



WHAT IF... You Loved Your Work?

We don't talk much about love at work.

While I might mention how much I love my favorite chocolate (Belgian!) or my favorite ballpoint pen, talking about love can be a little too mushy for the office.

But after reading Hugh Blaine's *7 Principles of Transformational Leadership: Create a Mindset of Passion, Innovation and Growth*, I'll be considering love a lot more.



In his book, he suggests that when you love something, you're dedicated to its success. He proposes that by asking yourself a series of what-if questions, you'll re-train your critical thinking skills and position yourself for higher levels of success at work and at home, benefiting your customers and your bottom line.

To do so, consider the following questions:

1. What if we embrace love at work, and articulate what we're passionate about?
2. What if we became known for doing only amazing work?
3. What if we forget everything we thought we knew about the methodology of our business and fell in love with providing excellent value to our customers?

According to Blaine,

“*When you articulate what you love, what you're good at and how your customer is better off for having worked with you, then your rate of acceleration towards higher performance is astonishing.*”

He's encouraging readers to forget all the outdated ideas and preconceived notions they have about performance, and instead focus on what they love.

Simply put, if you're thoughtful about the energy you put into your work, transformational results will follow.

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