

PASSION HEALTH

WHITE PAPER

THE SCIENCE OF PASSION

Through understanding the framework of what drives Passion - employers and school administrators can now get a first time view into how to increase the Passion Health™ of their People, Businesses and Schools.

www.thepassioncentre.com



Executive Summary

Researching Passion is not a new undertaking. Psychologists have a century-long love affair with this topic, which has seen particular uptake in recent decades.

In the evolution of study, Passion has been shown to contribute to human well-being and thriving¹ and can have a wide variety of meanings in personal, professional, and academic settings.

Passion is defined as a “strong inclination toward an activity that people like, that they find important, and in which they invest time and energy”. Because people find these activities important to themselves directly it makes the activity itself worthy of their time and energy.¹

Many people who are strongly passionate about something will even go as far as to tell you that their passions are a part of their identity, it’s who they are.

If we could take what makes us passionate and apply it in other aspects of our lives, the possibilities are endless. But the problems of knowing one’s passions are well known to be a difficult task.

So, what if instead, we could identify the set of internal and external drivers that engages a person’s experiences of Passion - while helping to explain the lack of passion in others?

Learning how to increase passion in our everyday lives can undoubtedly increase the quality of learning and overall life at work or school. This would be seen through enhancing psychological well-being, helping to increase confidence, attendance, presence, engagement and enhance daily performances.

The Passion Centre's Simple
Passion Formula

Passion =
Meaning x
Investment

For higher access to Passion it's
time to investigate

What Drives
Meaning?

+85%

Passionless

Although the Great Resignation happened during Covid, for a decade plus several studies showed that 87% of people Globally did not love their work. 70% in the Us. 80% in Canada.²

The work we do or pursue is one of the greatest opportunities for us to find meaning. It is an extension of who we are and the impact we want to have on ourselves, each other and for some, the planet.

But what happens when work falls short of this promise? What happens when we don't know our Passions, or worse, when we fall out of love for our work? It is a miserable reality to spend more than half our lives in a place that we don't love.

This is what we have come to term, the Passion Health Gap. And it's no secret that many of us lack passion in our lives and occupations. In one study, over 85 percent of people interviewed did not love what they did for a living, while 53 percent of people interviewed were just plain unhappy about what they did for a living.^{2,4}

Some people might believe that a higher-paying job has its freedoms, but studies show that over 50 percent of people would trade their high-paying jobs for a position that brings more meaning to their lives. While another study showed that 9 out of 10 people would earn less money to do more meaningful work.^{4,5}

That's why identifying the unknowns that does and does not engage passion is key to overcoming constraints we place on ourselves and others. Without passion, many things we all enjoy every day would almost seem like a chore, making everyone miserable in the end, and much less productive.

The Issue

Do Not Love Their Jobs

Many studies have recorded disproportionately high numbers of individuals do not love what they do.

85%

Unhappy At Their Jobs

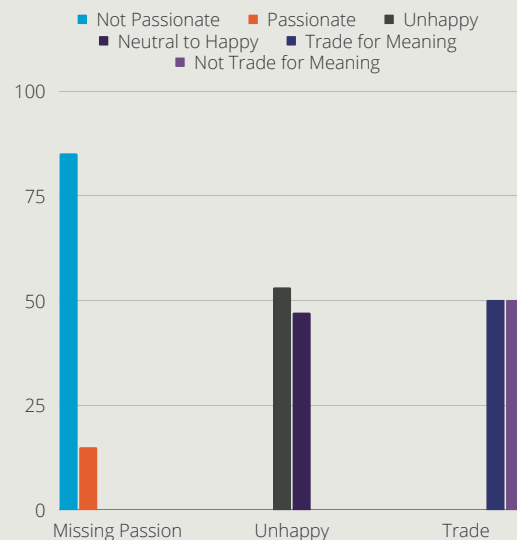
Other studies have shown that one in two people are unhappy at work.

53%

Would Trade Money For Meaning

One study showed that people who were in high paying jobs would sacrifice up to 23% of future earnings to find a job that gave them higher levels of meaning.

50%



These numbers show a large percentage of unhappiness and discontent at work. It challenges our association with the Global Pandemic being the cause of the Great Recession. The Pandemic merely gave people an opportunity to boldly do what was already in their mind, and in their hearts. It raised the dial of people's pain enough to cause them to action.

What motivates individuals are based on 3 distinct types of Motivation:

1. Intrinsic (Internal Reward - Accomplishment, Knowledge, Positive Emotional Experiences)
2. Extrinsic (Identified, Introjected, External Reward)
3. Passion (Internal Reward - Positive Emotional Experience, Meaning, Identity Expression) ¹

When it comes to Passion, Passion sits on a scale between Harmonious and Obsessive.

Harmonious Passion is usually associated with people who enjoy their work, or autonomous positions; people who work in these types of jobs or positions usually do it because of what they experience from the activity of the job at hand. While these people are passionate about their jobs and find them significantly important, they do not let the job consume their lives. Another important characteristic is that these people do not complete these jobs for a reward or because someone is pressuring them, but of their own free will and inner drive.¹

Obsessive Passion functions differently. It is usually associated with positions that contain internalized pressures or the potential to meet a need that was previously unmet; meaning that the reason people are doing this job is solely because of the inner pressures and the rewards associated with it.¹

One of these pressures could be the unique feeling of having seniority over other co-workers; another could be the social acceptance that comes with the position.

Eventually, though, the pressures or the eventual rewards begin to control a person, compelling them to continue to do the activity or job, mainly due to the new sense of self-worth and reward.

People often cannot help feeling bound to their position or activity, the opposite of being able to freely choose.

Obsessive Passion is often mistaken for Workaholism; the latter distinctly notes that these affected do hate their jobs, while people who are obsessively passionate absolutely love their jobs,⁶ even if the job deteriorates other parts of the person's well-being.

Harmonious Passion has been found to increase a person's psychological health, while Obsessive Passion can deteriorate a person's psychological health.¹

Most often found, people have one type of these passions and NOT both. Job passion is described as loving one's job, and companies can benefit from having passionate employees for a myriad of reasons.⁶

Let's take teaching as an example. Many people can say that a passionate teacher makes a difference in the lives of their students. When a teacher is invested and passionate about what they're teaching, it changes the quality of student learning.

For example, students are less likely to remember large quantities of information from a lecture unless they can keep up with the teacher. But on the other hand, if a teacher is excited and passionate about the subject, students are more likely to remember the information and it might just unlock a hidden passion.⁶

“A passionate teacher is someone truly enamored of a field of knowledge, or deeply stirred by issues and ideas that challenge our world or draw to the crisis and creativity of the young people who come into class each day—or all of these”.³

According to one study, only 29 percent of the United States working population reports having a passion for their jobs; that leaves 71 percent of the working population at jobs that they dislike or may even hate!⁸

Passion is not usually found in work-related activities, but it has increasingly become more important in the workforce during the 21st century. Research notes that when employees are mentally in tune with their work, they are less likely to become distracted, will have an easier time, and are less likely to become over-stressed by issues created by the job.⁵ Organizations and managers are seeing more and more associates who are not passionate about their work; this can lead to employees not caring about their daily activities nor the quality of their efforts.

Employees with a higher level of dedication and passion for their profession are more effective in completing assigned work on time and their diligent attention also helps their work performance.⁸ The psychological components of work passion would act as a mediator between the impact of job passion on an employee's work performance. This relationship helps absorb the attention to information that is contributed by a superior performance.⁸

While passion is in part based on the Self-Determination Theory, it focuses on the psychological needs of a person in order to enhance the opportunities for growth and development.³ The Self-Determination theory states that to mentally grow at an appropriate rate, three things are needed in a person's life.³

The first thing a person needs is to satisfy their basic psychological needs; this could look like a desire to feel a sense of personal self-worthiness. The second thing a person needs is competence; this would be the desire to interact effectively with the environment. The third and final thing a person needs is a sense of relatedness; this is the desire to feel connected to other people, such as significant others and family members. But in order for these needs to be successfully fulfilled, people are required to interact with the environment, or engage in different activities.³

The Passion Centre has made discovering the hidden economic and social aspects of passion their main mission. Throughout their many years of research, they have discovered that the best strategy is to use a series of programs and processes to “bring our clients to their Passion and their Passion to the world”.

By supporting and empowering their clients to follow their passions and their hearts, they have given others the ability to learn how to identify their passions and bring them out into the world to make a new business or restructure an already existing business or lifestyle. And while the idea of following passions has been the face of ridicule and is not always easy to follow, The Passion Centre believes that passion does not only benefit a singular person. They believe in the unity and strength where passions affect society as a whole. The team is made up of various experts from a multitude of different fields, each having their own “passion for passion”. As the launchpad of future success, they are a strong group of individuals with a passion to help their clients find their new beginnings without being afraid. Even a few of their very own team members came to them first as clients.¹⁰

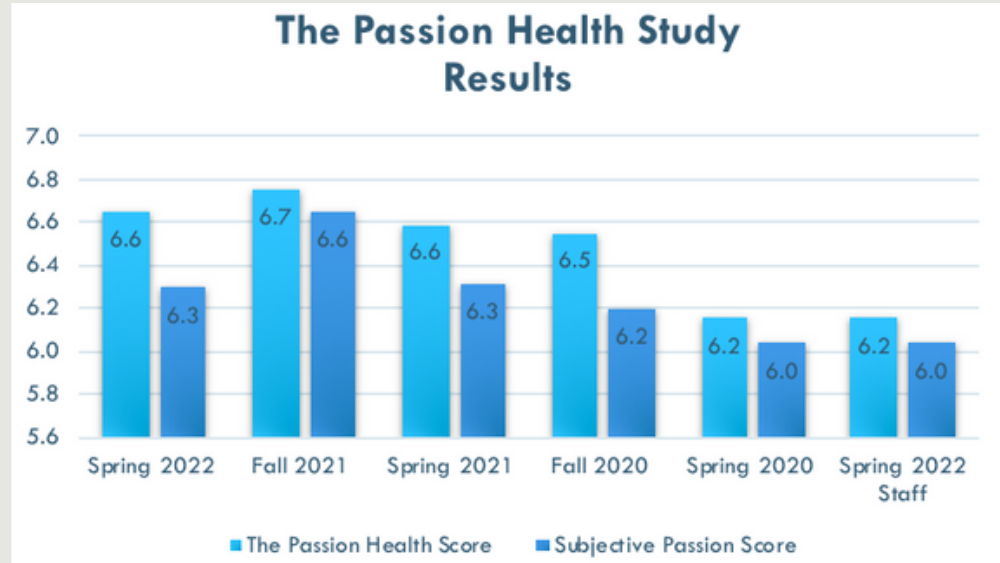
The Passion Health Study

Understanding the key drivers of healthy passion is the goal of The Passion Centre. They have set their minds to understanding how passion can increase the human experience and have begun to “crack the code”.

The Passion Centre has found that passion has a set of internal and external drivers that engages the emotion, or the lack of.

The Passion Health Study was created as a questionnaire that has been taken by 2,170 respondents; the information used was also gathered during interviews. The aim of the project was to collect a better understanding of the external and internal drivers. The questionnaire was estimated to be about 99.8 percent accurate after culling the perfect candidates, or in statistical terms, outliers. This was done to help eliminate forms of bias in the study. Both internal and external enablers were identified that causes a person’s “subjective” experiences of feeling passion. Since science has already established that healthy passion is connected to higher psychological well-being, confidence, and performance, the results of the Passion Health Study weren’t necessarily startling. They recorded that the higher a person scored on their questionnaire, the better they performed academically, had better attendance, and had little to no experience with bullying or negative behavior. On the opposite end of the spectrum, lower scores were correlated, or associated, with decreased academic performance, decreased attendance, and increased bullying and negative behaviors.⁹

Both internal and external enablers were identified that causes a person's "subjective" experiences of feeling passion. The study showed that there were 15 total enablers that influenced a person's subjective experience of Passion. The 15 enables could be reduced to 4 categories that they call Indicators. They are: Psychological, Internal, External and Social.



Study Results

Standard Deviation Score

This score shows the validity and reliability of the test. It shows that between the perimeter of what we were testing and the persons subjective experience of Passion, there was only an average of a 0.2% discrepancy. Making the ingredients of what we were testing to create the recipe for Passion was 99.8% accurate.

0.2%

Accuracy Score

99.8%

Conclusion

Job passion is a valued attribute. Without it, we wouldn't have as many entrepreneurs making huge changes throughout the world. Altering perceptions of passion to increase occupational and educational performance can be achieved, forever altering human behavior. The Passion Centre aims to help everyone follow their biggest dreams and aspirations.

We, as humans, are not designed to perform the same activities as everyone else, even if you don't know what you do like; and that is exactly what The Passion Centre can help others discover.

Learning how to increase the quality of learning and overall life at work or school through psychological well-being can help achieve confidence, better attendance, and enhance daily performances.

Passion no longer has to be elective or a rare attribute, but a lifestyle choice leading to a better way of life, work and business.

Healthy Passion is linked to other supporting work that indicates that Healthy Passion could be strongly associated to both happiness and longevity. Further research will aim to deepen our understanding of the connections between both. ^{12,13}

We aggregated the data and these were our top 3 findings:

1. A person's subjective experience of Passion is connected to the 15 selected Passion Health™ Indicators by a factor of 99.8%.
2. Passion Health™ is associated with increased grades and increased attendance (also related to incidences, graduation rates, and dropout rates).
3. The findings suggests that the workers, students and staff are doing better because they are Passionate, not Passionate because they are doing better.

Why Is This Important?

The immediate reflection from these findings suggest that Passion Health™ is directly related to how well individual workers and students perform and their willingness to participate and engage fully.

If the focus is to improve engagement, performance and well-being of individuals, then Passion Health™ is where we all need to be looking.

If we are not focusing on Passion Health™ then we are looking in the wrong direction trying to achieve the right results.

Our intrinsic, emotional needs are up for consideration as both our youths and adults mental health is asking for something better.

The Passion Health Study is showing that there is a new way of communicating what our internal biologies have been asking for some time: What can I do, to feel more Passion and Purpose in my life?

The answer lies in The Passion Health Test, a new tool that has been created from this very study.

This is an opportunity to change course and better our individual and social understandings.

MEET THE PASSION HEALTH™ RESEARCH TEAM:

MEMBERS

Led by Kira Day, founder of The Passion Centre, our team is comprised of business experts, educators, researchers and social workers who have come together with one simple question to answer:

What is Passion?

Can it be defined as anything more than something that drives 'feel good' feelings? Can it be measured? And does it have a role in increasing performance, motivation, engagement and wellbeing inside of our working and student populations?



Meet Our Team



Kira Day

Principal Investigator & Research Director

Kira is the founder of The Passion Centre Inc., and the lead researcher on the project. She led the initiative from design, development and deployment



Hal Eisenberg

Research Director

Hal is the founder of Windows of Opportunity, Inc. and The Eisenberg Leadership Academy as well as an award winning Social Worker. Hal led the deployment of the project and assisted in the aggregation of the data.



Allison Teicher-Fahrbach

Research Assistant

Allison is an Educator and Author and assisted in the deployment and aggregation of the research data.

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