



# Primal Management: Unraveling the Secrets of Human Nature to Drive High Performance

*Paul Herr*

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**Primal Management: Unraveling the Secrets of Human Nature to Drive High Performance** Paul Herr  
As human beings, we are fascinated by what makes us tick. We know that nature gave us certain biological appetites to ensure our survival, among those the need for water, food, sex, and love, but meeting these alone is not enough to ensure happiness. Scientists, and now managers, are realizing that people have a biological need to experience social rewards like praise, the thrill of innovation, and the satisfaction of acquiring new skills. To succeed, every manager needs to realize that work must provide more than just a paycheck and that quenching these social appetites is the key to creating passionate employees whose productivity blows away the bottom line. Primal Management is the first book to bring together the five impulses at the core of human motivation (innovation, competency, attaining goals, cooperation, and self-protection). It reveals that to drive employees, the workplace has to satisfy these appetites, and offers practical tips on how to do it and metrics for measuring success. Respected consultant Paul Herr explodes the myth that emotions have no place on the job and explores how this belief actually harms employee performance. Using examples of companies that have benefited from the principles of primal management, he shows how businesses can measure their emotional health, address areas where they don't engage employees, and increase productivity by boosting the emotional paycheck. Based on groundbreaking scientific research, this book will change the way we inspire our people and show how fulfilled employees lead to incredibly profitable businesses.

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