

CLICKS AND MORTAR

Passion Driven Growth In An Internet Driven World

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MAIN IDEA

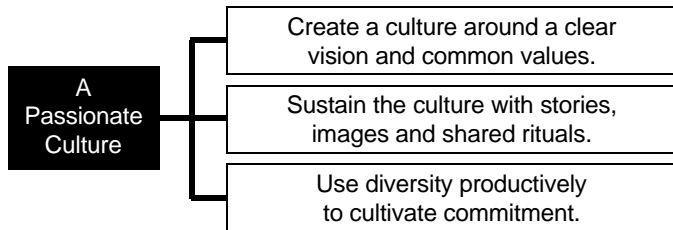
Growing a successful business in the Internet age still requires people that are spirited and passionate about what they do. In fact, passion has always driven and preceded success in the business arena. The companies that excel are those that create and sustain a passionate culture built on a foundation of individual contribution, team spirit and risk-taking. They are led by leaders who are passionately interested and closely involved in serving the customer. In a passionate organization, everyone is driven far more by their own personal values and a shared desire for their business and their people to succeed rather than by the future promise of an IPO payoff.

Passionate organizations are dynamic places to work, since they are anchored by enduring principles. Better still, these organizations meld new technology together with the best qualities of their people to create the perfect environment for a profitable business.

Filling a need is not just a great way to make money -- it's the only way to build commitment to an organization that has such a purpose. The desire to serve others is a more enduring and greater motivator than the desire to beat the competition.

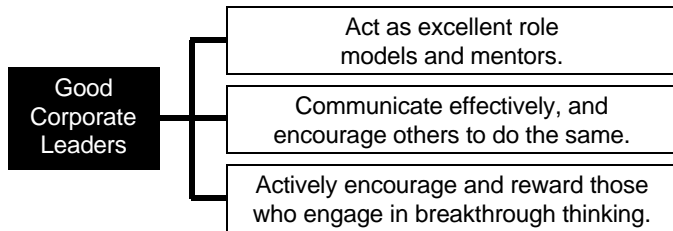
Section 1 -- Create a Passionate Corporate Culture Page 2

A passionate corporate culture is the main driver of growth in any organization in the Internet age. Building a passionate corporate culture is a three step process:



Section 2 -- Inspire Passion-Driven Growth Through Leadership Page 4

Leadership should create an atmosphere where risk and failure are acceptable and good communication is all important. Good leaders in a passion-driven organization:



Section 3 -- Sustain Growth With Sound Management Practices Page 6

The management practices of a passion driven organization always combine loyalty and commitment together productively. The key management practices of passion-driven organizations are:

