

Behavioural Leadership.  
Humanised.

PASSION

# The Keywords





## WHAT is PASSION?

Why are we so passionate about passion at work? Because every success, great or small, involves people who are passionate about their work. Passionate people live by their values. One of the crucial traits of successful leaders is having passion for what they do, their goals and the innate desire to service, support and please others around them.

Additionally, passionate leaders tend to develop passionate followers and future leaders. Passion makes the difference in the life of individuals and teams and consequently boosts the entire potential of the organisation. The passionate leader combines both traits which are a manager of meaning and a manager of progress and caring.

## WHY is it important?

When people are passionately engaged in their work, they are more fulfilled, committed and receptive. This means that they are ignited to achieve the organisation's goals. Passion compels people to contribute to an ideal that supersedes the job / task. Team members experience a deeper meaning to their work, and they feel the value of being part of a dream, thus they see the big picture clearly and understand how their contributions add to the overall success of the organisation.

People who are filled with passion are always filled with enthusiasm. There is nothing like passion to energise an employee, a specific project or a company. There is an energy that resonates within people who are passionate. Work seems to get done more easily; successes seem to multiply and the desire to achieve more increases.

## Solution Description

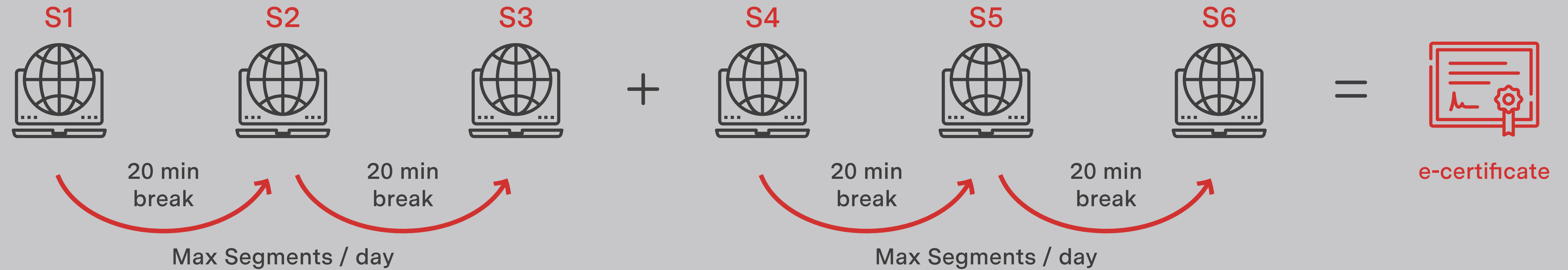
### HOW do we build a **PASSIONATE** Workforce?

Passionate leaders establish the values that underpin the core mission and vision of the organisation. Most significantly, it is the leader's passion and commitment that drives these values and turns the dream into reality. Passion is one of the driving forces that transform vision into actions. In order to achieve this higher stage of performance to start with, leaders must articulate the vision which is a deep-rooted belief in what outcomes they envision. Moreover, they need to conceptualise their vision of the future; this is of paramount importance. By communicating this vision in a clear and concise manner they will release the energy and inspiration that takes the whole organisation to a superior level.

Secondly, leaders disseminate the passion of caring for their people, their customers and all other stakeholders. They act beyond the written vision and mission statements by displaying behaviours related to passion. Leading the collective efforts of people in order to make the vision tangible for the customers, requires very high energy levels throughout the organisation; some of us call it an inspired workforce, others a dedicated team, but it all boils down to a passionate, lively and animated organism. Leading with passion will enhance your team's efforts and foster commitment. Passionate teams create unique customer experiences that generate powerful and sustainable results. The spirit of a committed workforce is the key ingredient to a resilient organisation. The lasting success of an organisation lies in its unwavering dedication to customers. Passion is one of the driving forces that makes you stand out of the crowd and makes your organisation sustainable in time.

# How We Do It?

Duration and Schedule - a total of 6-12 Interactive Digital Segments of 90 min each



## Learning Process



### Macro Learning Intervention Options

1:1 &/Or Group Coaching  
Self Driven Intense Reading

Social Learning  
(Digital Passports and Learning Partner Agreements)

Digital Practicum-Assignments – ALP's



### Micro Learning Intervention Options

LMS – Mobile App. Access to Micro Content

Videos – Audio Learning Shots

Gamification and A.I. Based Learning

Articles, Tips, Do's / Don'ts Digital Cards



### Recommended Assessment

The online HBDI® Questionnaire





## Module 1: Organisation Dynamics, Changing Environment & Passionate Behaviours

The key challenges of businesses today. Why do we need to be passionate and energised in today's fast-paced changing business environment?

Behavioural challenges that delegates face in achieving the organisation's performance goals.

Why passion can make a difference and create a competitive advantage? How passionate delegates respond to challenges?

What is passion? What behaviours demonstrate the fact you are passionate?

## Module 2: Valuing Diversity Among Peers, Customers & People

Introduction to thinking preferences and the Whole Brain personality type.

Be able to understand and value the differences in people.

Cultivate the skills to passionately deal with customers, leverage diversity through the understanding of customer needs and motivations.

Apply the thinking preferences radar in order to understand and use this as a service model that reflects passion in the customer's eyes.



## For Delegates

This programme is designed for front-line delegates and professional staff / supervisors.

They will be living the passionate behaviours as well as demonstrate their willingness to service others with enthusiasm while caring about others despite the differences of opinion, character and beliefs. They will learn not only to appreciate diversity, but most importantly to harness its power in order to achieve their goals.

Your staff will be technically proficient and committed to their work. This will be reflected by the fact that they care enough to challenge processes and decisions that affect their deliverables towards their customers be it internal or external.

Your staff will be fully engaged and energised; this will be displayed by positive body language and enthusiasm while carrying out their work.

Passion related behaviours will be further leveraged by the celebration of achievements with other members of the organisation.

## Module 3: Burning Desire to Service Customers, Care & Support Peers / Colleagues

Understand the principles of inward vs. outward motivators.

Learn new ways to inspire and motivate clients through passionate behaviours.

What other people value most? How to passionately provide the right person with the right value.

Exceeding customers' expectations through passion and values execution.

## Module 4: Passionate Presence While Serving People

What is a passionate presence and constructive openness with others? Face-to-face and digitally.

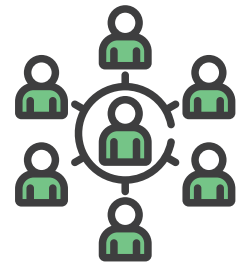
Asking effective questions while serving people in your sphere of influence.

Be able to appreciate and practice the importance of being present while dealing with others and serving their needs.

Be able to appreciate and deliver upon customer expectations.

Empathically listen to customers and translate their messages (explicit or implied) into actions that demonstrate value to your customers.

What are the assertive behaviours. How to build assertive behaviours, understand confrontation and deal with it whilst dealing with others.



## For Managers

This programme broadly targets managers regardless of their functional background or level (line, middle or senior managers).

They will benefit from capturing the passionate behaviours that should be demonstrated by them and their subordinates, such as appreciating diversity.

Their overall approach will be strongly positive by encouraging others to live and disseminate the corporate values. Their effective communication and motivation skills will inspire others and demonstrate that they care about developing others within a learning culture.

They will lead by doing, including the ability to support others in achieving their own and organisational goals.

Your managers will be cooperative, encouraging and trusting others, thus building a culture of harmony within the organisation.

### Module 1: Organisation Dynamics, Changing Environment & Passionate Behaviours

The key challenges of businesses today. Why do we need to be passionate and energised in today's fast-paced changing business environment?

Behavioural challenges that managers face in achieving the organisation's performance goals. How passion can make a difference and create a competitive advantage.

How passionate managers respond to these challenges?

What is passion? What behaviours demonstrate your passion?

What are the behaviours that translate the fact that one is a passionate manager / manager of managers?

### Module 2: Valuing Diversity in the Workplace

Introduction to thinking preferences and the Whole Brain personality type.

Be able to understand and value diversity among the team members. Understanding diversity to positively influence others.

Nurture the relevant behaviours to passionately deal with diversity and demonstrate the appreciation of individual differences to drive and motivate.

Applying the thinking preferences for understanding others as a leadership model.

### Module 3: Growing People & Capabilities Passionately

The role of passionate managers in growing team members, in standard business and digitally.

Behaviours needed to passionately develop others.

Assigning tasks to others whilst driving and supporting them with passion.

Coaching people to achieve their own goals (The GROW Model). When to use coaching and when to use tasks to grow capabilities. Giving space for people to learn and try new tasks, with no fear.

### Module 4: Believing in & Inspiring People to Achieve Results

Balancing between performance targets and people moral and motivation.

The passion component in managing other's performance (performance management cycle, setting objectives, appraising, supporting people).

Inspiring and motivating people beyond financial rewards.

Caring for and harmonising team members to achieve high performance goals.

Cafeteria approach to motivate and inspire people.



## Module 1: Organisation Dynamics, Changing Environment & Passionate Behaviours

The key challenges of businesses today. Why executives have to be passionate about their own goals and the organisation's values?

Behavioural challenges that executives face in achieving the organisation's performance goals. How their own passion and that of others can create a competitive advantage.

The passionate executive's formula for success and uniqueness. What is passion? What behaviours demonstrate your passion?

## Module 2: Being Passionate About Diversity

Discovery journey of diversity and preferences among stakeholders inside and outside the organisation.

Knowing oneself and knowing others,

How diverse thinking preferences can influence different people's perception in the organisation.

Dealing passionately with diversity to achieve the organisation goals.

## Module 3: Nurturing Passion in Others Through Inspiration

Passionate communication that touches the hearts and inspires the minds of the workforce to mobilise them and make them achieve the goals, in standard business and digitally.

Disseminating passion through the organisation's layers and levels.

The culture of passion, challenges and opportunities.

## Module 4: Being Passionate About Diversity

Passion towards developing future passionate leaders.

Behaviours to develop future passionate leaders.

Passionate leaders and their role in coaching others to become passionate.

Don't let your passion become your weakness!



## For Executives

This programme targets senior executives of the organisation. Leaders who are responsible for creating a diverse and inclusive environment.

This approach is based on the highest principles of inspiring motivators with a clear and definite set of corporate values.

The mission is to surface passionate attitudes and behaviours about creating successors through a learning culture. The leaders of tomorrow will drive the values and vision of the organisation with a unique and fresh perspective on behaviours.

As inspired communicators, executives will demonstrate empathic rapport with others and trigger them to innovatively think about new possibilities within the organisation by promoting development and growth.

Your executives will have elevated and renewed ambition whilst exhibiting determination and commitment in exceeding the organisation's goals.

Moreover, they will passionately be the ambassadors of trust, while building a culture of high expectation to achieve results at all levels of the organisation.

# References

## Passion

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