

FINALLY, THE SECRET TO EMPLOYEE MOTIVATION AND PRODUCTIVITY!

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Guest Writer

Business leaders commonly ask, "How can I motivate my people; how can I get them to do what I want them to do, to be more productive? How can I get them to care about my business as much as I do?"

Unfortunately, there is no miracle solution or quick fix. Employee motivation and productivity is not an event, it is a combination of actions taken with a lifelong commitment to the fundamentals.

Ultimately, it is up to each employee to choose whether to perform at a high level, but there is a lot you, the leader, can do to establish a climate where employees are focused and motivated. The number one job of a leader is helping the team achieve its goals. It all starts with you.

• DEFINE WHEN YOU AND YOUR PEOPLE ARE PRODUCTIVE, NOT JUST BUSY

Initially, many business leaders who participate in our process are shocked to learn how little time they actually spend on true leadership activities. How much time do you spend in the leadership essentials? Track and increase the time you spend in: keeping employees focused, seeking input from employees on ways to improve, providing feedback on performance, learning what motivates each employee, holding employees accountable and celebrating accomplishments.

• REMOVE BARRIERS TO PRODUCTIVITY AND MOTIVATION

Help your employees identify and eliminate the barriers to getting the job done. Some barriers are within the organization. Don't continue to fight fires; help your people analyze and resolve the cause of the fires.

Other barriers are within the employee in the form of habits, beliefs, fears or lack of

motivation. Resist the tendency to believe that what motivates you should motivate your employees or that money is the number one motivator. Certainly, we must provide a fair salary, but employee surveys tell us people are motivated as much by good communication, working toward a worthwhile vision and feeling they are valued. Each person is different. Help employees find their own motive or reason to commit to the company's goals.

• PROVIDE THE RIGHT KIND OF TRAINING AND DEVELOPMENT

Develop a training plan for yourself and each employee, but don't waste training dollars. You can't just send someone to a one day seminar most of the time. As the leader, you must take a more active role. Take these steps to create a climate of real behavior change when scheduling training:

- Agree upon specific behavior change goals prior to the training.
- Spread the training over a period of weeks to increase retention and application.
- Allow multiple exposures to the information through reading and listening.
- Schedule weekly meetings between the employee and his or her manager to measure progress and discuss specific application of the ideas.

There is nothing magic about creating a motivational climate, just consistent



implementation of the basics. Define what true productivity is for you and your team. Remove internal and external barriers to productivity and motivation. Provide the right kind of training and development. Being a business leader will then be much more fun and rewarding.

Attainment, Inc., is a member of the Arizona Trucking Association and an award winning franchise of Leadership Management, Inc. Attainment has operated in the Phoenix area for over 17 years and has worked with a number of ATA members addressing business leadership and productivity issues. We use a unique behavior change process to help business leaders develop and execute business plans, gain team commitment and develop skills in Leadership, Motivation, Productivity, Communication and Sales. E-mail us at Attainment@juno.com for a complimentary Leadership Self-Rating form to rate leadership, motivation and productivity in your organization. 📧