Content

You will begin by looking at your own experience of passion at work. (See first half of objectives for individual contributors.)

Once you are grounded in your own experience, you will focus on your role as a leader. You will learn to:

- Understand the benefits of passion for teams.
- Examine the role of leadership and create an action plan.
- Identify the conditions that inspire and block passion for your team members.
- Identify what phase your team may be experiencing.
- Foster working relationships that nurture passion.
- Create an awareness of what is meaningful and what generates feelings of progress for your team.
- Use values and establish goals in ways that inspire passion.
- Coach, communicate and give feedback to inspire passion.
- Use performance management systems to inspire passion.
- Manage destructive staff behaviours: Gripping, Rushing, Obsessing, Coasting, Procrastinating, and Boredom.

“These modules are a big hit. The research has become a differentiator for us.”

“A passionate organization is built by employers who understand how to facilitate passion and employees who understand how to find passion. This book addresses both of these critical passion factors with a comprehensive exposé of passion - what generates passion, how to achieve it and how to sustain it. In addition to being a great place to work, the passionate organization is also in a much better position to foster passionate clients!”

– Heather Marriott, Vice President - Market Intelligence, Revenue Management Ltd

“It’s encouraging to know that my company is interested in PassionFlow™ and how I can find it or sustain it. Content in the session is applicable to help me focus on what to do to generate PassionFlow™. Thank You!”

– M. Chow, Lexmark Canada Inc.

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