

— 5 Ways To —

MOTIVATE YOUR STAFF

That Work In Real Life



There are hundreds of ways to *engage and motivate employees*. There are plenty of books and lists that will offer you ideas – *most written by gurus and academics*.

But what happens in *real life is what counts*.

What follows are five examples *from the front lines* of business. They are simple and *cost little or nothing* to execute – *just time and effort* on your part.

And *best of all, they worked* for the managers who used them.

A Phone Call From The Top

On her way home from work each day, a busy VP calls at least five employees and *leaves messages on their voicemail*, thanking them for their efforts or complimenting them on extraordinary work.

The brief call has *two motivational benefits*: employees feel *appreciated*, and they get *a motivational push* first thing the next day when they hear the message.

Taking One For The Team, Part 1

The president of an Ohio company told his employees he'd *swim across a nearby lake* if they met a particular stretch goal.

That pumped them up, and *they made goal*.

Then they had a party down by the lake to watch their *leader don a wetsuit* – and cheer him on.

Taking One For The Team, Part 2

A customer service manager at a medical supply company *shaved his head* after his employees *exceeded a new goal*.

Conducted with ceremonial flourish, each employee *got to take a swipe across his head* with the clippers.

Personal, But Visible Praise

One local newspaper editor *designed a small 3X5 notepad* with the words *"Great job!" emblazoned* across the top.

When a reporter wrote an *exceptional story* or an editor penned a *super headline*, he'd jot down a personal note and *stick it on the employee's computer*. Not only did the recipient *feel special*, his or her colleagues were thrilled that good work was *appreciated by the top brass*.

Fun, Inspiring, And Educational

The manager at a fast-food restaurant *gave \$10* to any employee *who read a book* and gave a short report on it at group meetings.

She called it "Reading for Growth" to inspire education (everyone could *learn something new*), socialization (it got folks *talking about similar interests*) and motivation (learning something outside the box *boosted morale*).

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