



# **The Passion Principle: Designing a Passionate Organization (Passionate Lives and Leaders Series Book 1)**

*Phil Hotsenpiller, James R. Lucas*

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Do you want an organization with an unmistakable identity, a vision so compelling that people invest themselves in the cause and compete for a chance to join you? This booklet shows you how to fashion a powerful charter for success.

A great organization pursues a great vision -- a vision, forged by passionate, committed people in the organization. A passionately shared vision draws on all of their ideas, personalities, and passions to build a unique organization, one whose success can be admired but not replicated.

World-class leaders don't stop there: they design cultures that draw out and align the individual passions of all their people with the passions of the organization. When a passionate organization™ meets an organization whose people are merely engaged, the passionate organization™ will triumph every time.

This step-by-step guide will show you how to design 7 factors in your organization around a powerful core, clear 5 obstacles to building a passionate organization, and build 10 key elements into your organization to ignite and sustain its passion.

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