

### **From Zombies to Zealots: *How to Engage the Inner Zealotry of Your Team***

People choose to be entrepreneurs because of a zeal for their work, a desire to control their destiny, and the challenge of building something new. Zeal for the work gives them a single-minded focus on delivering a great product or service to their customers at reasonable profit for themselves. With success, the companies grow and entrepreneurs may find that their employees seem to have more in common with zombies than the zealous workers they desire. The entrepreneurs learn that taking the next step in the business requires them to learn how to turn their “zombie” employees into zealots for their businesses.

In this program entrepreneurs will learn how to motivate team members to:

- perform in ways that reflect their values.
- contribute more effectively to the team.
- produce a higher quality and quantity of work.
- do more than the required minimum.

