BUSINESS

ASK THE COACH



TAMMY HOLYFIELD

Dear Coach,

We are experiencing a lack of motivation in our organization. How can we do a better job attracting, motivating and keeping the right people? Frustrated by Lazy People

Dear Frustrated

Many organizational leaders are puzzled by unsuccessful attempts to improve morale and retention. Often employees are disengaged due to a lack of clear purpose, direction and accountability. To maximize motivation we need to first communicate clearly expectations and then reward according to results. Here are a few ways to increase motivation in your environment and become a people builder.

Show Appreciation

Every time you say "thank you" to another person you literally contribute to the increase their self-esteem and improve their self-image. You give them a surge of energy and make them feel that their effort was valuable and worthwhile. You empower and motivate them to do more. This attitude of appreciation will also attract and retain key employ-ees. You will be amazed by how eager other people will be to help you in whatever project you are working on.

Approval and Praise Psychological test reveal that when children are encouraged, approved and praise by authority figures or people they look up to, their energy levels rise, their heart and respiration rates increase. They are happier and consistently have a positive world view. The same applies to adults when given positive feedback on job or project performance. When you go around praising and giving genuine approval to people for their accomplishments, great and small, you will be surprised by the increased willingness to get more done. Praise and approval produces a healthier environment in the workplace.

Make Others Fee

Important

One of the most valuable lessons in leadership today is to make other people feel important. Dale Carnegie was an early proponent of what is now called responsibility assumption. One of the core ideas in his books is that it is possible to change other people's behavior by changing one's reaction to them. Carnegie says, You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you." Making people feel important is like turning on a productivity switch that has been surged with a bolt of lightning. People will work at new levels when they have been made feel like a valuable asset to the overall organization.

Build your organization by building your people

Pay Attention When

They Talk

Another way to empower others, to build their self-esteem and make them feel important is simply to pay close attention to them when they talk. The great majority of people are so busy trying to be heard that

when others are talking. Remember, the most important single activity that takes place over time is listening intently to the other person when he or she is talking and expressing him or herself. Listening is an art and a learned skill that makes people feel special and respected.

Be a People Builder

The most successful leaders and organizations understand the secret to success is being a people builder. Again, the general rules for empowering the people around you, which apply to everyone you meet, are appreciation, approval, and attention. Voice your

to others. Praise them for accomplishments. And pay close attention to them when they talk and want to interact with you. These three behaviors alone will take motivation to new levels and make you a master of human interaction.

Tammy Holyfield is

Holyfield Consulting, a business and personal development company. Holyfield Consulting works with business professionals, entrepreneurs, CEO's, managers, leaders and individuals from all walks of life, teaching skills that are proven. For information, visit www.tammyholyfield.

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