



“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*



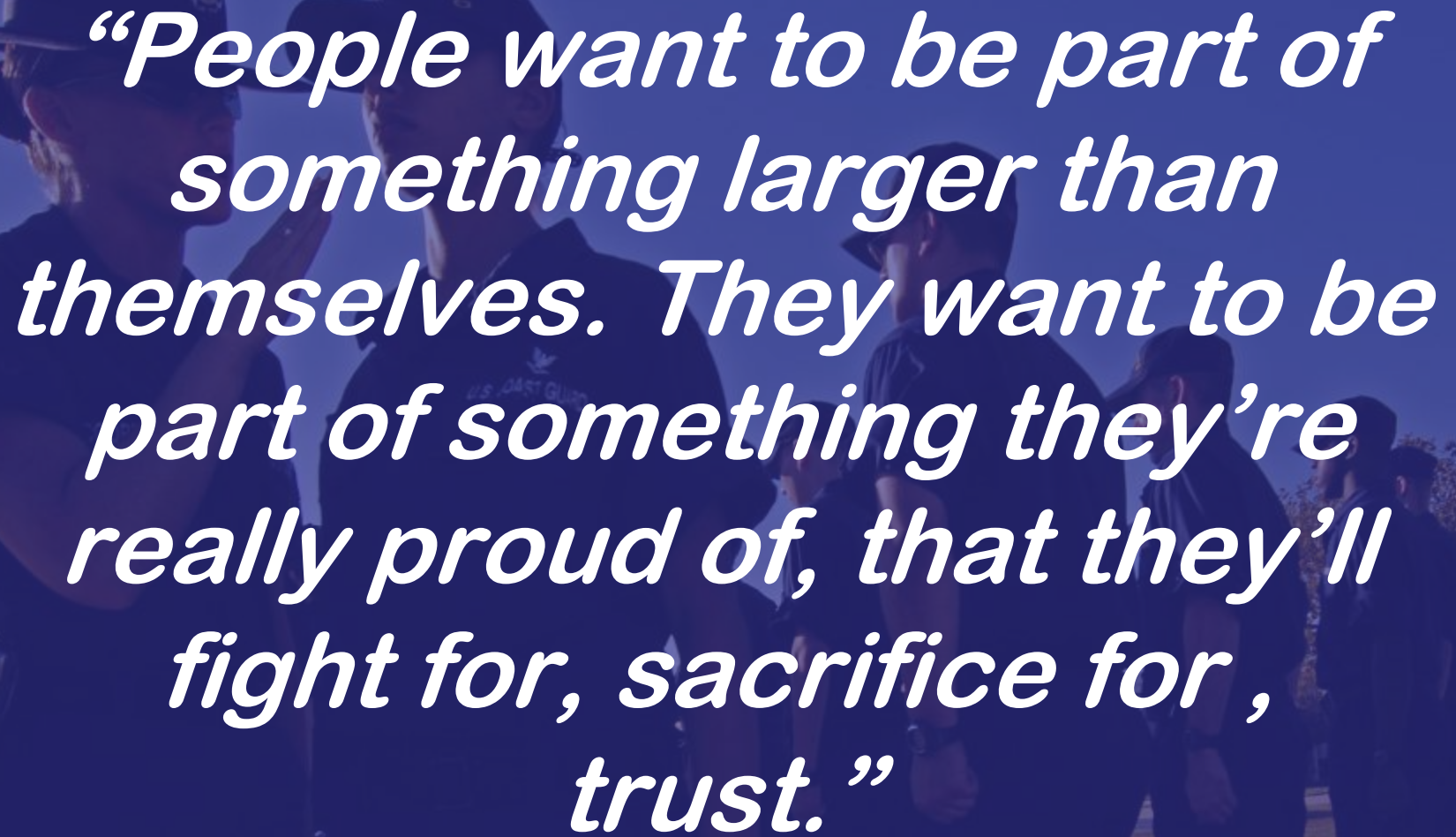
WHY =
23%

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