

## Why?

In my management classes, I ask students if the first thing they think about when they roll out of bed in the morning is the organization's mission. They laugh. Leading a balanced life is important but as part of that, work should be enjoyable and even a turn-on. The reason many 70- and 80-year-olds are continuing to work is they enjoy what they are doing. Einstein was still writing math formulas the day he died.

Your direction has to be so vivid that if you randomly woke one of your employees in the middle of the night and asked him, "Where are we going?" he could still answer in a half-asleep stupor, "We're going to keep improving our service to individual contractors and expand our market by aggressively reaching out to small wholesalers."

Jack Welch  
*Winning*  
Harper Business, 2005



*"I forgot why I came into work today."*