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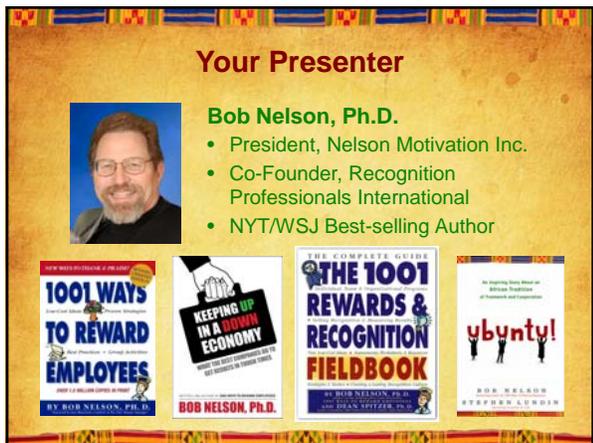
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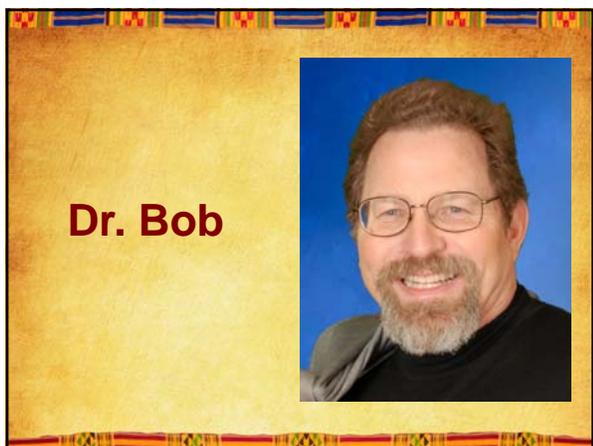
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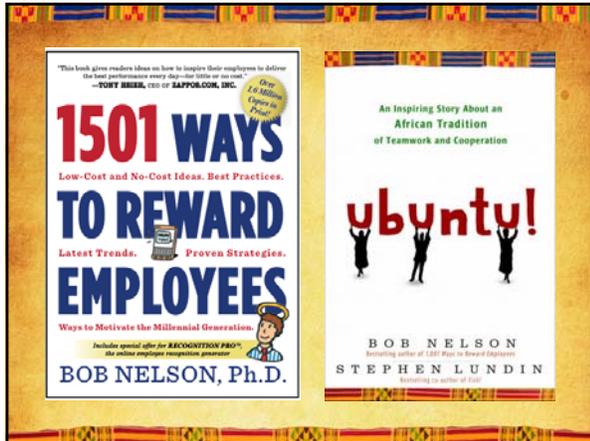
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**Recent Research**

- Over 90% of organizations have had recessionary cutbacks
- 47% of executives feel employee trust has declined due to cutbacks
- 40% of the “un-downsized” are less motivated; 74% are less productive
- 66% of companies report a decline in employee engagement, an all-time low
- 54% of employees plan to change jobs as the economy improves

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**It's Time to Rekindle Spirit in the Workplace**

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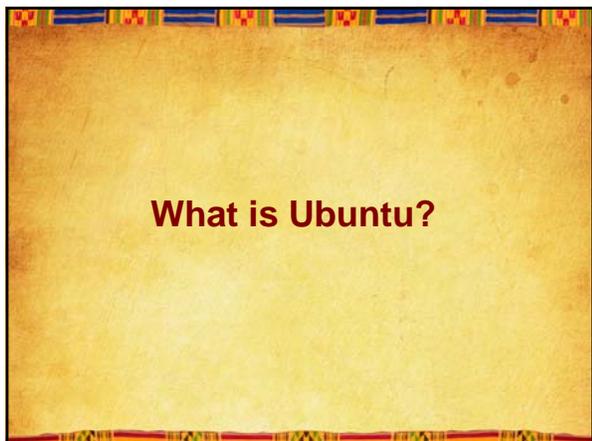
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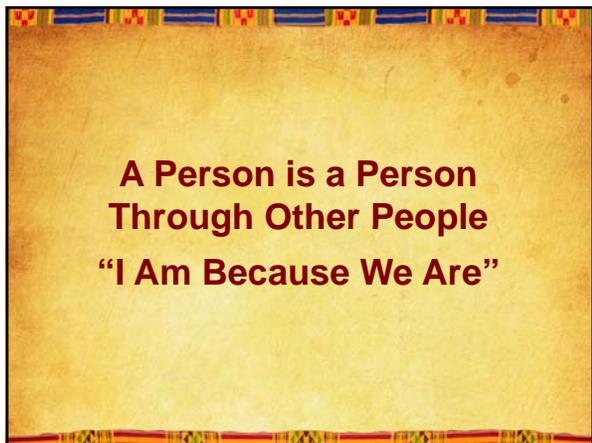
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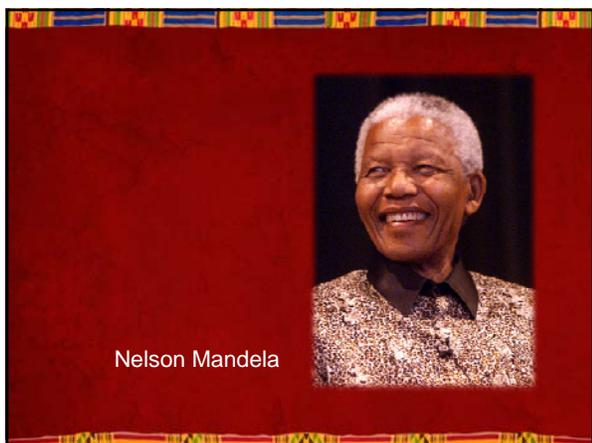
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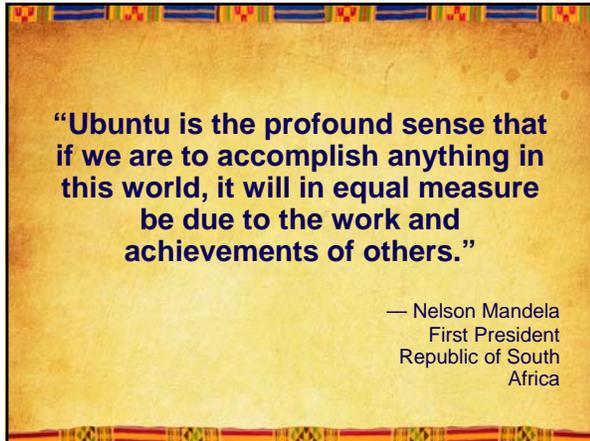
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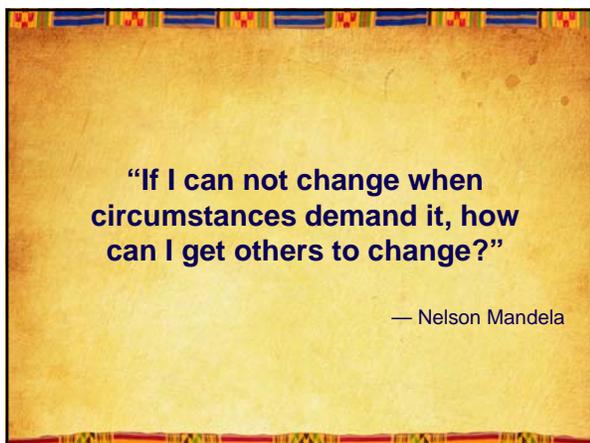
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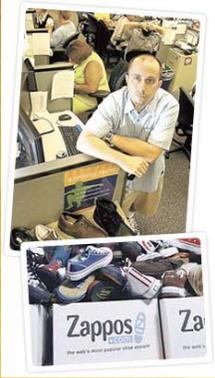
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**Common Vision  
in Business**

**Zappo's Mission:  
"To Live and Deliver  
WOW"**

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**★ SHARED  
EXPERIENCES**

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**All Rapport Comes from  
Shared Experiences**

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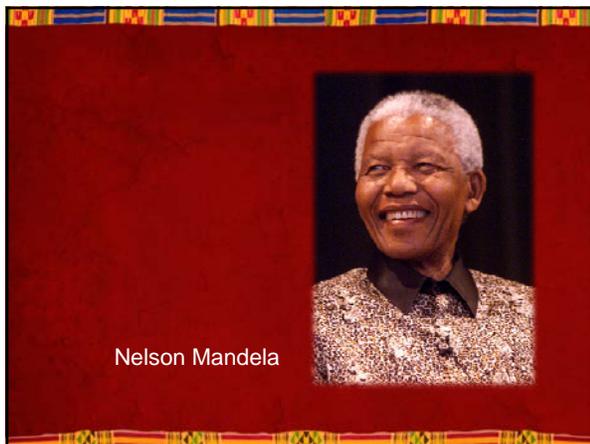
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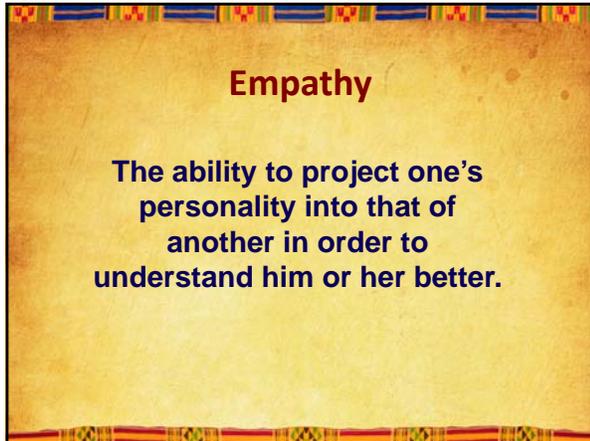
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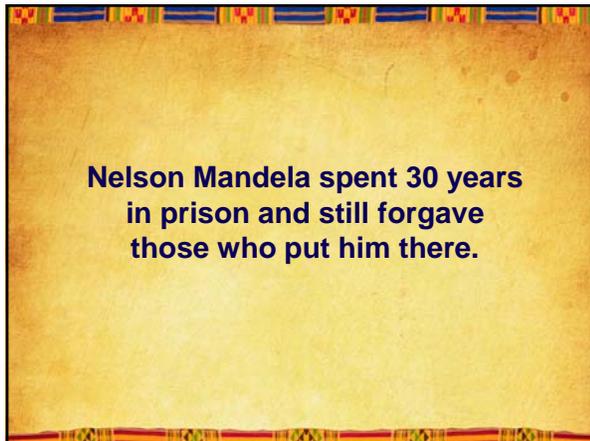
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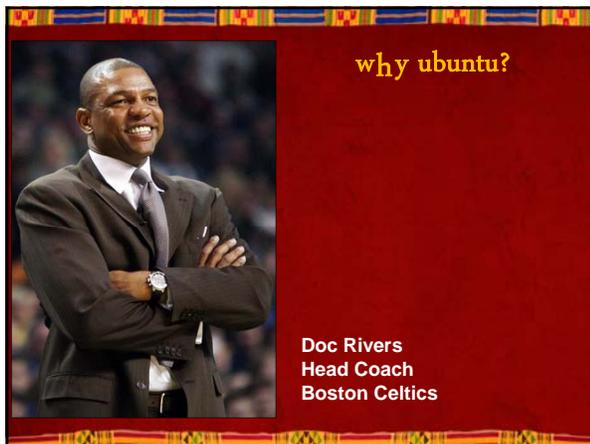
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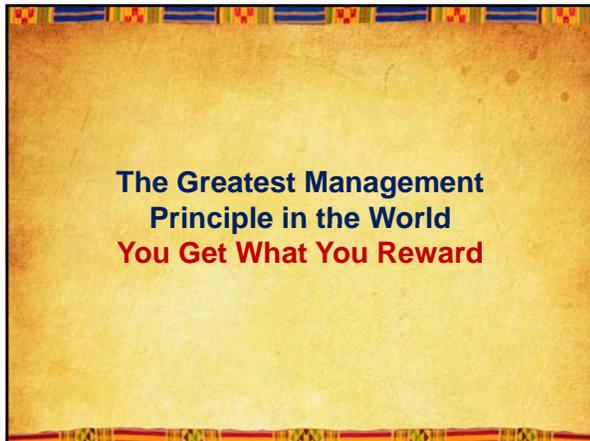
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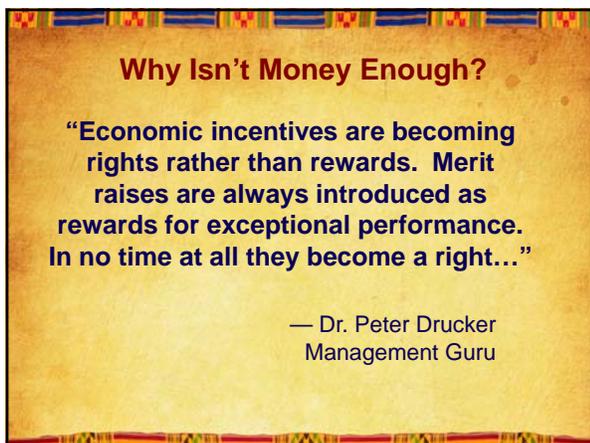
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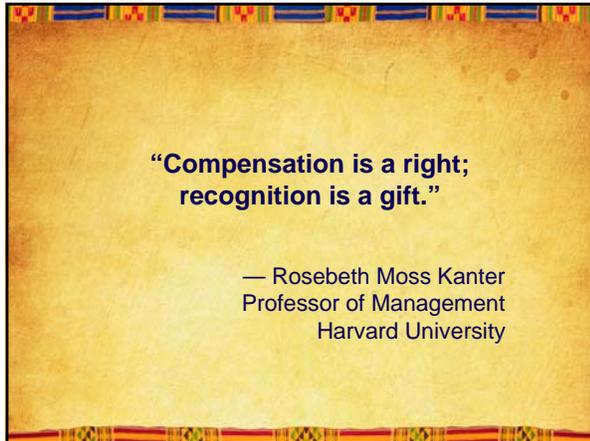
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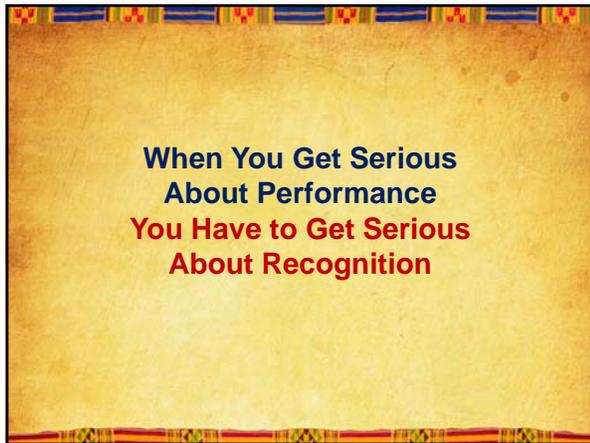
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**All Behavior is Controlled  
by its Consequences**

- **Positive Consequences**
- **Negative Consequences**
- **No Consequences**

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"This book gives readers ideas on how to inspire their employees to deliver the best performance every day...for little or no cost."  
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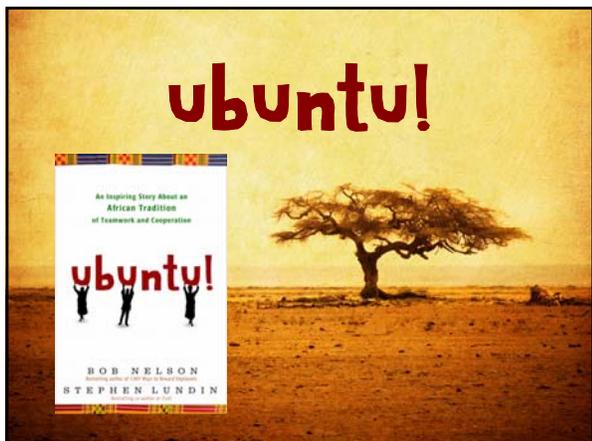
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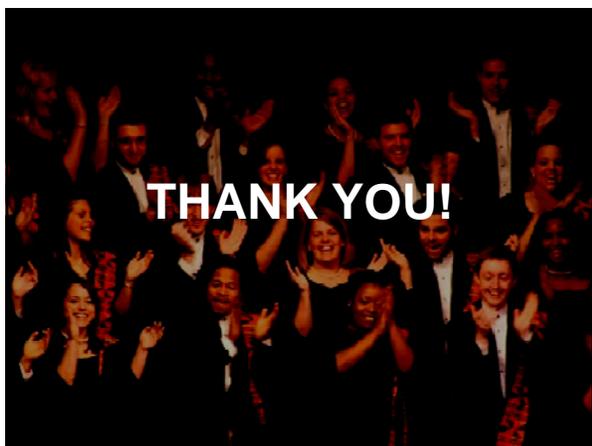
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