

Your personal guide to
Gary Zelesky's

PASSION CYCLE





Hello!

I'm Gary Zelesky, aka The Human Defibrillator and I'm glad you downloaded this guide. Because if there's one thing I know for sure, it's:

Our passion for what we do transfers to our products and services.

For the past 30 years I have been challenged by business owners to prove that passion can truly make a difference in the marketplace. They ask me questions like, "Is passion much more than the feeling of a moment's pleasure? Does passion really belong in the business section of the bookstore and not the romance section?"

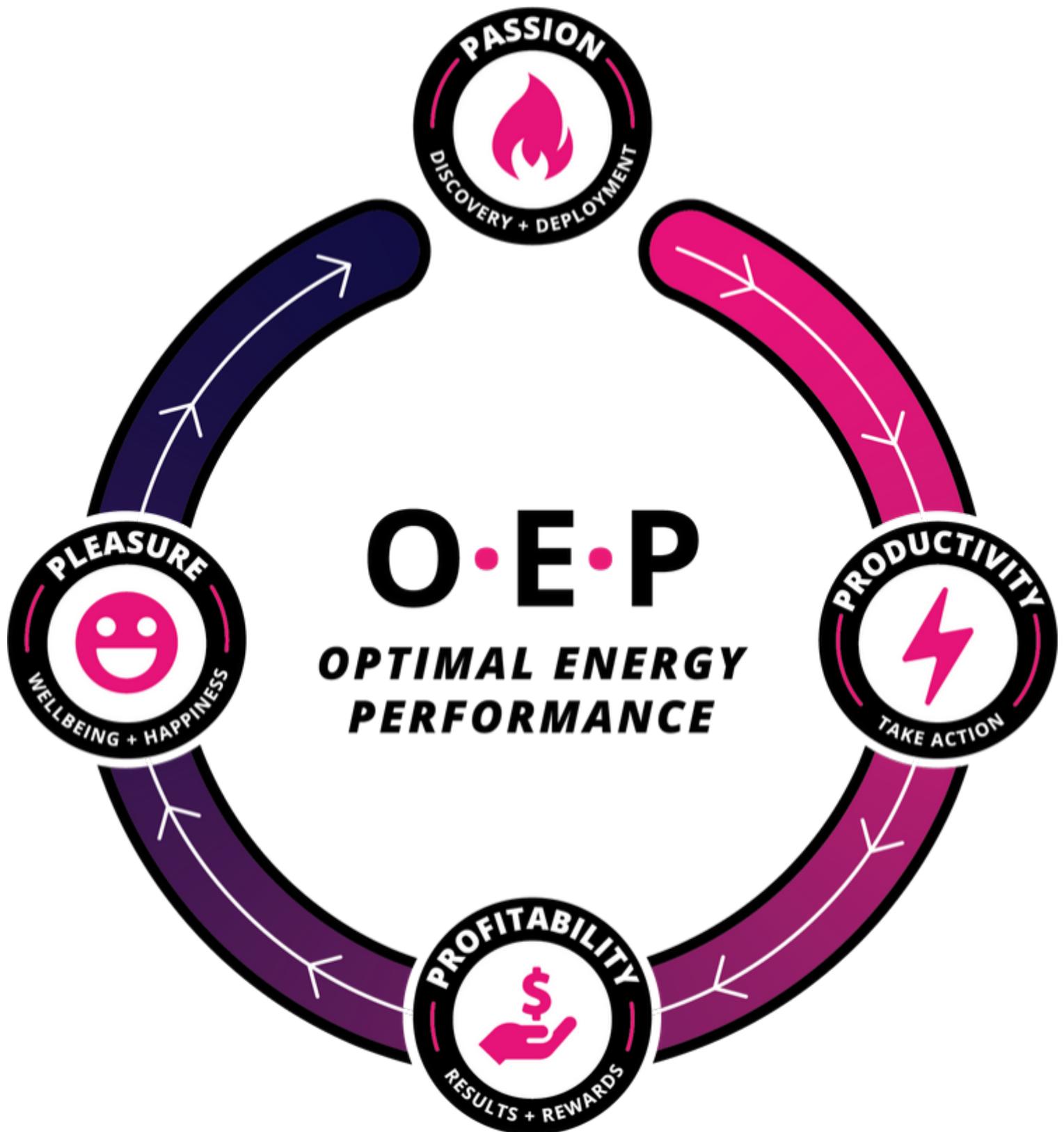
Without hesitation I would suggest that **passion correctly defined is the missing link within the corporate structure.** I respond to those questions asked of me with questions of my own:

- What if passion and its practical effect on business could be measured?
- What if passion could be used to analyze business performance?
- What if passion not simply position was the job performance indicator?

I have cracked the code! On the following pages I'll break it down for you. **You're gonna love this!**

The Z Man

THE PASSION CYCLE





Create a passion centered - not problem driven practice. **Tap into the "Human Spark" that ignites every team member.** Not just for a day, but for a lifetime.



There is a difference between busy and intentional. There is power behind every human action. The result is rocket-fueled productivity that runs on auto-pilot



Be more intentional and focused in two specific areas:

1. **Relational profit** by creating high level team synergy.
2. **Financial profit** by making fewer mistakes and creating higher levels of positive accountability.



Create a more pleasurable working environment by having an R rated team:

- **Re-tool** - Critique without criticism.
- **Reward** - Knowing the person, not their position.
- **Recognition** - Gratitude over expectation

A *Passion Cycle* on auto-pilot leads to...



O·E·P

***OPTIMAL ENERGY
PERFORMANCE***

OEP is the ability to take back your authority! That's right I said authority as in; the right to give orders, make decisions and enforce obedience. But here is the key, this authority is not for others but for yourself.

Optimal: At the top of your game!

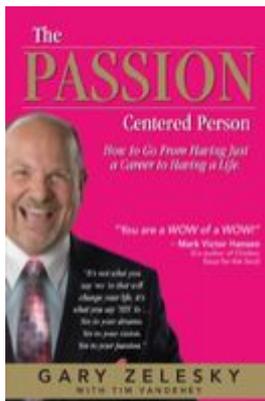
Energy: Fully passionate and fully present!

Performance: Measurable behavior indicators!



Passion Cycle

If you're ready to ignite the passion in yourself, your dental team, and those around you check out Gary's offerings:



The Passion Centered Person Book

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The Passion Centered Practice LIVE

Make your next team development event powerful, memorable and passion fueled!

[Learn More!](#)

The Passion Cycle for Dentistry & Life Appreciation Event

Looking for a memorable way to say THANK YOU to the people who make your business successful?

[Learn More!](#)