

## Ten Dynamic Emotional Capital in Business

- ***Obsession*** – persistent idea that constantly forces its way into consciousness
- ***Challenge*** – desire to rise up, fight and win – especially against the odds
- ***Passion*** – strong affection or enthusiasm for a product, service, personality, concept or idea
- ***Commitment*** – the dedication or involvement with a particular action or cause
- ***Determination*** – unwavering mind, firmness of purpose
- ***Delight*** – the act of receiving pleasure like fun, laughter, excitement
- ***Love*** – Great affection or attachment, to want to ‘give’
- ***Pride*** – Feeling of honor and self-respect, a sense of personal worth and organizational worth
- ***Desire*** – wish to have and share
- ***Trust*** – confidence in the integrity, value or reliability of a person or entity, such as a team or organization