



As we tread on the path of our entrepreneurial journey, each one of us has a very crucial role to play.

One of the most important roles in an organization is that of the C.E.O. (I'm sure you will read it as Chief Executive Officer). But WAIT, it's not that!

We need to re-designate ourselves to be the **CHIEF ENERGY OFFICER (C.E.O.)!**

The Chief Energy Officer is a leader who makes the organization come ALIVE. They don't allow the four fatigues i.e. Physical Fatigue, Mental Fatigue, Emotional Fatigue and Psychological Fatigue to take over, which will eventually spread and bring down the workplace morale.

The most fundamental job of an entrepreneur is not only to recruit, mobilize, direct and monitor employees but also to regularly refuel the energy of those they lead.

No skill will be more important for you as an entrepreneur, than the ability to transform the energy of your workforce into a life force. That's because energized people are connected to what they do. This will automatically translate into more engagement, more loyalty, more revenue and organization growth.

As the demands of the workplace keep rising, many entrepreneurs respond by putting in longer hours, higher targets, unreasonable benchmarks and the likes of which inevitably leads to burnout that costs both the organization and the employee.

An Entrepreneur's responsibility is not to do the work of those they lead, but rather to fuel them in every possible way to bring the best of themselves to the workplace every day.

They will be able to drive this positive energy if they are aware of the 4 most important emotions of being productive - *Enthusiasm, Self-confidence, Cheerfulness and Sense of Humor*.

If we can bring these 4 emotions into everything we do, we will be able to bring out and spread happy energy into the workforce.

This is essentially important, especially if you're an entrepreneur because, the way you're feeling at any given moment profoundly influences your employees.

Your role as an entrepreneur is not only to manage resources and projects, but also to be the source of high, positive energy.

You are the CEO of your organization and it is your responsibility to radiate positive energy at the workplace and make sure that your employees work in an amiable and happy environment

A happy working environment = Greater productivity!



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