

Workplace Facts Related to Motivation:

- 79% of employees who leave their jobs cite "lack of recognition" as a key factor
- Praise and recognition have been consistently correlated with higher customer satisfaction, employee retention and productivity
- 29% of the North America workforce is "actively engaged" in their jobs, which means 71% of your workforce is just doing enough to get by
- People don't leave their company they leave their managers
- Some 69% of business is lost through staff attitude or indifference. 90% of that business is never regained

Source: Adapted from Gostick & Elton, The 24-Carrot Manager, www.carrotbooks.com

Three Drives That Motivate Staff:

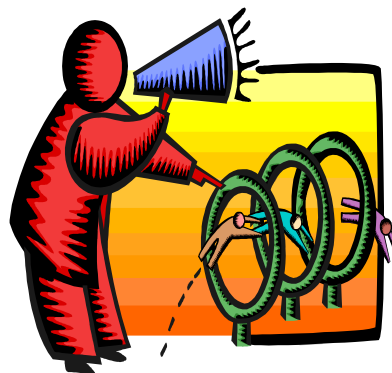
- The need to achieve – help employees gain mastery over their tasks so they feel motivated to perform well
- The burn to learn – when employees love their work, they want to learn more and get better at it
- The craving to contribute – when employees understand the value of what they do, they also naturally seek to improve their performance

Source: Adapted from Cook, M. J., Effective Coaching. New York: McGraw-Hill, 1999.

How to Motivate Staff?

- ✓ Praise effort – make it specific explaining exactly what it is you liked about what the person did
- ✓ Plant informal seeds = FSPST
 - Frequent
 - Specific
 - Personal
 - Sincere
 - Timely
- ✓ Let your staff know that your door is always open to support them and listen to their ideas and concerns
- ✓ Encourage creativity – Use creative brainstorming sessions to get input from your staff to come up with ideas for new promotions, advertising, inventory, customer service, and future goals

- ✓ Keep a positive mindset - When you keep your positive mindset it will flow onto your sales staff and motivate them to keep a positive mindset on the sales floor



- ✓ Reward results – remember awards are memorable, gifts are not

- ✓ Remember “different strokes for different folks” – To be on target, ask employees what they want
- ✓ Give employees work that matters
- ✓ Put the “human” back into human resources – treat people with respect, dignity and compassion
- ✓ Make it your motto to “Try to catch you people doing something right!”
- ✓ Provide employees with appropriate challenges, set clear expectations and then give employees freedom and control to do their work – don't micro-manage them
- ✓ Give employees opportunity to learn and develop