

Passion Capital

Paul Alofs

Paul Alofs is an award winning innovator. He ran the retail stores for Disney ,the HMV music stores. For the last ten years , he is the CEO of the princess Margaret Hospital foundation. He was named retailer of the year, music industry person of the year and inducted into the marketing hall of legends. This is his first book.

In the Google world, answers and information are commodities. In a world full of answers, the value resides in asking the right questions.

**Passion capital = Energy
+ Intensity+Sustainability**

**Passion is an emotion but
passion capital is an asset.
It is what leaders use to
build lasting value.**

Business is composed of various kinds of capital – human, intellectual, technological. Passion becomes purpose if well directed.

Have passion capital

- **Apple**
- **Cirque de soliel**
- **J and J**
- **Google**
- **Ford**
- **Pixar**
- **Four seasons hotels**

Don't have passion capital

- **Microsoft**
- **Gap**
- **Kraft**
- **Yahoo**
- **Chrysler**
- **Sony**
- **PepsiCo**
- **AIG**
- **Sears**

**Passion capital creates the
alchemy for transformational
success.**

Jargon has replaced belief in the corporate world, to our detriment. Leaders need to be authentic and not hide behind purpose notes.

‘Culture is a process by which a person becomes all that they were created capable of being’

-Thomas Carlyle

**When a culture loses perspective
of what is important, it is doomed.**

‘Success is not final, failure is not fatal, it is the courage to continue that counts’-Winston Churchill

Accepting risk and being able to face our fear of failure is how we acquire courage. Failure is part of greatness.

‘A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well’-Jeff Bezos

How do you build a brand? 8 steps

1. Do one thing well
2. Measure your performance
3. Know your competition
4. Build your brand on your purpose
5. Look beyond commercial gain
6. Ask tough questions
7. Keep it simple
8. Go against the grain

‘Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat’- Sun Tzu

Most people and companies overestimate what they can achieve in a year and underestimate what they can achieve in 5 years.

**Progress follows need and the
market defines need.**

Most individuals do not have a plan for their career or retirement. Passion capitalists always look for the long term, for that you need to grasp the fundamental nature of your business.

It is easier to see the faults of others than our own inefficiencies. Strategy evolves when people evolve, culture evolves and workers evolve.

What makes a workplace efficient isn't always obvious. One definite reason is for the manager or leader to notice people and their work.

4 steps to building a strategy that helps us create passion capital :

1. Start with purpose

2. Replace SWOT with SPOT (P for passion)

3. Define Success

4. Create a job jar (a jar in which you put notes of the one thing you want to do on the job)

People are undone by their success as much as their failure. The reason is not understanding the success, not knowing how it was achieved and then not realizing how to sustain it.

Strategy in business depends on 3 issues : Know yourself, know the enemy and know the market.

5 things to create passion capital

1. Find the nobility in trying
2. Just imagine
3. Patience is indeed a virtue
4. Take the long view
5. Faith

**One of the hallmarks of
unsuccessful teams is their ever
changing approach to strategy and
people.**