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## **STEVE FARBER**

# **LOVE IS JUST DAMN GOOD BUSINESS**

**NEW KEYNOTE. NEW BOOK. NEW STRATEGIC ADVANTAGE.**

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From the bestselling author of *The Radical Leap*, *The Radical Edge*, and *Greater Than Yourself* comes the first keynote to directly address love as a hard-core business principle that generates measurable results.

Over the last 10 years alone, the business world has spent close to a trillion dollars on leadership development; yet, 73% of people are still disengaged in their work. 10 years ago, that number was 70%.

### **Something is dreadfully wrong.**

Steve Farber has learned that the solution is to do something more radical, something extreme:

### **Operationalize love as a core business practice.**

To be clear, this isn't about group hugs in the elevator. This isn't about love as a sentiment; it's about love as a discipline, as a practice.

When love is part of an organization's framework and operationalized in its culture, employees and customers feel genuinely valued. Employees who are passionate about the work that they do are more loyal, innovative, creative, and inspired, and that translates to great customer experience. They don't serve others out of obligation, but because of a genuine desire to improve people's lives. And when customers reciprocate by loving your products, your services, and your people, that's when something great happens. That's when you get loyalty. That's when you get raving fans, and that's where the money comes from. It's a refreshingly human way of doing business.

Drawing on his work with a wide variety of companies from the Fortune 100 to smaller, entrepreneurial ventures, renown leadership expert Steve Farber shows you proven strategies, shares inspiring case studies, and teaches practical steps on how to build a corporate culture that operationalizes love as a significant competitive advantage.



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**AT THE END OF THE DAY, THIS KEYNOTE PRESENTATION IS JUST DAMN GOOD BUSINESS.**

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