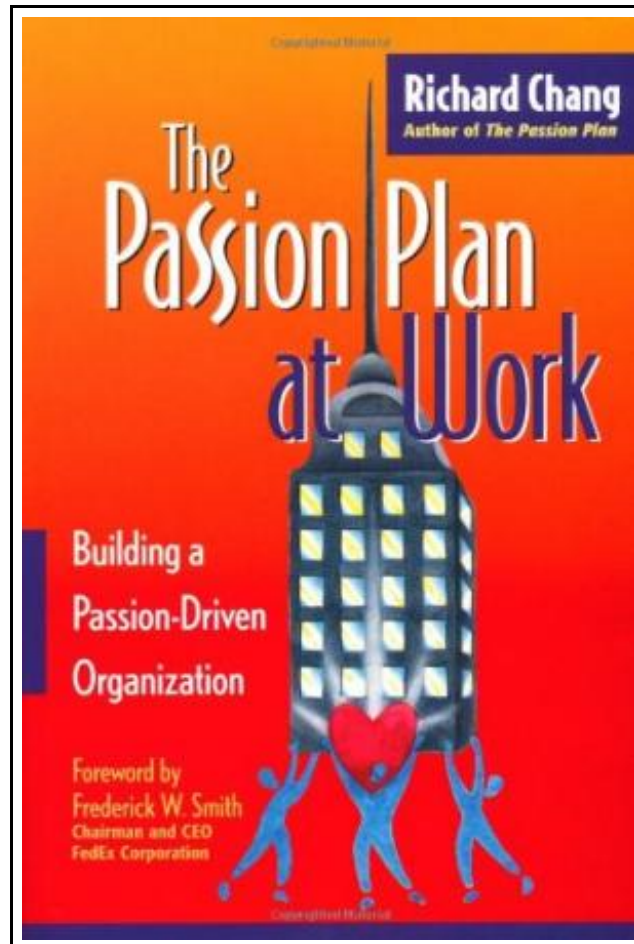


## The Passion Plan at Work: Building a Passion-Driven Organization



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## THE PASSION PLAN AT WORK: BUILDING A PASSION-DRIVEN ORGANIZATION



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Jossey-Bass, 2001. Hardcover. Book Condition: New. Dust Jacket Condition: New. 1st Edition. 271 Pages. From the Inside Flap: In his recent book, *The Passion Plan: A Step-by-Step Guide to Discovering, Developing, and Living Your Passion*, Richard Chang showed individuals how to discover their passion and turn it into personal and professional fulfillment. But for every individual seeking passion, says Chang, there is an organization hoping to do the same. Passion is the make-or-break issue at both the organizational and the personal level, and in *The Passion Plan at Work* he shows how to bring passion into the workplace and turn good companies into great ones. Adapting his seven-step model for individuals to an organizational perspective, Chang reveals how passion can provide direction and improve performance at all levels of a company. He explains how to identify passion and introduce it into the organizational setting, clarify a purpose that stems from passion, spread passion to employees, co-workers, and customers? and preserve it in the face of adversity. Carefully leading readers through the process of how to do it themselves, Chang provides specific guidelines that show how to define an action plan for transforming an organization around passion, implement the plan, and get results. And all along the way he provides practical tools? questionnaires, worksheets, and checklists to help assess an organization's Passion Profile and target areas for future improvement action. Throughout the book, Chang provides illustrative stories from his own original research of twelve superior organizations that have successfully captured the passion of their associates. In entertaining and informative examples, he shows how these organizations which include Ben & Jerry's, Gateway Computers, Southwest Airlines, Earthlink, and other companies both large and small? have used passion to build success. THE AUTHOR Richard Chang is CEO of Richard Chang Associates, Inc., a performance-improvement consulting, training, and...



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