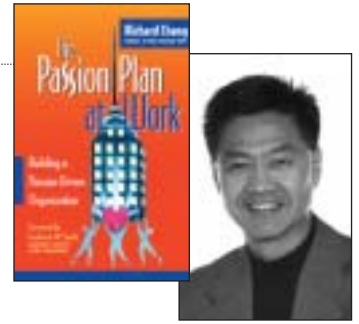


Does Your Organization Operate With Passion?



To help you assess the passion status of your organization, determine where it falls on the Passion Scale™. For each of the statements below, rate the degree to which you agree on a scale from "10" (Always) to "0" (Never). Circle the appropriate answers and calculate your total score. Then check the key on the back to learn where you stand.

	Always			Sometimes				Never			
1. Has your organization identified the key forces behind its performance?	10	9	8	7	6	5	4	3	2	1	0
2. Are leaders and employees excited about the organization?	10	9	8	7	6	5	4	3	2	1	0
3. Are customers and clients enthusiastic about the organization?	10	9	8	7	6	5	4	3	2	1	0
4. Do the groups mentioned in #2 and #3 actively seek out the organization?	10	9	8	7	6	5	4	3	2	1	0
5. Does the organization have a low employee turnover rate?	10	9	8	7	6	5	4	3	2	1	0
6. Is the organization respected and/or acclaimed in its field?	10	9	8	7	6	5	4	3	2	1	0
7. Are its products and services better than those of its competitors?	10	9	8	7	6	5	4	3	2	1	0
8. Does the organization give employees freedom in making decisions?	10	9	8	7	6	5	4	3	2	1	0
9. Does it reward employees who demonstrate passion?	10	9	8	7	6	5	4	3	2	1	0
10. Does the organization value quality of experience?	10	9	8	7	6	5	4	3	2	1	0

Total Score: _____

Score	Interpretation
0-25	Passion-Devoid. If you feel that your organization is passion-devoid, you face a significant yet surmountable challenge. Immediate steps need to be taken to identify core organizational passions and to break down the barriers that are keeping passion out of the workplace.
26-50	Passion-Challenged. While passion is not a constant force, it emerges periodically. It is time to develop specific actions for identifying and incorporating significant passions into your organization on a regular basis.
51-75	Passion-Building. Your organization is aware of passions and uses them to empower performance. However, opportunities are still being missed to develop it into a competitive edge.
76-100	Passion-Driven. Congratulations! Your organization understands the power of passion, seeks actively to build it, and reaps the competitive rewards it offers.

FOR REPRINT PERMISSION or for more information about Richard Chang and *The Passion Plan at Work: Building a Passion-Driven Organization*, contact Jill Hennigan at (800) 756-8096 or jhennigan@rca4results.com.

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