

What's love got to do with it?

As seen
at the Sydney
Home Show '04

Everything! And don't take our word for it, check the research.

The 'cultural capital' of an organisation is determined by its ability to show people it cares.

It has to respond at an emotional level measured as EQ, its emotional quotient rather than IQ which measures intelligence. Great leaders are emotionally responsive.*

This was also the message of *His Excellency Major General Michael Jeffery AC CVO MC Governor-General of the Commonwealth of Australia* in his address 'Leadership Matters'. ♦ As past Deputy Chief of the General Staff he should know.

Successful leadership is founded on the ability to relate to people and adapt to change which are EQ qualities. It's being comfortable in saying 'I love you', corporately speaking.

You need a safe, caring environment in order to be creative or even fully productive. You need to know 'They care about me'.

And according to the research that's exactly what plants say, loud and clear. †

Whether it's in the workplace, the hotel lobby, the office reception or anywhere your business does business, plants say we care about you in a very real way. ‡

And when it comes down to your company's brand personality **plants will show sincerity, competence and sophistication more than anything you can ever say about it. X**

Because when all's said and done actions speak louder than words.

BUY your 'house plants' online at
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References:

* www.envirodoctor.com.au/main/Research/docos/EQ.doc

♦ www.envirodoctor.com.au/main/Research/docos/GG_speech.htm

† www.envirodoctor.com.au/main/Research/docos/Nonverbal.pdf

‡ www.envirodoctor.com.au/main/Research/docos/LohrPR.htm

X www.envirodoctor.com.au/main/Research/docos/lmage.pdf

♦ www.envirodoctor.com.au/main/Research/docos/Indoor_air.htm

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