

Video 1: This [animated video](#) explains how *Primal Management* and *The Horsepower System™* can help create a healthier society 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 management guru, Gary Hamel, [explaining the logic](#) behind employee-first management.

Video 6: NY Times columnist, Robert Brooks, humorously explains why [our society is emotionally out-of-whack](#).