



# Love at Work: Why Passion Drives Performance in the Feelings Economy

*Brady G. Wilson*

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*Love at Work* foment a revolution for workplaces of every description and in every industry: a revolution in which leaders understand that engaging people's hearts trumps engaging their minds. Wilson shows how leaders who love: believe in their people; pull out their highest good; serve their success; and challenge them to stress. When people's felt needs are met, says author Brady Wilson, they release the energy that triggers discretionary effort — 400% more effort, according to the Corporate Leadership Council. The principles in this cutting-edge book are sure to change the face of the workplace for years to come.

“A game changer ... provocative, thoughtful, and challenging.”  
— JIM BROWN, author of *The Imperfect Board Member*

“... a must read for anyone who interacts with people at work.”  
— JOSE TOLOVI, Jr., PhD, Global CEO, Great Place to Work Institute

“True love is a competence, a spiritual force, a strategy, a way of life.  
I challenge you to read this book, think, and engage.”  
— MARK RIVERS, CEO, Canadian Equity Opportunity Capital

BRADY G. WILSON is also the author of *Juice: The Power of Conversation* and *Finding the Sticking Point: Increase Sales by Transforming Customer Resistance into Customer Engagement*. He is the co-founder of Juice Inc., an organization committed to transforming people, teams, and organizations. Brady has energized leaders, managers, and front-line workers in many of North America's Fortune 500 companies, through keynote speeches, facilitation, coaching, and training. [www.juiceinc.com](http://www.juiceinc.com)

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