



**“Emotionally committed employees form teams that deliver exceptional outcomes.”**

*~ Curt W. Coffman and Gabriel Gonzalez-Molina  
Follow This Path:How the World's Greatest Organizations Drive Growth by  
Unleashing Human Potential*



WHY =  
23%

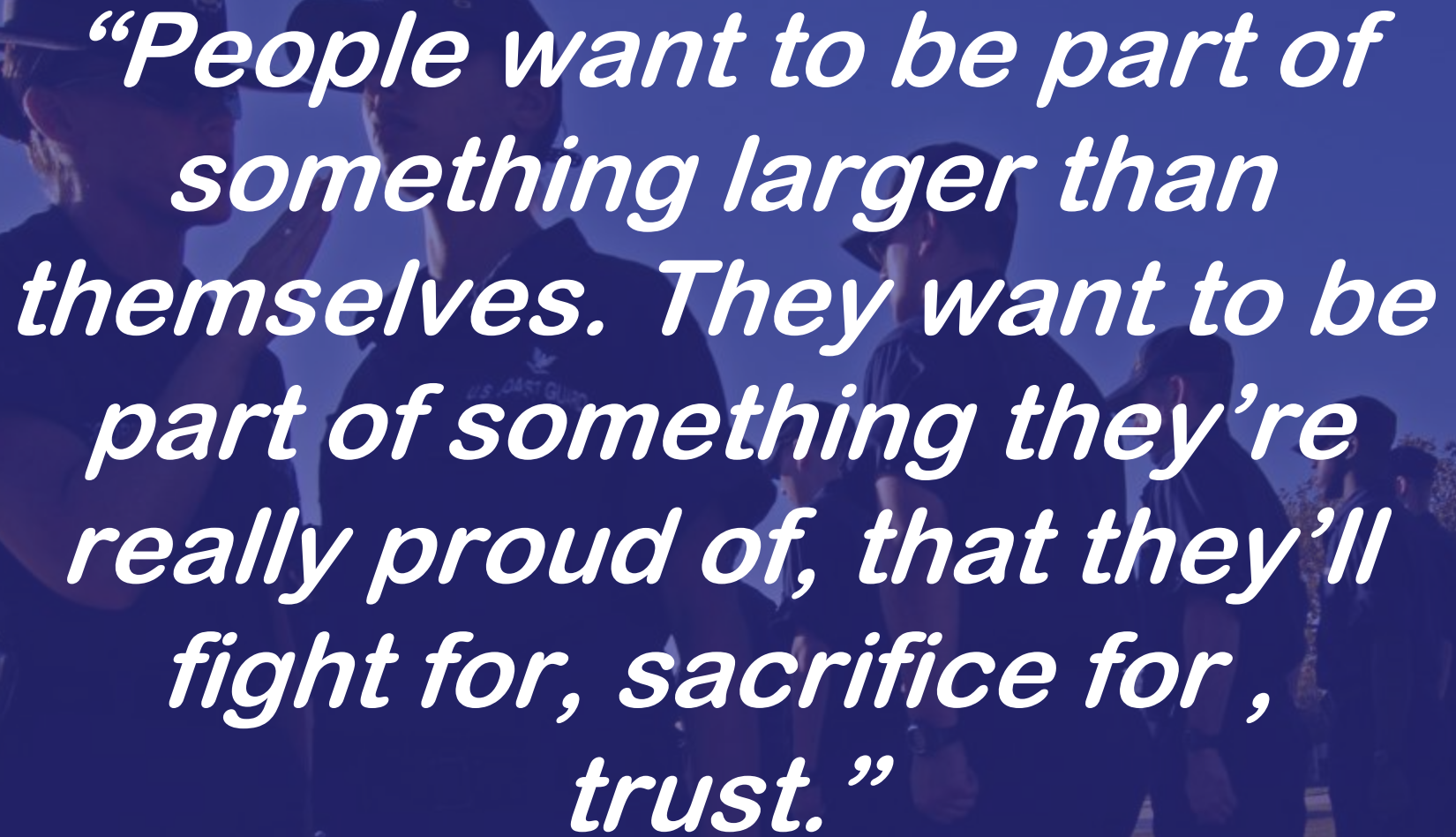
Langer was right



Manifesto: 29 to 67 with 35

Manager to Reporter





*“People want to be part of something larger than themselves. They want to be part of something they’re really proud of, that they’ll fight for, sacrifice for, trust.”*

—Howard Schultz, Starbucks