

## Are Your Heart and Courage Welcome at Work?



"I just can't check my heart at the door anymore," a longtime client told me. She's questioning how to continue with her rather heartless company when their ethos makes her suppress a core part of who she is.

Why do so many businesses require their people to come to work less than whole? Probably because it's less messy. When people bring their whole selves in, it's not so neat and tidy for management. And not so predictable.

But less messy takes a huge toll on people and profitability. The company that makes employees leave their compassion at the door loses its humanity as a result. The organization that makes its people turn off their courage produces a risk-averse CYA culture that stifles true innovation. How can such a business do authentic marketing? How can they possibly achieve customer intimacy? They can't.

The reality is that employees cannot effectively check their heart and soul and still be fully present and productive. Instead they become resentful, stop trying so hard, and just quit caring. Eventually they mentally check out or leave. Plus their feelings inevitably leak out through weak and insincere marketing.

Heart and soul, compassion and courage - they do shake things up. But they also provide so much more richness and make for much happier employees who can connect much better with customers. Which leads to better business.

What will it take for your organization to encourage people to bring their whole selves into work?



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