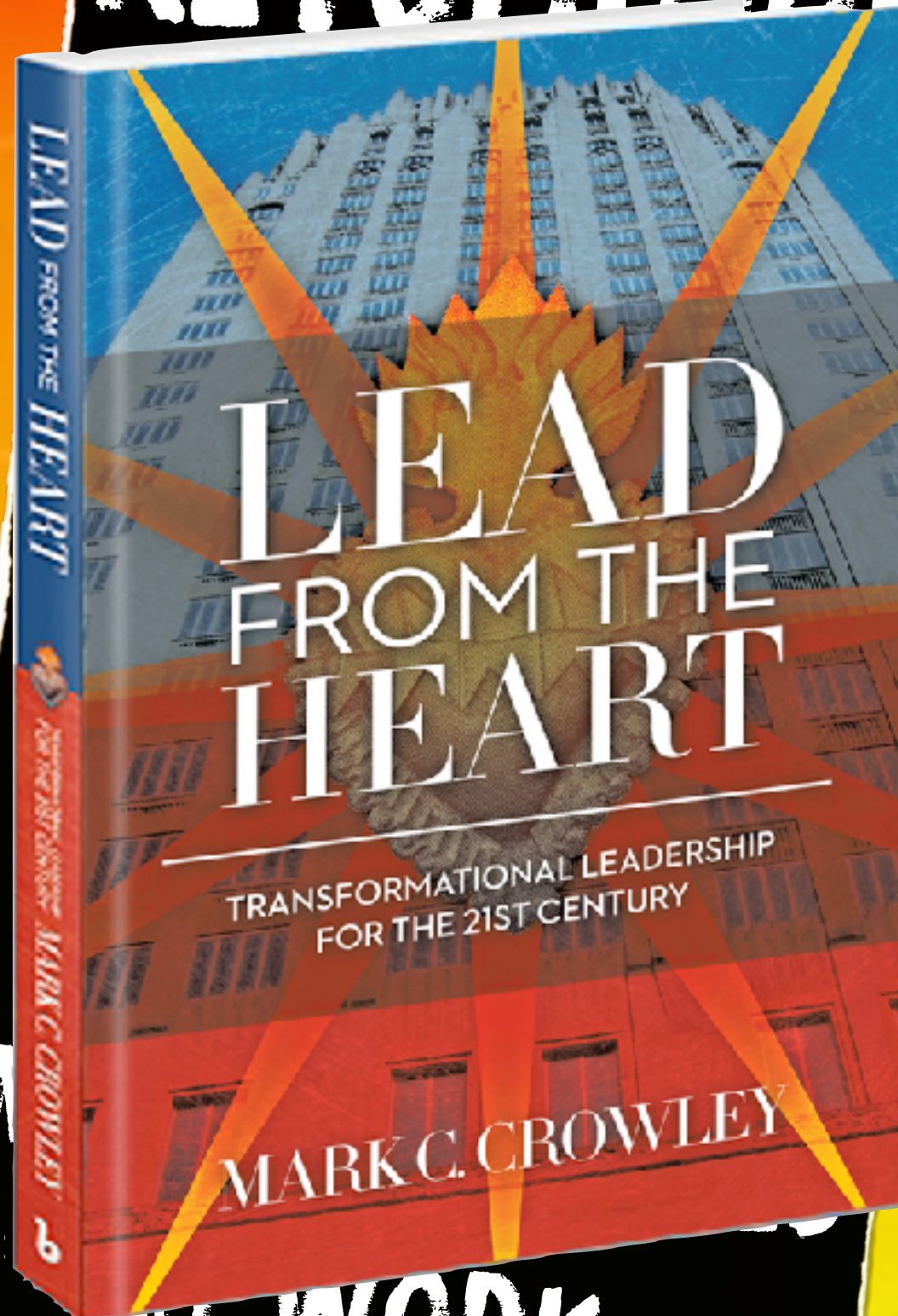


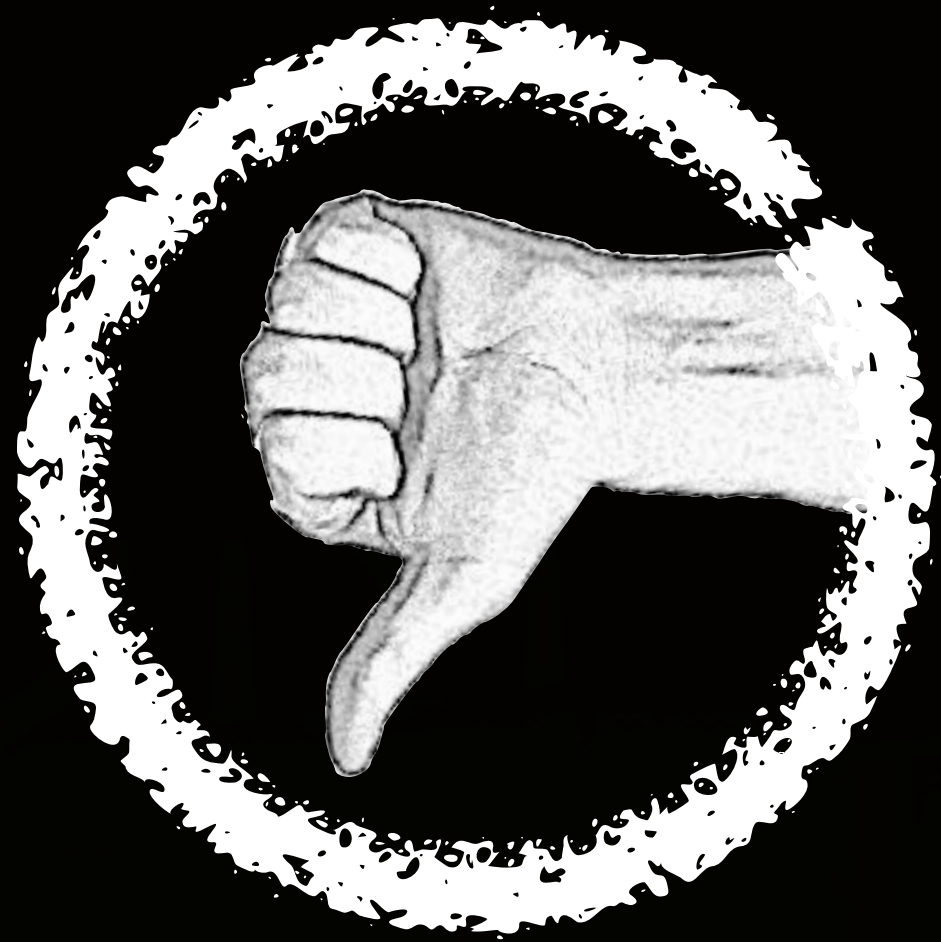
REVOLUTION



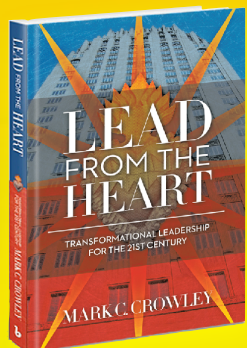
AT WORK!



# REVOLUTION



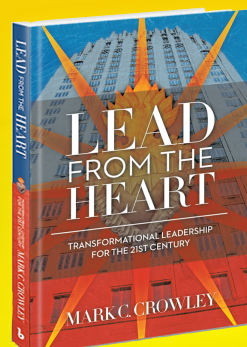
## WE'RE UNFULFILLED AT WORK!







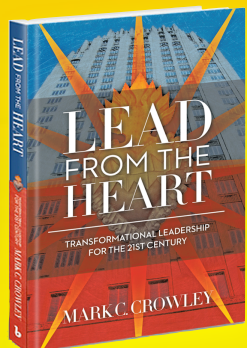
# Study: Most Americans unhappy at work







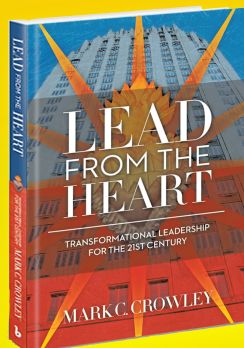
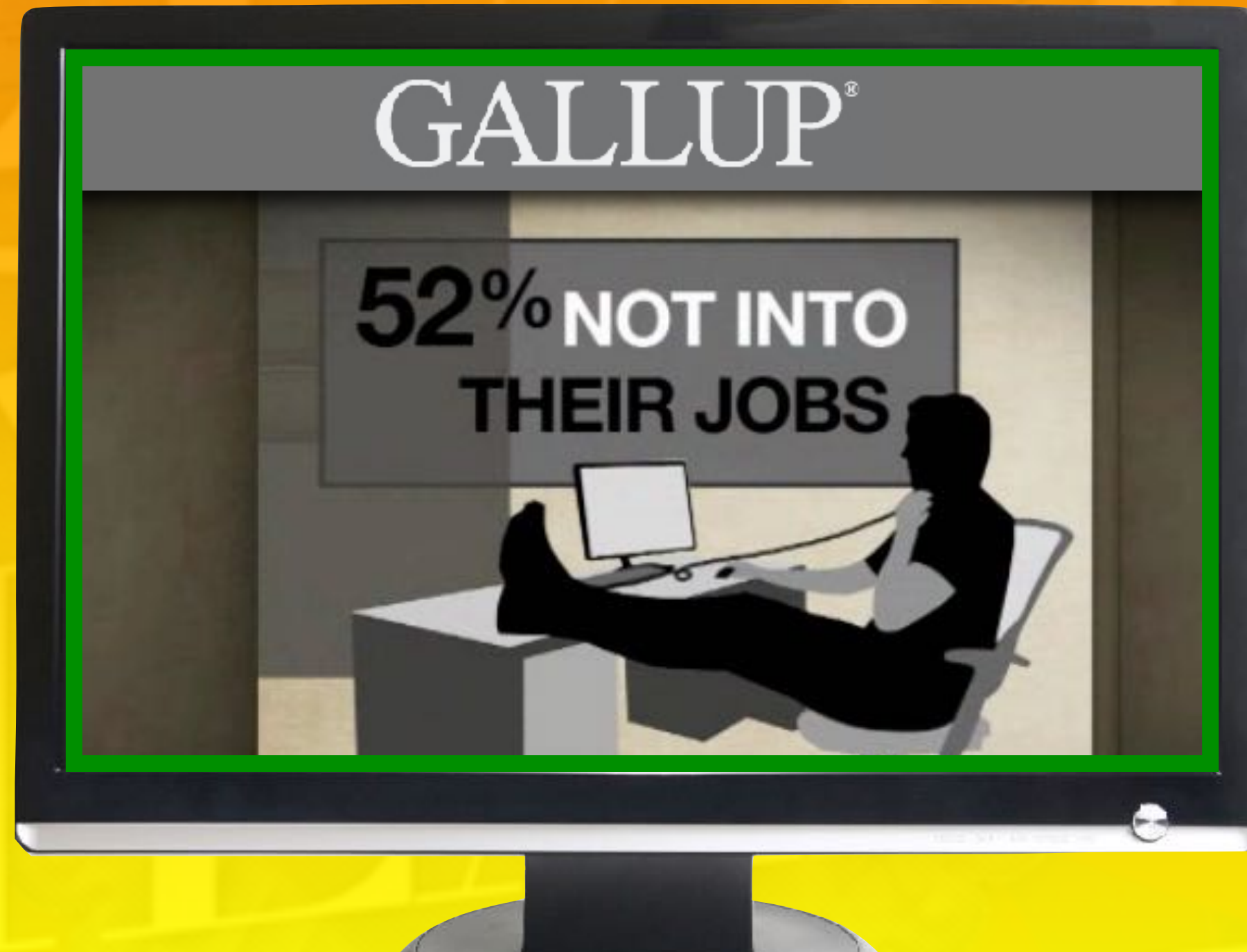
# Study: Most Americans unhappy at work







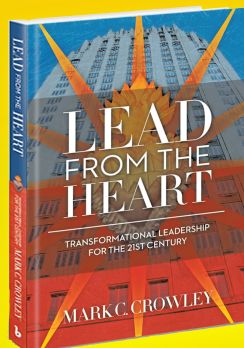
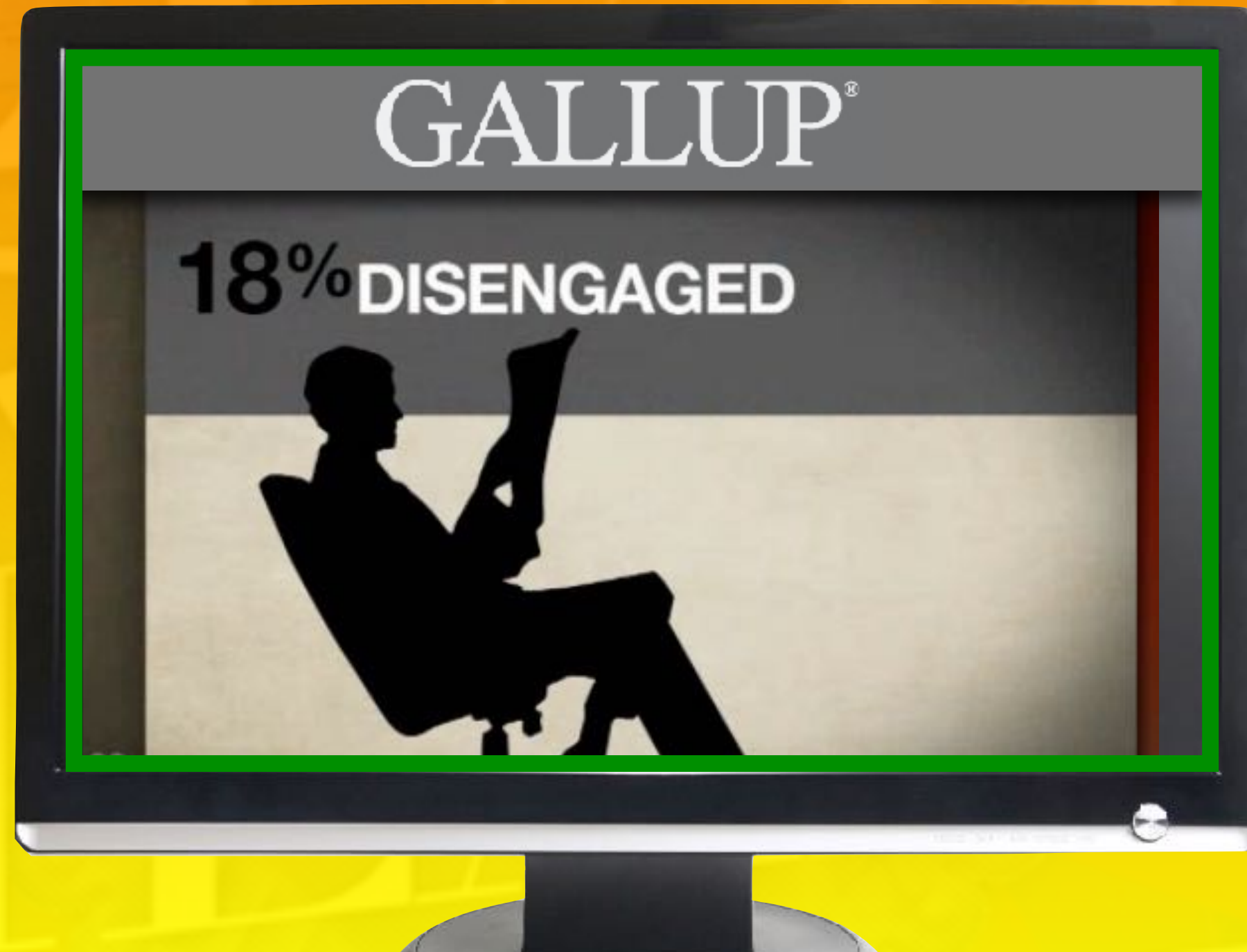
# Study: Most Americans unhappy at work



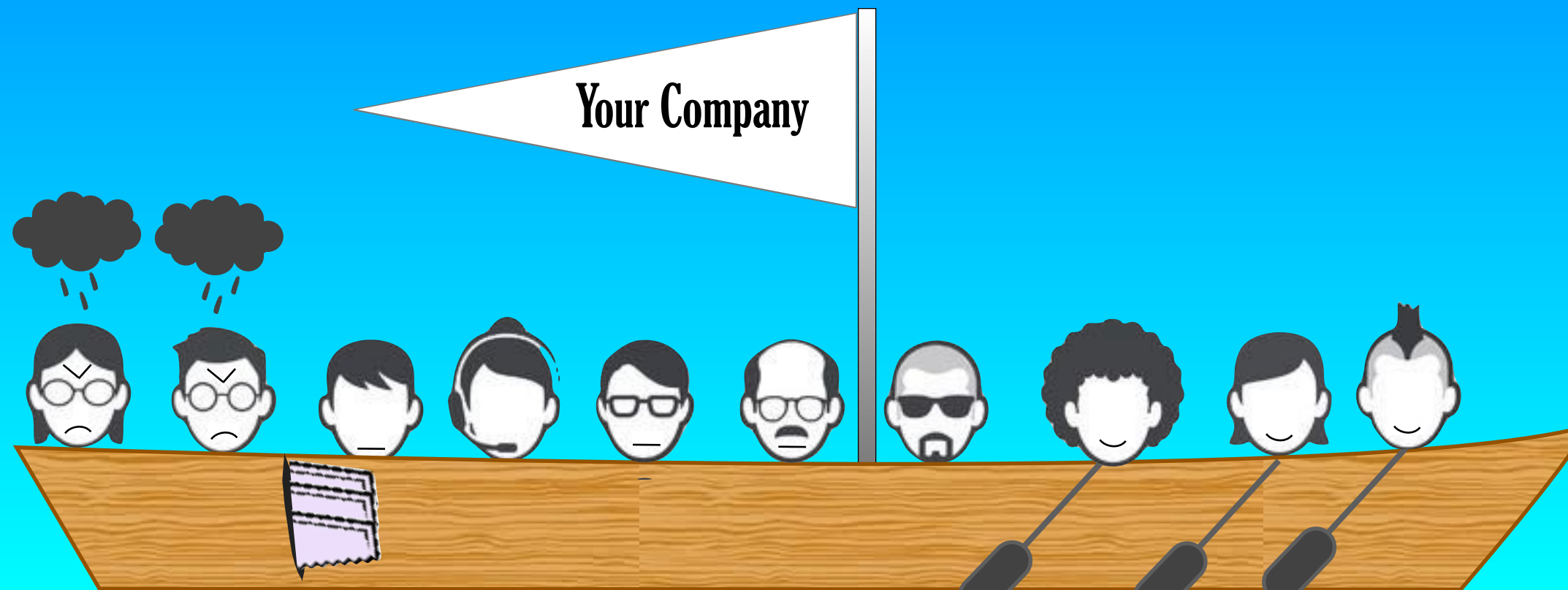




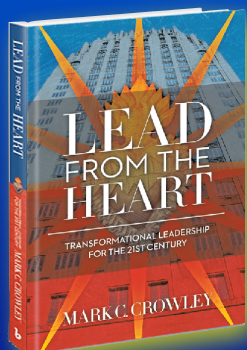
# Study: Most Americans unhappy at work



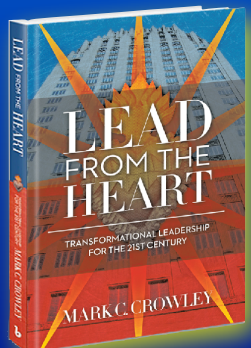




30%

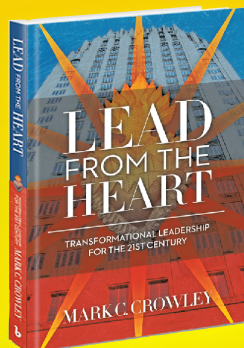








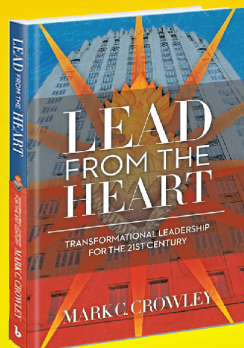
# WHAT MAKES US DISENGAGED?





**OUR NEEDS HAVE CHANGED.**

**OUR LEADERS HAVE FAILED  
TO EVOLVE.**



• The Boss •

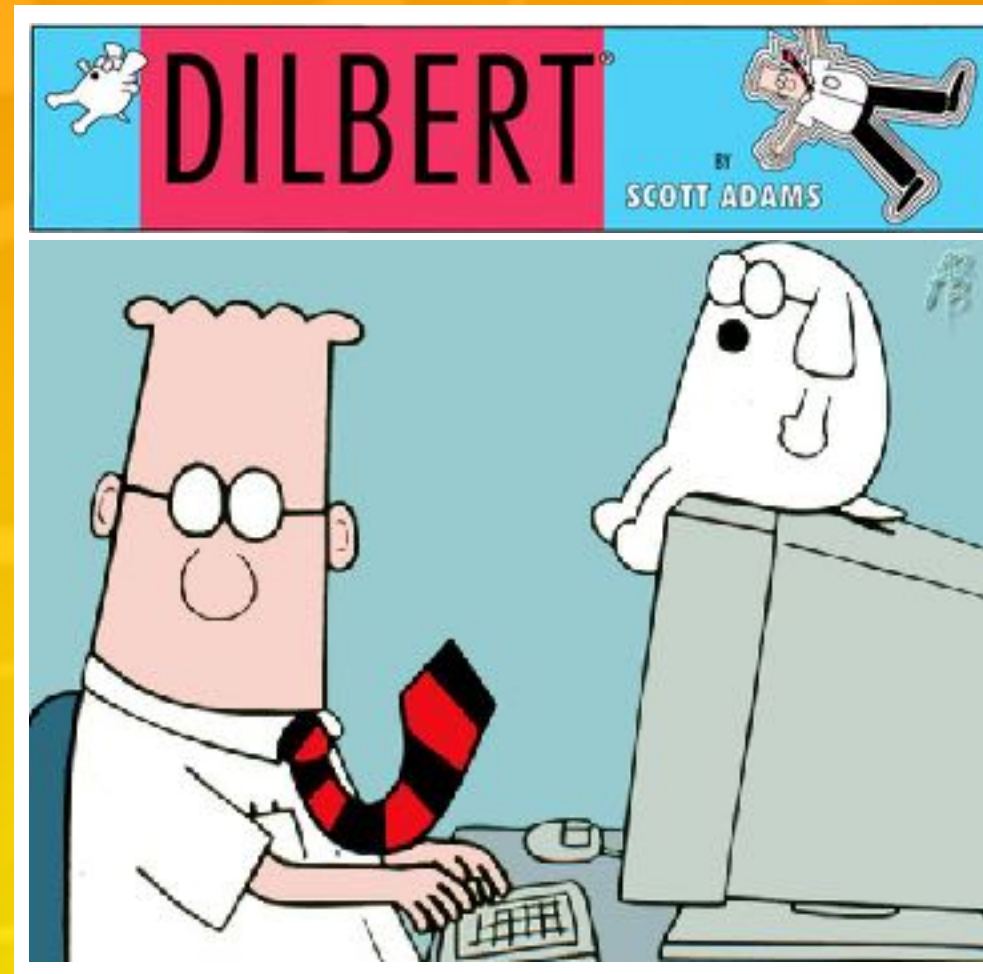




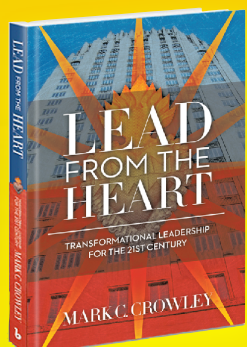
# THE CONFERENCE BOARD



Monitoring employee happiness since 1987

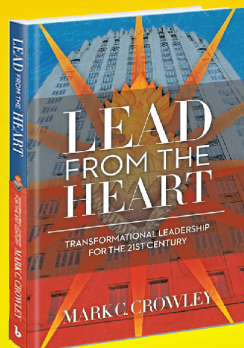
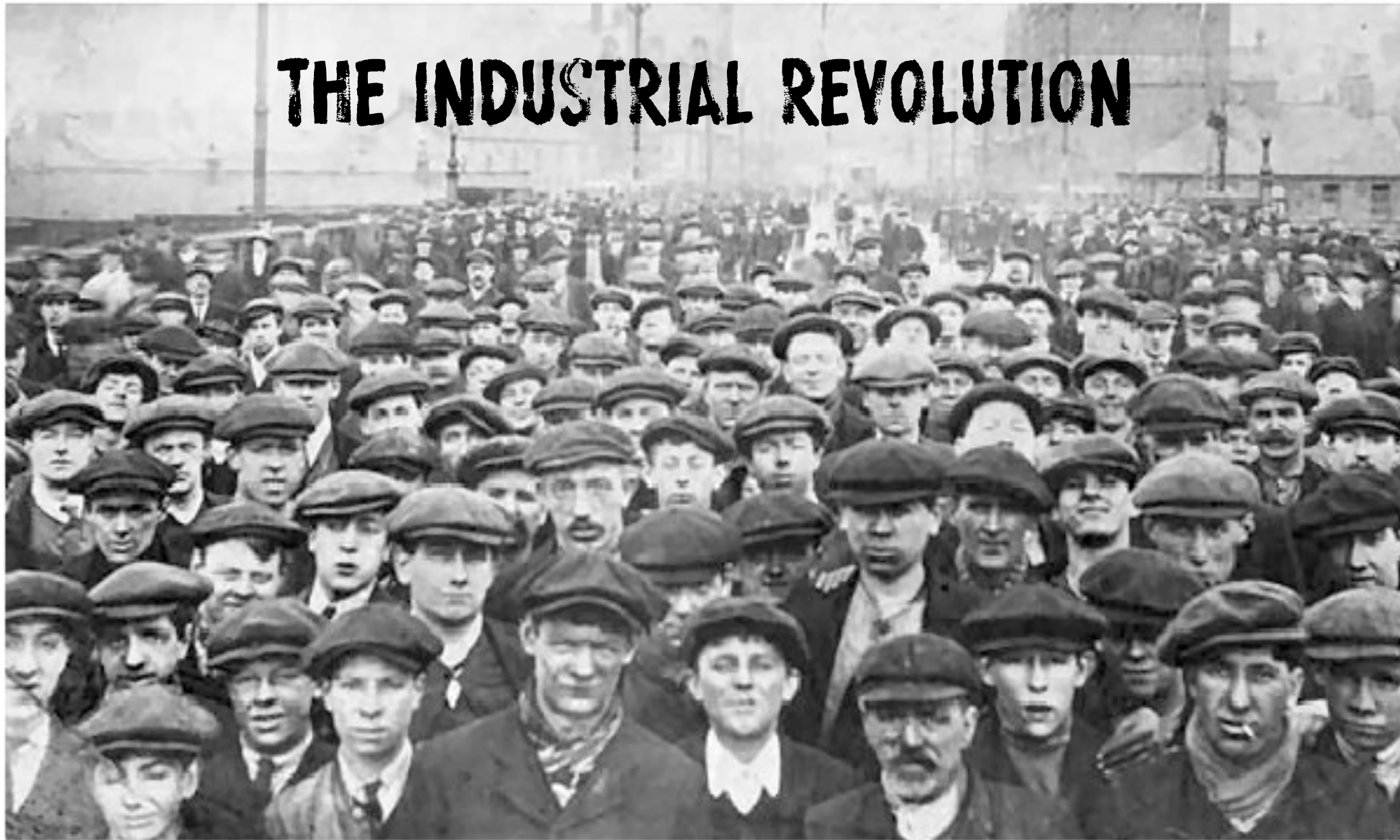


Monitoring employee happiness since 1989





# THE INDUSTRIAL REVOLUTION





# Basic needs



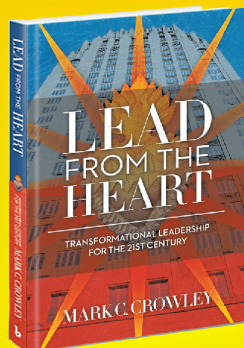
**SHELTER**



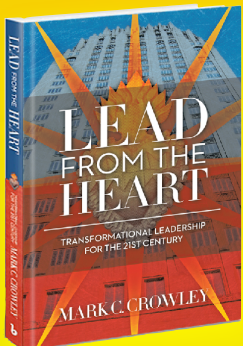
**FOOD**



**MONEY**



# Maslow





**MOST COMPANIES, INC.**  
332 SOMEWHERE LANE  
PLACETOWN, NY 00021

142

DATE until recently

PAY TO THE ORDER OF Mr. or Mrs. Any Employee \$ just enough

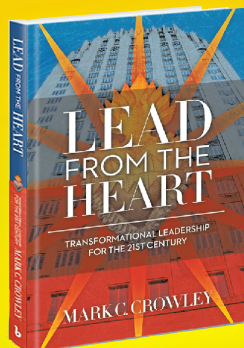
the sum needed to keep you working and not 1/00 more DOLLARS



Security Features  
Included.  
Details on Back.

MEMO You could be fired at any moment!

*The Boss*





# **TRADITIONAL LEADERSHIP THEORY**

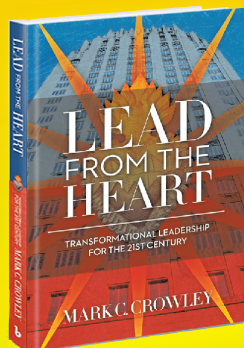
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**PAY AS LITTLE AS POSSIBLE!**

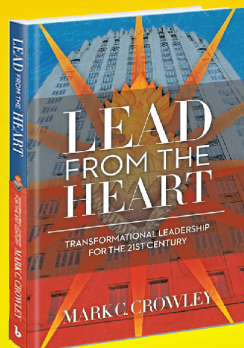
**SQUEEZE AS MUCH AS POSSIBLE!**

**FAIL TO PERFORM AND BE REPLACED!**

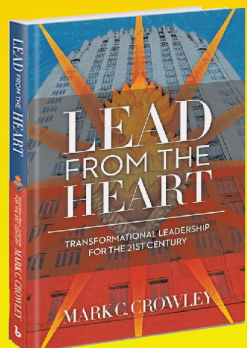




• The Boss •







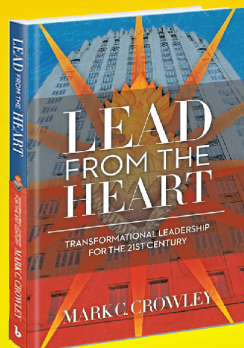


unique expertise and talents are NOT EASY to find





# Maslow



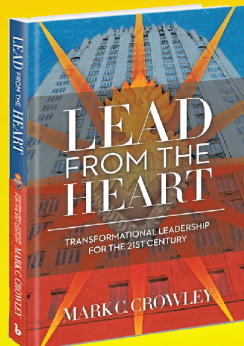


# We Want...

**MEANING**

**HAPPINESS**

**SIGNIFICANCE**

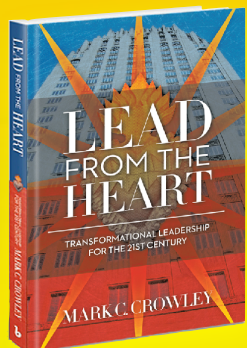




# How important is pay?



1. **WORK FOR A COMPANY WE RESPECT**
2. **A TRUSTWORTHY & EMPOWERING BOSS**
3. **JOB VARIETY TO MAKE USE OF OUR TALENTS**
4. **TO BE VALUED & RECOGNIZED**
5. **PAY**

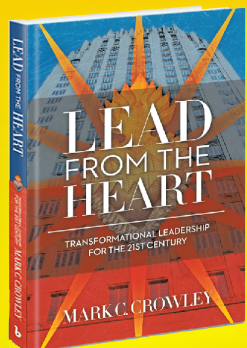






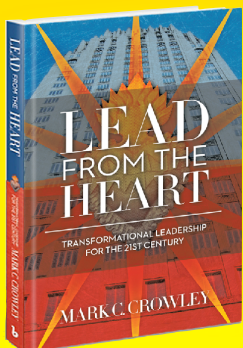
**I WANT:  
YOUR INITIATIVE, CREATIVITY & LOYALTY**

**I GIVE YOU:**



**DANGER**

**TOUCHY-FEELY  
BULL S#!T?**

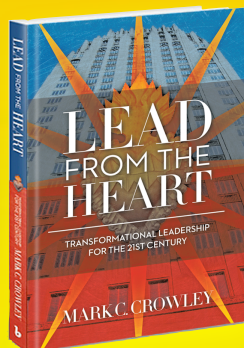




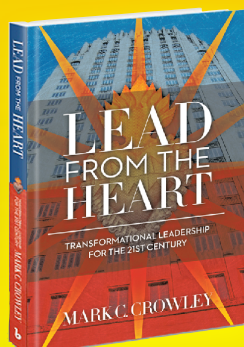
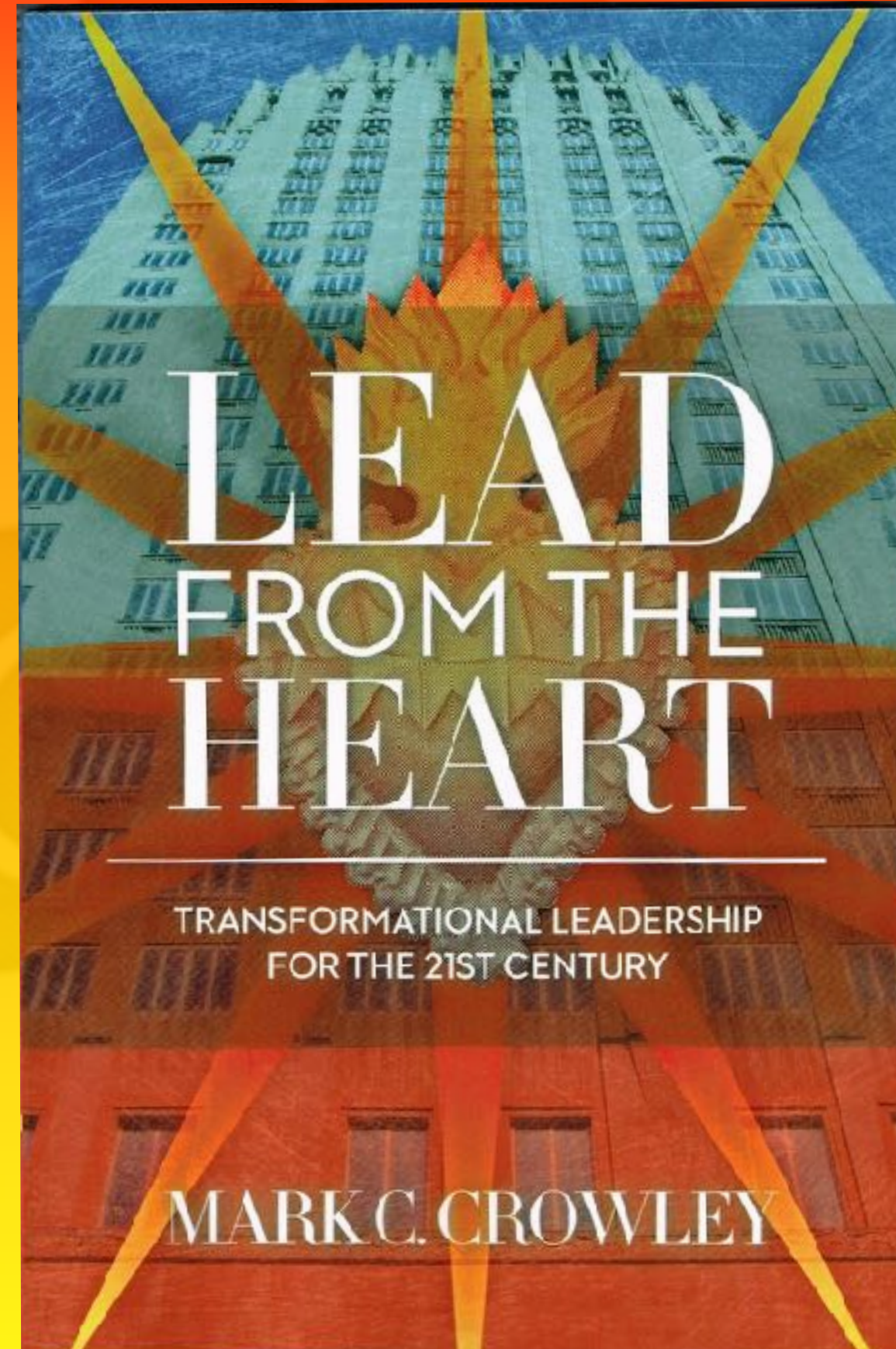


## PARNASSUS INVESTMENTS

**WORKPLACE FUND 9.63%**  
**S&P 500 5.48%**

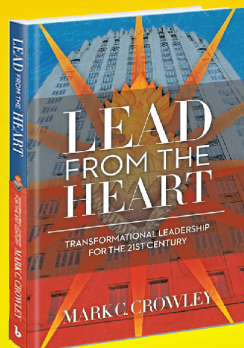








# Business = ~~Heart?~~

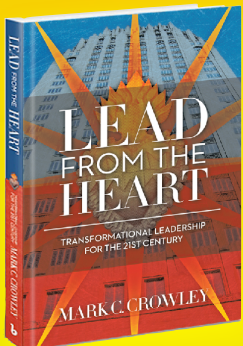




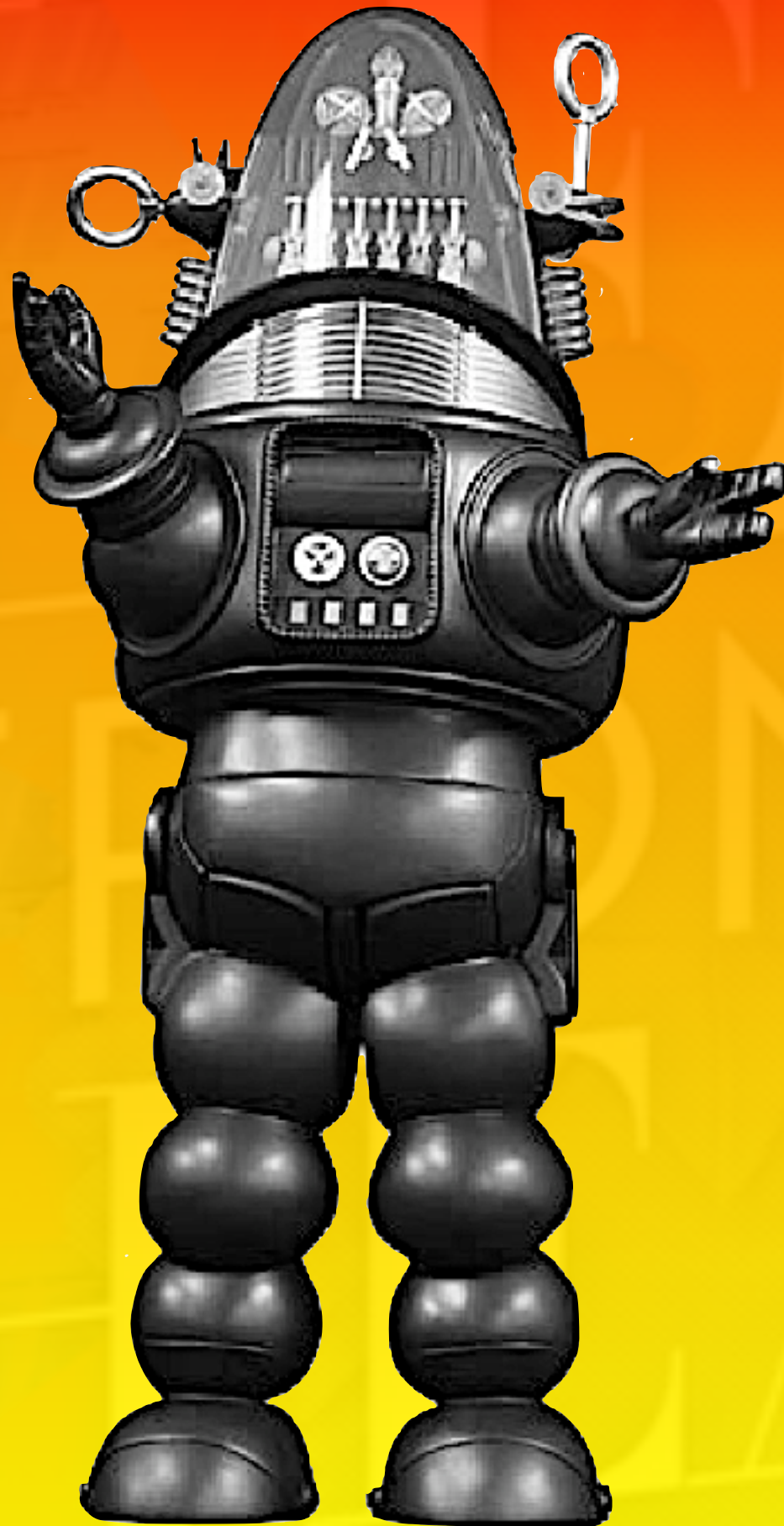
# Management Experience

*Mark C. Crowley*

- Stockbrokers
- Bank Managers
- Financial Analysts
- Loan Officers
- Leader Of The Year



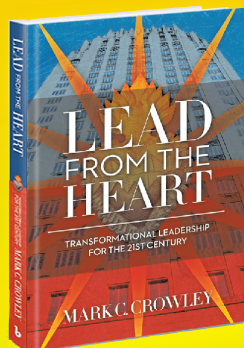




CRUSH!

KILL!

DESTROY!







**SHIFTLESS!**

**INGRATE!**

**NON COMPOS MENTIS!**

**MENDACIOUS!**

**PUSILLANIMOUS!**





words to destroy a child's spirit

Google Search

I'm Feeling Lucky



# Mrs. Whitman



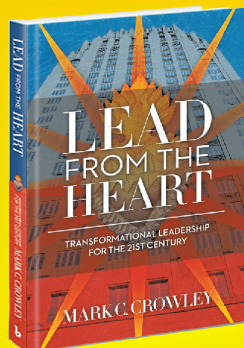
😊 **SUPPORTIVE**

😊 **DRIVEN**

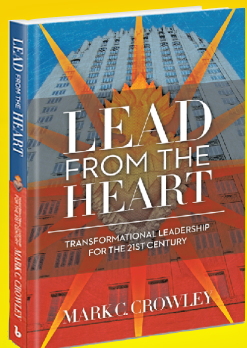
😊 **INCLUSIVE**

😊 **CONNECTING**

😊 **NURTURING**







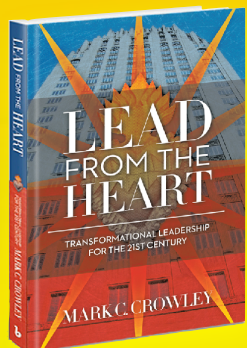


# Management Plan

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*Mark C. Crowley*

**WHAT IF I  
SUPPORT MY  
PEOPLE &  
HELP THEM  
PERFORM TO THEIR  
HIGHEST POTENTIAL?**





# Supporting people

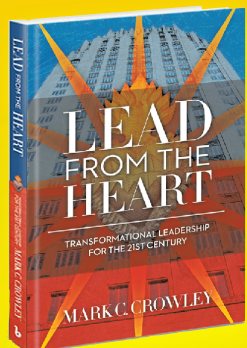
**FOSTERING THEIR SENSE OF WELL-BEING...**

**IDENTIFYING THEIR POTENTIAL...**

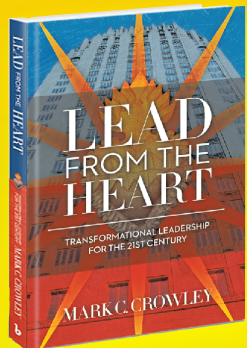
**ACCELERATING THEIR EFFECTIVENESS...**

**ENCOURAGING THEM...**

**HONORING AND RECOGNIZING...**

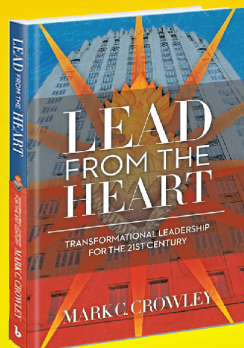






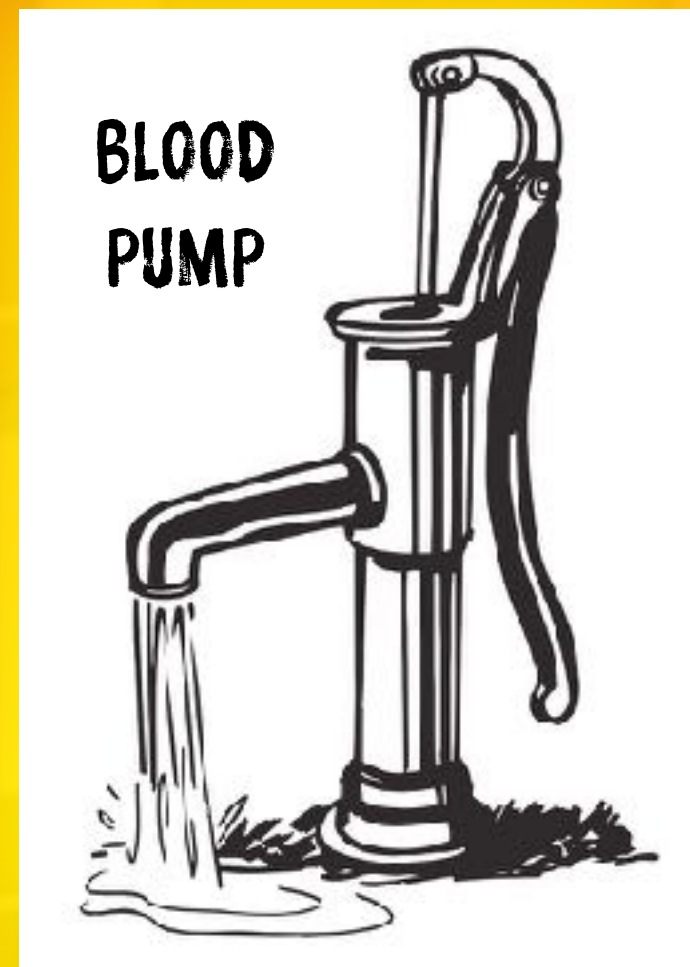


**WE NEVER OUTGROW  
THIS KIND OF SUPPORT!**

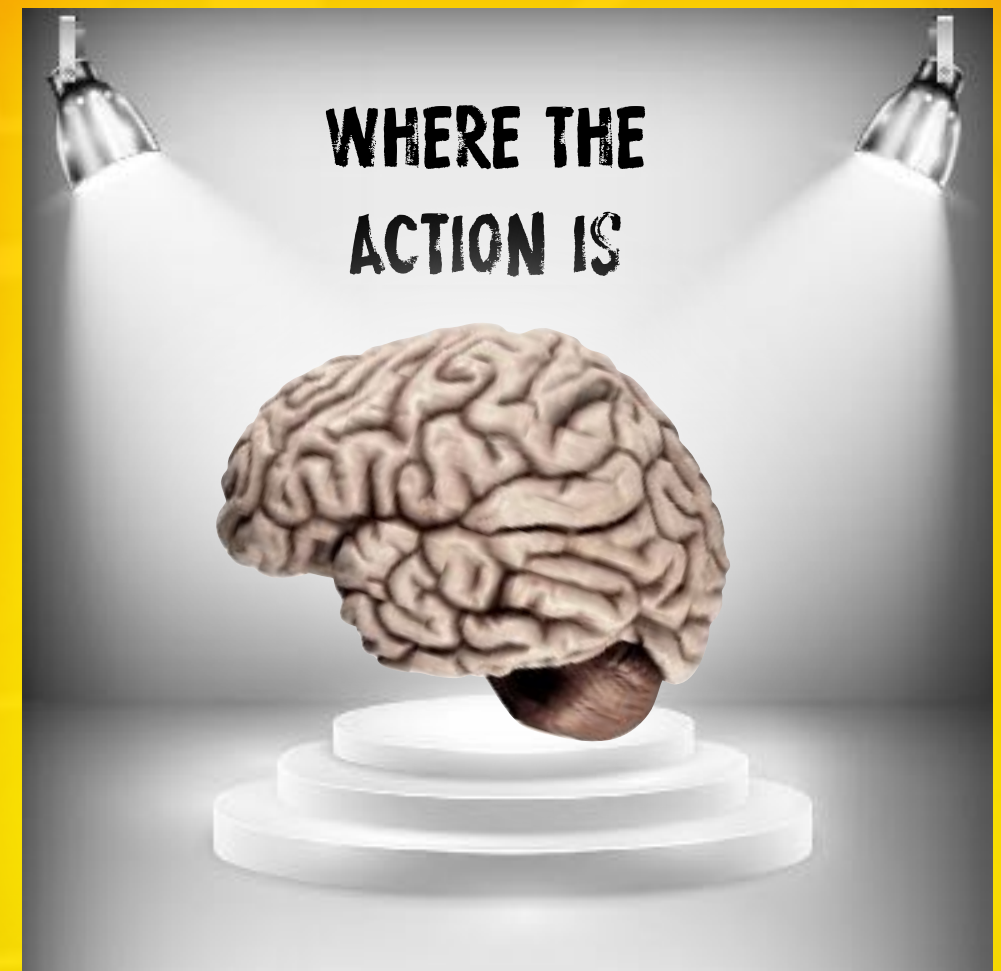




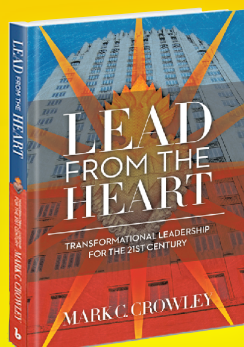
# WHAT WE'VE BELIEVED



**HEART**



**BRAIN**





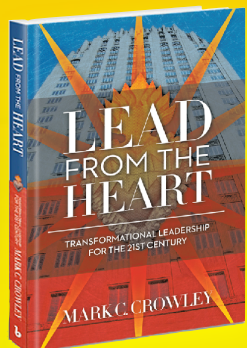
# WHAT WE SAY

"FOLLOW YOUR HEART"

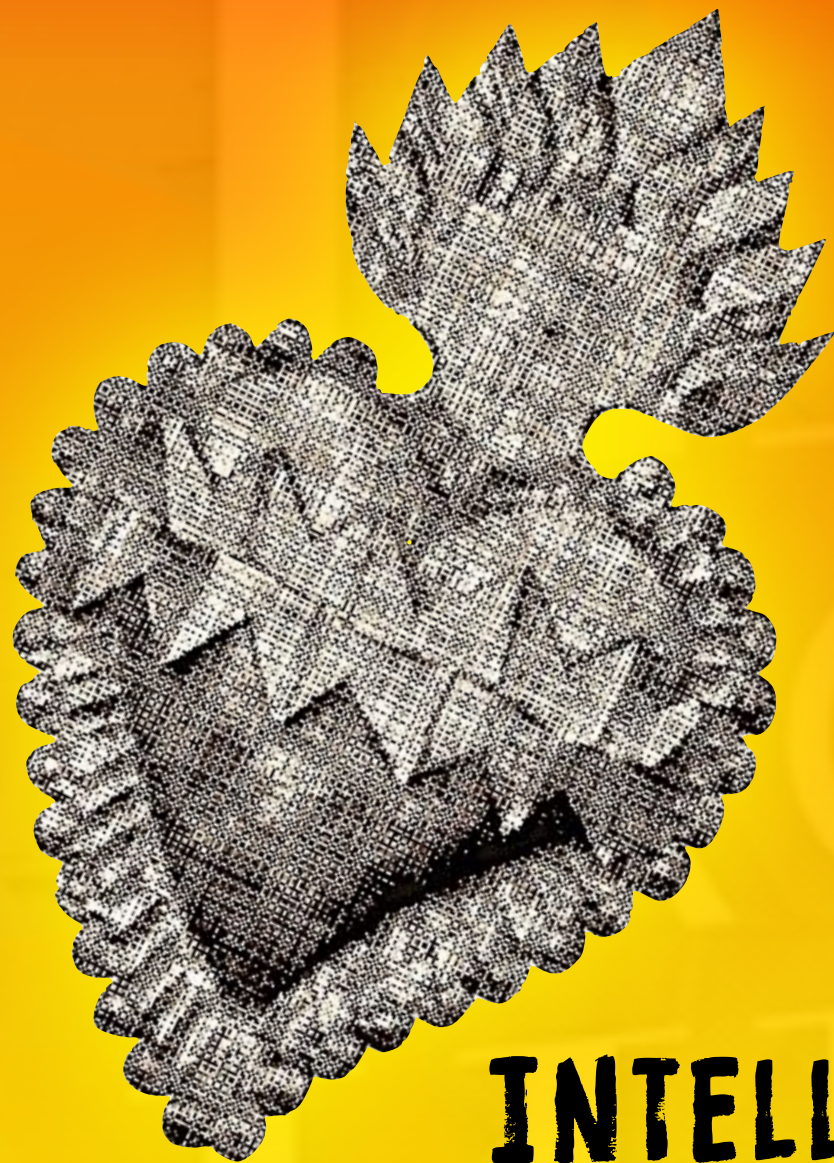
"TAKE IT TO HEART"

"LEARN IT BY HEART"

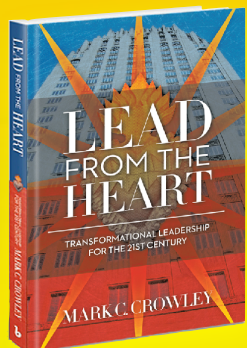
"A CHANGE OF HEART"





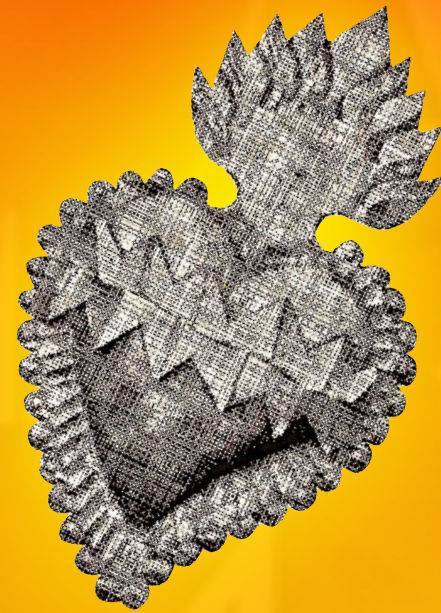


**INTELLIGENCE  
LOGIC**





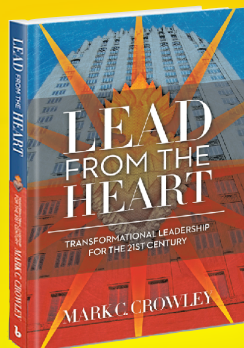
**THE HEART IS THE  
OF HUMAN**



**PRIMARY DRIVER  
PERFORMANCE**

**FEELINGS**

**~~THOUGHTS~~**





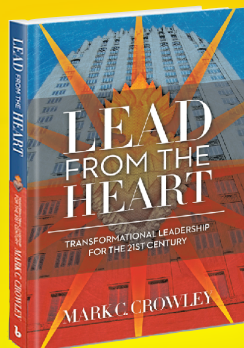
**LOVE YOUR PEOPLE!**

**CARE ABOUT YOUR PEOPLE!**

**DEVELOP YOUR PEOPLE!**

**SHARE WITH YOUR PEOPLE!**

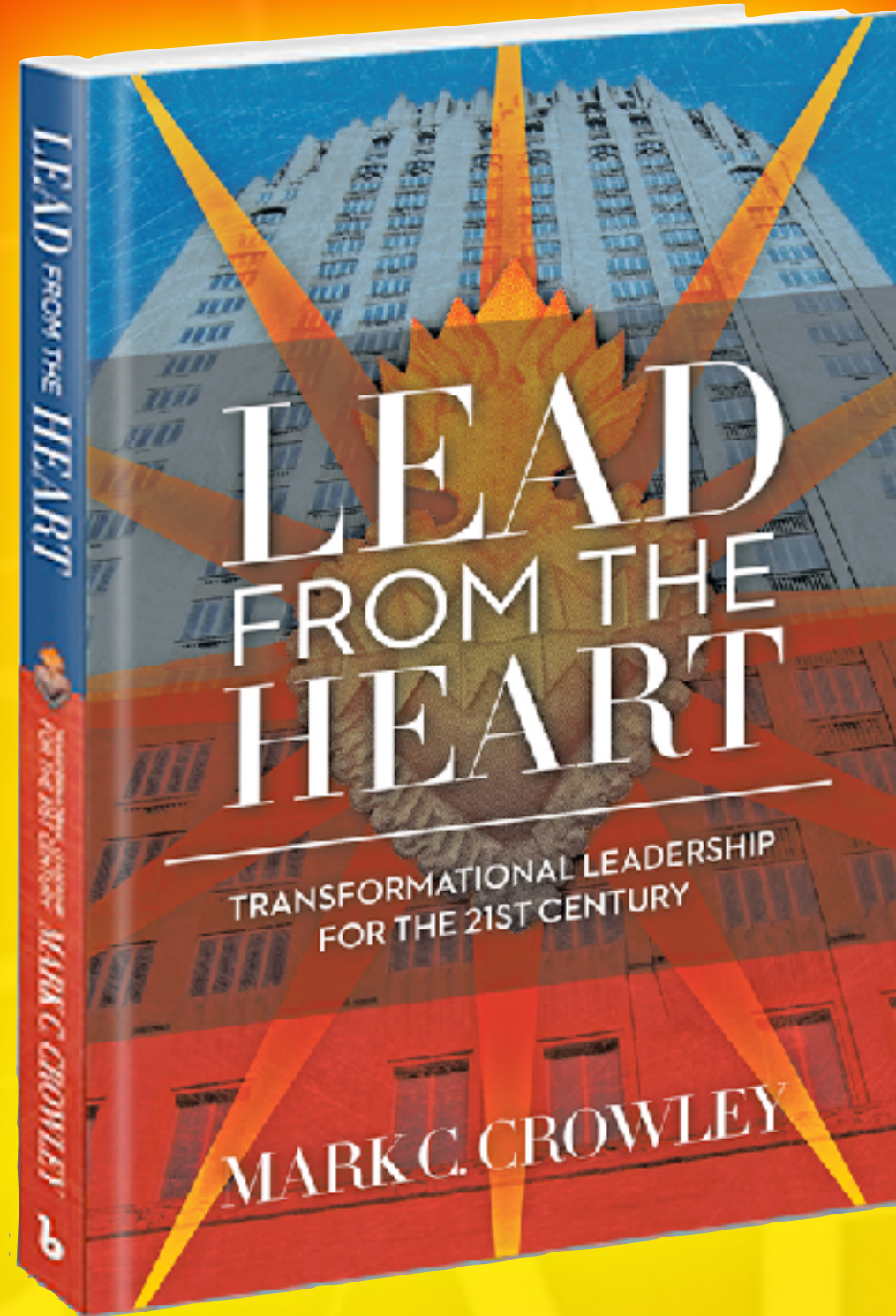
**SUPPORT YOUR PEOPLE!**







**@MarkCCrowley**



**facebook.com/  
leadfromtheheart**

**AND YOUR PEOPLE WILL FOLLOW!**