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Get Passionate About the Work, Not the Company

From [Mark](#) via Meg comes this excellent post from [Creating Passionate Users](#):

*People ask me, "How can I get our employees to be passionate about the company?" Wrong question. Passion for our employer, manager, current job? Irrelevant. Passion for our profession and the kind of work we do? Crucial. If I own company FOO, I don't need employees with a passion for FOO. I want those with a passion for the work they're doing. The company should behave just like a good user interface -- **support people in doing what they're trying to do, and stay the hell out of their way.** Applying the employer-as-UI model, the best company is one in which the employees are so engaged in their work that the company fades into the background...*

...I consider one who is truly passionate about their work to have "the effect it has on the user" as a fundamental part of that work. A tech book author/teacher who has brilliant wordsmithing and technical breadth but no effect on the reader is not a professional. A software developer who crafts brilliant code that doesn't include that code's effect on the user is not a professional. Part of what makes us professional/craftspeople is that we value and never forget the POINT of our work, and the point is--for most of us--what it means for the user. It's quite sad that many of our professions have rewarded work without making the user the most important attribute of how we assess that work...

The simple 4-question test to see if someone has a passion for their work:

- * When was the last time you read a trade/professional journal or book related to your work? (can substitute "attended an industry conference or took a course")*
- * Name at least two of the key people in your field.*
- * If you had to, would you spend your own money to buy tools or other materials that would improve the quality of your work?*
- * If you did not do this for work, would you still do it (or something related to it) as a hobby?*

[Full text.](#)

This is encouraging to read because I know many people in MPOW that have this "passion". Getting the leaders of any organization to see and understand this is not easy. Just look at [my post from last week](#) and you'll see the frustration.

Posted by Michael on February 8, 2007 06:57 PM | [Permalink](#)

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