Video 1: This animated video explains how *Primal Management* and *The Horsepower System ™* can help create a healthier socieity with less drug abuse, crime, and mental illness.

Video 2: Paul Herr explains the Harvard Four-Drive Model that the *Horsepower System™* software is based on. Jump to the 37 min 34 sec mark to go directly to the 4-drive discussion.

Video 3: Paul Herr being interviewed about servant leadership by David Knox.

Video 4: Paul Herr being interviewed by David Knox about the five motivational drivers of high Performance.

- Part 1
- Part 2

Video 5: World famous managment guru, Gary Hamel, explaining the logic behind employee-first management.

Video 6: NY Times columnist, Robert Brooks, humorously explains why our socieity is emotionally out-of-whack.