

# PASSIONATE - We have belief and energy

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A policy that required us to be passionate would be a contradiction in terms. Passion comes from within; passion is a strong emotional driver to action, it gives us energy which we would not otherwise summon. Passion is a combination of belief<sup>1</sup> and energy. It cannot therefore be ordered, but this policy seeks to create conditions in which it will spring up naturally.

Passion can be imitated or pretended (as with the salespersons` exhortation to “have a nice day” or the politicians claims to care about every elector). However, passionate displays that are based on pretence, self interest or mere compliance with a policy are rarely convincing. Their lack of authenticity is a turn off for the audience to whom they are addressed.

## Respect

Similarly real passion, however unsophisticated in its` demonstration, will usually command respect. The passion of demonstrators in the “Arab Spring” of 2011 impressed world leaders and created an unstoppable movement for change. Individuals sometimes talk of the passionate kindness they received from individual hospital staff with more gratitude than they have for the much more skilled surgeon.

The passion of Brighter Futures staff is often noted and appreciated by our customers. It is our passion that marks us out from tired public servants who produce a set of prescribed interventions but don` t communicate any real humanity or care.

## Energy

Passion generates energy for individuals and organisations around them. It makes our lives or our work more fun. If we feel passionate about someone else, we will find energy to make them happy (have you ever ironed a lover`s clothes?). Similarly, teams can generate energy where they feel passionate about achieving a goal (think of the energy of the teamwork that supports a Formula 1 driver).

Brighter Futures makes passion one of its key values, because it gives us the energy we need to produce a greater quantity and a higher quality of care than we would otherwise do. We know that passion comes from within, so we do not make a policy that demands it. Instead, we set down here some pointers to help us all **to recognise** passion when we see it and to both **encourage** it in others and **liberate** it in ourselves.

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<sup>1</sup> For more on our beliefs read our [Corporate Strategy 2010 – 2015](#).

## Being passionate

**PASSION IS** full of enthusiasm, energy and joy.

**PASSION IS NOT** cautious, risk averse or unnecessarily defensive.

**PASSION IS** creative, attractive and innovative.

**PASSION IS NOT** boring, in a rut or backward looking.

**PASSION IS** people centred, committed and listening.

**PASSION IS NOT** minimalist, expedient or by the book.

**PASSION GETS** results, more work, the extra mile and better support for us and our customers.

**PASSION IS NOT** clock watching, waiting to be asked or measuring what my colleagues are doing.

**PASSION IS** trying to get it right all the time, but recognising that if at first I don't succeed, I can try again. At our best we are all passionate.

## Dangers

Sometimes neediness can masquerade as passion. Someone may want to be liked or needed. They may try to achieve these ends by persuading customers to like them or need them. They may thus appear to be helping customers with passion. The reality is that they are only really trying to get their personal needs met and they are likely to abandon a customer at a vital time if further involvement doesn't suit them at that point.

Similarly, someone who doesn't recognise the need for self discipline or boundaries may excuse their slapdash attitude by pretending that it is passionate. Having passion doesn't excuse us from the normal discipline of being professional. Indeed, it imposes the challenge of learning to integrate best professional practise with a full expression of our humanity.

## Actions

- Nurture yourself and your physical and mental health. Ensure that you are physically and mentally capable of acting out the feelings of passion when they arrive. Rest when you need to; avoid excessive alcohol on nights before work;
- Deal with blocks to passion as they arise. This may mean confronting minor disagreements or miscommunications with colleagues. It may mean asking questions or seeking training. It could mean dealing with mistakes or areas of under performance. It could mean many other things.
- Celebrate your successes and those of your colleagues and customers. Think of ways of encouraging a culture of appreciation.
- Just risk loving each other!