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Healthy Companies  
Classic, *Raising the  
Bar*, with Todd Stitzer  
of Cadbury plc.



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**Healthy Companies**  
is a global management  
consulting and research  
firm dedicated to driving  
the CEO's Agenda.



## THE HEALTHY LEADER

Prescriptions for growing a healthy company



PHOTO OF CHRISTINE PARK courtesy of Becca Ludlum.

### Are you driven to excel?

The Detroit Auto Show can be a pretty action-packed event, but in the middle of it all Christine Park, pictured above, is talking about the calming effect of the new Cadillac XTS: "Take a look at the main line here...it sets the tone of the interior. It's that cleanliness that creates a calming and serene effect."

As lead designer for the XTS, a rarity for a female in the world of cars, Park has been driven by her passion for excellence and her desire to connect people to the art around them. According to Park, "that's the power of design...you make connections. You should think of your car as a work of art."

Park originally set out to be a fashion designer—until she realized she couldn't sew and a professor introduced her to auto design. "I didn't know what he was talking about, but it was really inspiring." She's pressed hard down that path ever since, becoming Senior Creative Designer at GM only six years after graduating from design school.

#### What Great Leaders Know

Great leaders know that in order to excel they have to have the tenacity to leverage their skills and recognize their shortcomings. This tenacity will sometimes lead to unexpected opportunities—but so long as their drive is focused, great leaders know that they can accomplish amazing things.

Leaders can focus their drive by understanding what they really want and by putting their work into the broader context of purposefulness. Research shows that, once our basic survival needs are met, we're motivated more by intrinsic rewards than by extrinsic ones. Connecting with these



How's your vocational  
health? [FIND OUT HERE](#)

"I always look for people with a high degree of professionalism and what I call a high heart rate: people who have high levels of energy, but are also driven collaborators."

— Todd Stitzer

intrinsic rewards is what leads us to                      CEO (2003-2010) of Cadbury plc  
vocational health: our desire to engage  
with life and apply our talents in meaningful ways.

Christine Park had talent but quickly realized that, if she wanted to be a world-class designer, fashion wasn't her calling. Instead of giving up on her passion in design altogether, she found another path that also uses her artistic talent. Through hard work and meticulous study, Christine achieved what others wouldn't have thought possible—or even dared to try.

There are three key building blocks to vocational health:

- *Higher Calling*—Intrinsic personal motivation based upon a belief that a person's profession is more than just a job; it's something that distinguishes the individual from all others and provides a basis to contribute something unique to the world.
- *Personal Mastery*—The desire to continually improve ourselves to master key skills and knowledge, and to seek new challenges to propel ourselves forward.
- *Drive to Excel*—A deep-seated need to accomplish the unthinkable and overcome any barrier to see a dream realized. When balanced by a sober assessment of strengths and weaknesses, there is little that can stand in the way of truly motivated action.

Read [11 Ways to Raise Motivation Levels](#).

**Ask yourself ...**

- What does it mean to be among the best in my industry?
- Do I challenge my people into their discomfort zones?
- Am I comfortable setting ambitious goals for myself and my team?

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