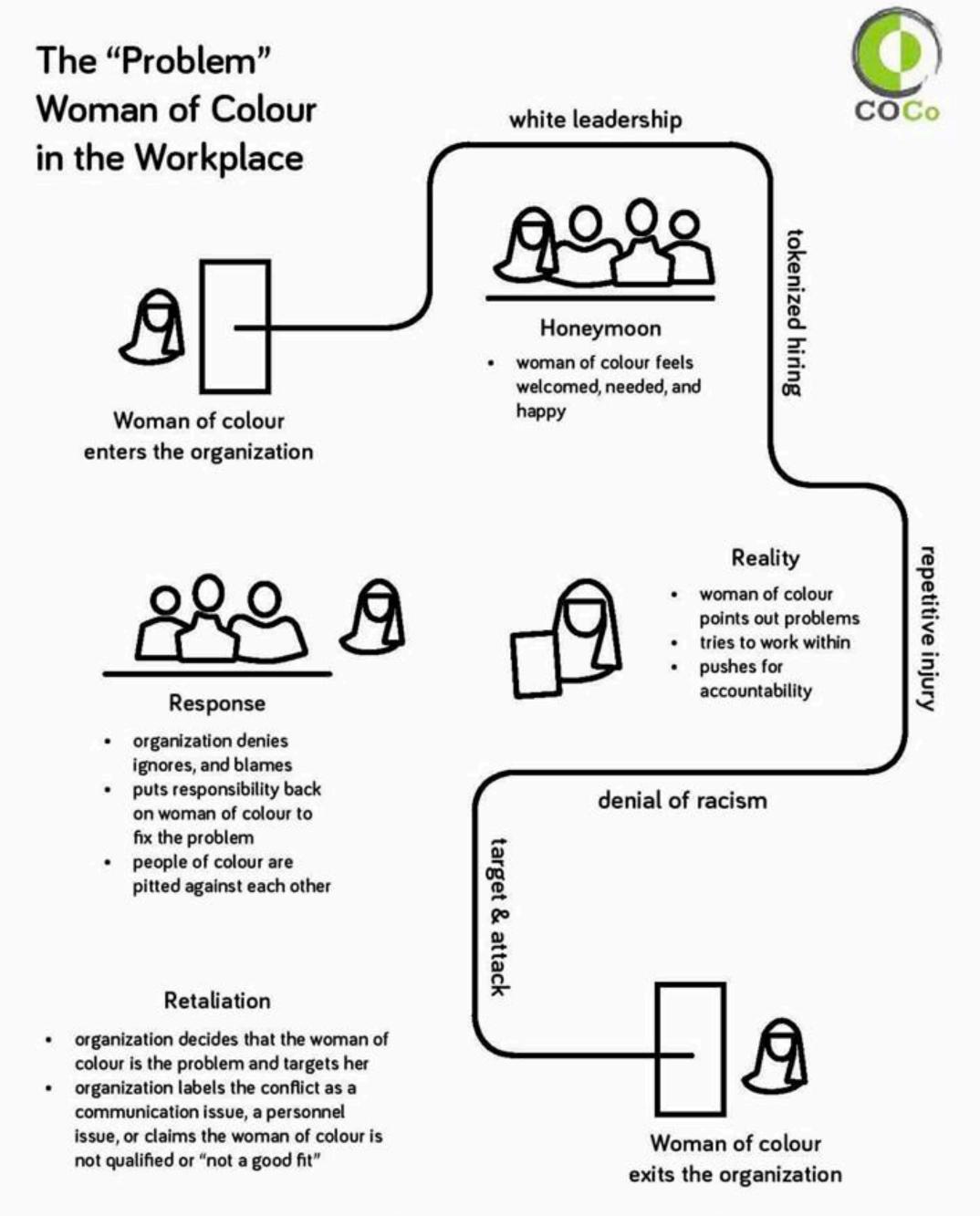


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"FIRE IS POWER... MANAGERS CAN USE THEIR FIRE AS A TORCH: A LIGHT FOR GUIDANCE AND TEACHING, AND FOR LEADING AND SHOWING THE WAY. THEY CAN USE THEIR FIRE TO OFFER WARMTH AND EMPATHY. TO MAKE EMPLOYEES FEEL SAFE. A MANAGER'S FIRE CAN BE USED AS A CAMPFIRE, TO FORM COLLEGIAL BONDS WITH EMPLOYEES. AND TO INSPIRE OTHERS AND HELP THEM GROW. A FIRE CAN ALSO BE A BONFIRE... TO FOSTER TEAM FOLKLORE, TO GET THE GROUP MOTIVATED. AND TO BRING PEOPLE TOGETHER IN A UNIFIED PURSUIT OF A COMMON GOAL."

-DANNY MEYER, "SETTING THE TABLE"





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