

EXHIBIT 3.3

Knowledge Worker Loyalty

Contributors to Knowledge Worker Loyalty Behavior:

Difficulty Locating Alternative Employment. The difficulty in identifying alternative employment opportunities that offer comparable compensation.

Emotional Bond. Trust, respect, recognition, camaraderie, and other emotional issues. The stronger the emotional bond, the greater the investment a worker will make in their work, and the more the corporation should value them.

Investment. A knowledge worker's total investment of time and energy, in their relationship with the company.

Compensation. The value the corporation places on the knowledge worker's contributions.

Detractors from Knowledge Worker Loyalty Behavior:

Employment Alternatives. The number of alternative businesses that offer comparable compensation for comparable contributions.

Frustration Level. The knowledge worker's level of frustration surrounding the work environment, especially their relationship with the management and other knowledge workers.

elsewhere for employment. Similarly, inconsistencies in the messages delivered by the company to knowledge workers also send a negative message. For example, encouraging knowledge workers through a generous compensation package and then increasing their frustration level through poor company policies or management can negate the attraction of the financial rewards.