

# Re-Igniting the Passionate Organization

## *Create a Culture of Passion and Creativity*

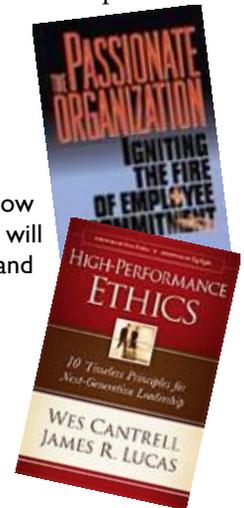
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8:30 am – 4:30 pm

Numerous companies have had everything- the right product, skilled employees, and a commanding reputation- yet they still fail. Maybe they're forgetting the passion. Lucas really believes "the game is people and the formula for winning is involvement." The best leaders see past performance reviews and employee manuals. Their success comes from harnessing the employee's passion.

Lucas will emphasize "big vision", mutual trust, and deeply held core values in order to teach leaders how to find and ignite passionate employees who focus on creativity, diversity, and liveliness. This emphasis will ultimately unite the company in a fiery passion of quality production. A passionate workforce can win and gain a competitive edge by:

- Making shifts and leaps that strategic planning alone cannot envision;
- Fighting to achieve the organization's mission;
- Bringing continuous improvement, creativity, and innovation to their work; and
- Enjoying a more fulfilling life, personally and professionally, by committing to something greater than themselves.



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**James Lucas** is a treasure trove of leadership and organization development information. He is recognized as a groundbreaking author, thought leader, and professional speaker on the aforementioned topics. Lucas has held multiple key positions in a number of organizations including EMCI, Hallmark Cards, VF Corporation, and Black & Veatch Consulting Engineers. He has authored 14 books, five of which cover leadership and organization development. He has also served as a professor in the School of Professional Studies at Rockhurst University in Kansas City. Jim received his education in leadership, business, economics, and engineering at the University of Missouri.



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## This program will help executives:

- Learn ten clues to whether employees are passionate about a company and their role in it
- Align organization goals with employee's personal passions, and why it is both the right thing and the smart thing to do
- Create a culture where passion, creativity and high performance are alive and thriving, and how to pick and prepare the right passionate people