

Be Passionate. Pass It On.



It's not just okay to be passionate about your job. It's required.

Whether you're a banker, an insurance broker, or a printer, everyone who works for you should be truly passionate about their work. Because good ideas - the kind that build businesses or even change the world - don't always come from official task forces or large planning groups. They come from everyone from the CEO to the customer service representative. When you have a group of people with smarts, tenacity, and a passion for what they do, it's only natural for good ideas to flow.

