

# THE PASSIONPRENEUR CULTURE: NEW APPROACH IN BUSINESS AND ECONOMY

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**Abstract-** Recently, to adapt the development of management sciences with the speed change in the environment (external and internal of the organizations), the specialists (Scholars/ Researchers) have invented the term of (Passionpreneur) which includes the characteristics of (courageous people, passion, spirit of success, challenge desires, business, confidence and creativity to pursue multiple passions in life, despite being told the correct way is to focus on one area , ...) to get to the success in the business and economy field. This term of Passionpreneur has a specific culture named passionpreneur culture which is a new approach in the business or economy, with new components of culture and methodology to achieve effective results in modern enterprises and companies. This paper presents the approach which exceeds (Entrepreneurial or organizational Culture) and it addresses leaders in economy and business or graduates in order to know if they will be passionpreneurs in labor market?

**Keywords-** passion-preneur culture, passion-preneur model, HR Management.

## I. INTRODUCTION

The new model of building a business is someone who has plugged into his or her passion and turned it into a profitable business while positively contributing to other people's lives. This is a Passionpreneur which represents a vast number business models. To be a passionpreneur you must attach your passion to a cause or something that is close to your heart. With this concept, Passionpreneur is a potent model, a powerful way of doing business and it is doing what you love to do while benefiting others. Passionpreneurs come from all over the world in different disciplines and they share strategies, marketing tools, and how they've generated a successful passionpreneurship.

There are a few famous passionpreneurs, but there are a lot of passionpreneurs out there. Men and woman who have a huge movement that is growing exponentially.

This paper presents the basic of passionpreneurship (definitions of concepts, characteristics, intellectual passions, models, techniques of creating and managing the model, types of personalities, Passionpreneur culture and some case studies and examples of famous passionpreneurs). Finally, this paper offers an interesting practical model for creating and implementing the passionpreneur culture in Business and economy.

## II. LITERATURE REVIEW

There are a few scientific works that addresses the topic of passionpreneur except some books intended for the public and other articles combined between passion personality trait and the enterprise spirit among ambitious people.

Passion (from the Greek verb *πάσχω* meaning to suffer) is a very strong feeling about a person or thing. It is an intense emotion, a compelling

enthusiasm or desire for something. It may be an admiration for a proposal, cause, discovery, or activity, a positive affinity or love, towards a subject. (Wikipedia, the free encyclopedia).

In the English Dictionary passion means: a strong affection or enthusiasm for an object, concept, etc; A strong or extravagant fondness, enthusiasm, or desire for anything. (English Dictionary).

Passion in Psychology Dictionary is a noun. All-consuming sensation or conviction. It is frequently compared with feelings, an intense liking or enthusiasm for commitment to an activity, item, idea, or the like. (Psychology Dictionary.org).

Passionate person refers to someone who has intense feelings on some topic, whether it is devotion to an ideology or to some cultural passion, like impressionist painting or hip-hop. It is often one who tries to convince others that their preferred topic is worthy of everyone else's attention. ( Gary Allen, ( 2015) ).

Passionpreneurship is not just doing what you love to do; it's also doing what you love to do while benefiting others.

Passion-pre-preneur is: A person who has the courage, confidence and creativity to pursue multiple passions in life, despite being told the correct way is to focus on one area. (Goodridge. Walt F.J.(2016) ).

Passionpreneur Someone who has plugged into his or her passion and turned it into a profitable business while positively contributing to other people's lives. He is a potent model; a powerful way of doing business. (Anderson. Eric(2014) ).

So, Passionpreneurs are men and women of every age, ethnic group, educational background, profession and religion. They are a diverse group of people from every corner of the globe who share a common trait and found something they enjoy doing and have decided to keep doing it. In other words, they've created businesses to make money doing what they love. They set their own schedules and control their

time, live according to a personal value system rather than someone else's. Therefore, each one has the ability to create as well. Every desire, motivation, talent, skill, reason and rhyme you need is already a part of you. People can learn to be successful.(Goodridge.Walt F.J.(2016 ).

### III. INTELLECTUAL PASSIONS AND PASSIONPRENEURS

Scholars insist that there are intellectual passions as well as physical ones. These intellectual passions for discovery and exploration: the mightiest of all passions such as : (Weintraub.Stanley.(1996 ).

**3-1-The motivation** in an occupation is one of the intellectual passion. When an individual is passionate about their occupation they tend to be less obsessive about their behavior while on their job, resulting in more work being done and more work satisfaction. (Burke, R. ( J.; Fiksenbaum, Lisa (2009).

**3-2- Work enjoyment** is another intellectual passion that qualifies as reasons for considering an individual as a workaholic (a person who works compulsively). There are two workaholism components that are used to measure workaholism. These include (inner pressure and work enjoyment) . Both of these affect an individual differently and each has different outcomes. (Burke, R. J.; Fiksenbaum, Lisa (2009).

**3-3- Desire** is a passion in an occupation and it goes hand in hand, especially as a motivation, it is an intense, driving, or conviction, Passion is connected to the concept of desire. (Linstead, S.; Brewis, J. (2007).

**3-4- Motivation** / Work enjoyment and desire affect positively the outcomes. There are correlations between Motivation/Work enjoyment and performance. Inner pressures of workaholism have characteristics such as persistence, rigidity, perfectionism, and heightened levels of job stress. Individuals who enjoy their work will have higher levels of performance for several reasons. These include creativity; trust in their colleagues, and reducing levels of stress. (Burke, R. J.; Fiksenbaum, Lisa (2009).

**3-5- - Innovation** and passionpreneurship.Innovation is a mean by which passionpreneur exploit change as an opportunity for a different business. Passionpreneurs need to search purposefully for the sources of innovation, and they need to know and to apply the principles of successful innovation.

**3-6- Innovation** and Entrepreneurial Orientation EO. This conceptualization EO has been used in over 200 studies focusing on entrepreneurship (George, B. A., & Marino, L. (2011). The five components of EO in this stream of research are:

**1. Risk-taking**, it is a key characteristic associated with entrepreneurship. It referred to the risks individuals take by working for themselves rather than being employed.

**2. Proactiveness**, entrepreneur was thought of as someone who identifies opportunities in the marketplace and proactively pursues them.

**3. Innovativeness**, it is defined more narrowly, emphasizing the importance of technological leadership to the company, as well as changes in its product lines.

**4. Competitive aggressiveness**, it refers to the company's way of engaging with its competitors, and to those that aggressively pursue their competitors' target markets.

**5. Autonomy**, it refers to the independent action of an individual or a team in bringing an idea or a vision and carrying it through to completion.

The components have typically been measured by using questionnaire items, with (Likert-type scales). (i.e. from 1-5 or 1-7), as shown in Table. (Bruce C. Martin, Jeffrey J. McNally,Michael J. Kay, (2013) . 3-7-passionpreneur Management Implication. The most common variations are for researchers to use either the three components of (risk-taking, proactiveness, and innovativeness) (Miller WR. (1983).) or all five components. Some authors suggest that each of the dimensions is a reflection of a company's EO. This approach implies that the different components cover with each other. (Ferreira HC, et al. (2011); (Schillo. R. Sandra (2011).

### IV. PASSIONPRENEUR MODELS

#### 4-1- Passionpreneurs mentality and characteristics at work:

When Passionpreneur share special mindset ,they can do everything they put in their mind to, and they will find a way, and have fun pursuing each and every one their passions from this day forth (Connect, Promote, Grow, Inspire).Then, they can formulate (Mission, Philosophy, Formula & Promise) of their company such as:

- Mission: Offer the world a philosophy and formula for turning one's passion into profit. Encourage its use by parents, teachers, coaches, as well as within institutions of higher learning.

- Philosophy: Your passion is part of your life's purpose, everyone has a passion, all passions have value, any passion can be turned into profit, and you can make money doing what you love.

- Formula &Promise: formula is the Cycle of Success, Promise is the Value, capitalizes on your history, incorporates your experiences, harnesses your talents, optimizes your strengths, complements your weaknesses, honors your life's purpose, and moves you towards the conquest of your own fears. (Goodridge. Walt F.J.(2016).

Passionate People can do things differently regarding to their characteristics and lead significantly different lives from their less-than-enthusiastic counterparts. Here are 10 things that passionate people do differently in order to their characteristics.(Hudson. Paul (2014).

**Table.1. Characteristics of Passionate People.**

1. Start their days early.	6. Devote their lives to their dreams.
2. Always have their passions on their mind.	7. Surround themselves with their work.
3. Get excited more than the average person.	8. Can't help but talk about their projects.
4. Get pissed off and emotional more than the average person.	9. Tend to either be pushing ahead full throttle or are completely still.
5. Willing to risk more and put more on the line.	10. Always think positively about the future.

#### 4-2- Creating a passionpreneur model:

The whole concept of turning your passion into profit is one that developed the term "passionpreneur" to describe someone who has turned a motivation, innovation, hobby, talent or passion into a business. The Passion Profit model is a four-step process:

-Step 1. Discover your purpose (which you've already covered). Once you have a better idea of why you are here on the planet, your next step is discovering your passion. The three types of people encounter in Passion Profit workshops are:

- 1) Individuals who don't know what their passion is, your passion may be hiding in your desire.
- 2) Individuals that have too many passions.
- 3) Those that have a passion and don't know what to do with it.

-Step 2. Develop your passion. You must transform that talent into a product or service that represents value to the rest of the world.

-Step 3. Create a product. Create a tangible product, regardless of what your passion is, the trick here knows how to price your services so that you remain profitable.

-Step 4. Market it for profit. Sell your product or service. There are only two ways to make money in business: charge more, or spend less. (Goodridge. Walt F.J. (2016).

#### 4-3- Nomadpreneur model:

Nomadpreneur is an individual whose income strategy allows him or her freedom to travel while generating income. A nomadpreneur makes money and maintains mobility. Goodridge. Walt F.J. says: It's a lifestyle I've created for myself and which I coach others as part of my Achievable Freedom concept. I truly believe many people would love to make decisions in the same way, but they simply aren't aware that other options exist, or that freedom is, in fact, achievable. Many people have bought into a paradigm of entrapment. Nomadpreneurs have that freedom. (Goodridge. Walt F.J. (2016).

### V. PASSIONPRENEURIAL CULTURE

Entrepreneurial culture has been used as a new approach with respect to (values, attitudes, beliefs, assumptions, norms, and behaviors) related to passion- entrepreneurship. It is meant here as "a process centrally concerned with the notion of

(Opportunity, recognition, discovery and/or creation) where opportunity is defined as the creation of new value to society in part or in whole" (Schendel & Hitt, (2007).

#### 5-1- Needs for Theoretical Understanding of Passionpreneurial Culture

Passionpreneurial culture is a concept that has been used to characterize a broader Organizational culture that supports or champions entrepreneurship. As a result, passionpreneurial culture has been argued to be a powerful force within organizations to enhance the innovative abilities of employees, fuel a desire for firm survival (Sundara Murthy & Kreiner, 2008), provide permission to fail and try again, encourage a broad array of new ideas, experimentation, and creativity, and develop organizational learning abilities and a focus on markets. Contemporary, research continues to call for the study of culture in passionpreneurship, particularly in new venture creation and teams (Klotz, Hmieleski, Bradley, & Busenitz, 2014).

#### 5-2- Components of passionpreneurial Culture:

5-2-1- Learning & Development Support. In entrepreneurial cultures people are thought to generally (or at least sometimes) have good ideas and are motivated to improve things and pursue new opportunities. (Monsen, E., & Boss, W. (2009).

5-2-2-Cohesiveness. In the passion-preneurial, the collaboration, communication, and social interaction were identified as important cultural characteristics (David J. Ketchen Jr, and all.(2007) .

5-2-3-Nomological Network. While a fully mapped nomological network may be forthcoming, it reflects on the nature of the passionpreneurial culture construct. (MacKenzie .Scott B.( 2011)

5-2-4-Ontology .In the domain of construct development, ontology is theoretical link between the theoretical model and the measurement model.

5-2-5-Organizational Enthusiasm. Passion refers to the zeal and enthusiasm they have for their organizations. It is defined as "an entrepreneur's intense affective state accompanied by cognitive and behavioral manifestations of high personal value". (Xiao-Ping Chen, &All (2009) .

5-2-6-Opportunity Driven Change. A passionpreneurial culture was defined as a pattern of values, assumptions, and practices shared within an organization that is centrally concerned with opportunities, where opportunity is the creation of new value to society in part or in whole.

### VI. FINDING

#### 6-1- Passionpreneur Personality types

Once you know your purpose, it becomes easier to identify the passion that you should pursue. Walt F.J. Goodridge presents the types of passionpreneur personality by using a test of 40 questions. According to the Passion to Profit Personality Test, the dominant Passion-Type is: (Goodridge. Walt F.J. (2016).

**Table .2. Passionpreneur Personality types.**

1.Exciter	2.Competitor
3.Informer	4.Supporter

Each type Guide includes: What It Means the Type? The type's Prime Directive? Recognizing the type? What Moves the type to Action? How the type Inspire Others? How to Be a Better in the type? Where the type Find Passion? Can the type Turn Passion into Profit? The type in Love?

### 6-2- Case studies:

The hot new movement in business today is Passionpreneurship. Passionpreneurs are every day individuals whose love and passion for their hobby inspired a new business idea.

6-2-1-Passionpreneur Network. It is founded by (Adera Angelucci -founder and CEO) with Kristal Barrett-Stuart -partner). Its activities are to promote, connect, inspire) amazing passionate people in business. (<http://www.passionpreneurnetwork.com/>)

6-2-2- PassionPreneur clinic MSME. It is a Professional Training & Coaching clinic offers services for preparation to be passionpreneur such as: PassionPreneur Vision, Effortless prosperity for all concerned Mission, Turning Passion into Prosperity Values, Integrity, Unreasonableness, and Wisdom Beliefs. (<http://passionpreneur.in/2010/11/09/why-msme-owners,http://www.raymondcoaching.co.in>)

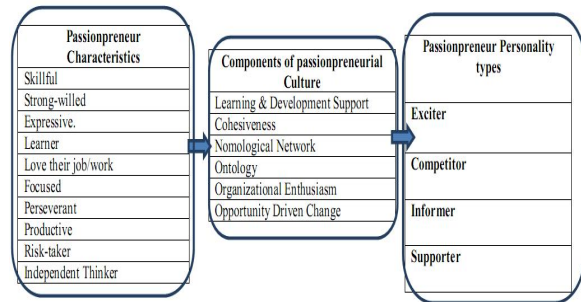
6-2-3-Passionpreneur Univeristy.Passionpreneur University proposes a Master of Passion Degree Program as ongoing course and curriculum based on the philosophy and formula in the course text, Turn Your Passion Into Profit, and includes step-by-step guidance, suggested reading lists, tests, special presentations, and will meet once-a-week in our "email classroom" all designed to help you master and graduate to a passion-centered life. (<http://www.passionpreneur.com/university>).

6-2-4- PassionPreneur 101- (TeleClass). It gives insight and tools that will help you to explore the passions that are in you. PassionPreneurs will be able to: (Understand what passion in the business world is; Understand the levels of passions as an entrepreneur; Recognize one's dominate trait(s) as a PassionPreneur; Develop a PassionPreneur Profit Calendar for. (<https://www.meetup.com/pinkroom/events/231625646/>Innovation is about failure!March3,2016).

6-2-5- Global Head of Innovations for Microsoft talks. JC Oliver is the Global Head of Innovations for Microsoft. When it comes to Innovation he is one of the best globally. He said: "If you had a choice between someone skilled yet low on passion vs. someone who is passionate but low on skills which one would you choose", always go with passion! (<http://www.campaignlive.co.uk/article/microsofts-global-head-innovation-defines-innovation/>).

### 6-3- passionpreneur culture practical model:

Passionpreneur culture practical model includes Ten Characteristics such as:

**Figure.1. passionpreneur culture practical model.**

### CONCLUSION

For concluding, it is preferable to mention that passionpreneur is a new approach of practice in Business and economic development. So, the conclusion and recommendation are:

- Modern organizations and enterprises should benefit of the technique and tools used by the passionpreneurship,
- Leaders and Graduates in economy and business administration are invited to study carefully and deeply this efficient approach (Passionpreneurship).
- Passionpreneurship culture is characterized by several traits totally different than the organizational or entrepreneurial culture.
- There is some practical models related to passionpreneur culture, and it is necessary to understanding it before integrating in the implementation stage.
- Leaders and Graduates in economy and business administration have the potentiality to be passionpreneurs, and to carry out this approach successfully.
- Business schools and faculties of economy or higher institutes must develop their curricula's or teaching programs according to the needs of passionpreneurship approach.

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