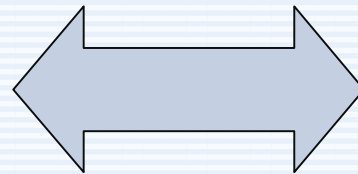


# Maintaining the critical balance

**How the best organizations harness and maximize the positive emotional energy of their workforces?**

## **Entreprise performance requirements**

- shareholder return
- market share
- customer satisfaction
- core capability development



**The power of  
emotional  
commitment**

## **Individual fulfillment needs**

- source of livelihood
- direction, structure and control
- identity purpose and self-worth
- belonging and social interaction

**Peak performance – better than the norm, better than expected, better than the competition, and better than similar workforces in other places**