

BUSINESS

ASK THE COACH



TAMMY HOLYFIELD
Business Columnist

Dear Coach,
We are experiencing a lack of motivation in our organization. How can we do a better job at attracting, motivating and keeping the right people?
— Signed,
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 employees. 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 Feel 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 they become impatient

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 thanks and gratitude

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.

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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.com or call (336) 988-5635.

SUNDAY EVENING		A - High Point/Archdale/Guilford Co. D - Davidson Co.												Sports		News/Talk		
Ch	Time	6:30	7 PM	7:30	8 PM	8:30	9 PM	9:30	10 PM	10:30	11 PM	11:30	12 AM	12:30	1 AM	1:30		
CBS	9	9	News	60 Minutes (N)	The Amazing Race 17	Undercover Boss (N)	CSI: Miami (N)	News	(35) Criminal Minds	Paid Prog.	Paid Prog.	Paid Prog.	Paid Prog.	Paid Prog.	Paid Prog.	Paid Prog.		
PBS	4	4	Heart	Biographical Conv.	Nature (DVS)	Masterpiece Mystery (DVS)	Stevens	EastEnders	EastEnders	Served	Served	Served	Served	Served	Served	Served		
FOX	10	10	NFL Football	The OT	Simpsons Cleveland	Family Guy Amer. Dad	FOX 8 10:00 News (N)	TMZ (N)	News	The Closer Aftertaste	The Closer Aftertaste	The Closer Aftertaste	The Closer Aftertaste	The Closer Aftertaste	The Closer Aftertaste	The Closer Aftertaste		
NBC	12	11	11	NBC News	Football Night/America	(15) NFL Football New England Patriots at Pittsburgh Steelers (Live)	News	News	News	News	News	News	News	News	News	News		
ION	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12		
CW	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3		
ABC	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7		
MNT	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15		
WLX	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6		
CABLE		6:30	7 PM	7:30	8 PM	8:30	9 PM	9:30	10 PM	10:30	11 PM	11:30	12 AM	12:30	1 AM	1:30		
A&E	28	30	Paranormal	Paranormal	Paranormal	Paranormal	Paranormal	Paranormal	Paranormal	Paranormal	Paranormal	Paranormal	Paranormal	Paranormal	Paranormal	Paranormal		
AMC	24	29	(5:00) "Red Planet"	"Constantine" (2005) Keanu Reeves, Rachel Weisz.	"Constantine" (2005) Keanu Reeves, Rachel Weisz.	"Constantine" (2005) Keanu Reeves, Rachel Weisz.	"Constantine" (2005) Keanu Reeves, Rachel Weisz.	"Constantine" (2005) Keanu Reeves, Rachel Weisz.	"Constantine" (2005) Keanu Reeves, Rachel Weisz.	"Constantine" (2005) Keanu Reeves, Rachel Weisz.	"Constantine" (2005) Keanu Reeves, Rachel Weisz.	"Constantine" (2005) Keanu Reeves, Rachel Weisz.	"Constantine" (2005) Keanu Reeves, Rachel Weisz.	"Constantine" (2005) Keanu Reeves, Rachel Weisz.	"Constantine" (2005) Keanu Reeves, Rachel Weisz.	"Constantine" (2005) Keanu Reeves, Rachel Weisz.		
ANPL	63	63	Attraction	"I Shouldn't Be Alive"	"I Shouldn't Be Alive"	"I Shouldn't Be Alive"	"I Shouldn't Be Alive"	"I Shouldn't Be Alive"	"I Shouldn't Be Alive"	"I Shouldn't Be Alive"	"I Shouldn't Be Alive"	"I Shouldn't Be Alive"	"I Shouldn't Be Alive"	"I Shouldn't Be Alive"	"I Shouldn't Be Alive"	"I Shouldn't Be Alive"		
BET	22	33	(00) "Lean on Me" (1989) Morgan Freeman.	"Talk to Me" (2007, Biography)	"Talk to Me" (2007, Biography)	"Talk to Me" (2007, Biography)	"Talk to Me" (2007, Biography)	"Talk to Me" (2007, Biography)	"Talk to Me" (2007, Biography)	"Talk to Me" (2007, Biography)	"Talk to Me" (2007, Biography)	"Talk to Me" (2007, Biography)	"Talk to Me" (2007, Biography)	"Talk to Me" (2007, Biography)	"Talk to Me" (2007, Biography)	"Talk to Me" (2007, Biography)		
BRVVO	43	73	Atlanta	Housewives/Atl.	Housewives/Atl.	Housewives/Atl.	Housewives/Atl.	Housewives/Atl.	Housewives/Atl.	Housewives/Atl.	Housewives/Atl.	Housewives/Atl.	Housewives/Atl.	Housewives/Atl.	Housewives/Atl.	Housewives/Atl.		
CMT	35	38	(5:45) "Caddyshack" (1980)	"Swing Vote" (2008, Comedy) Kevin Costner, Madeline Carroll.	"Swing Vote" (2008, Comedy) Kevin Costner, Madeline Carroll.	"Swing Vote" (2008, Comedy) Kevin Costner, Madeline Carroll.	"Swing Vote" (2008, Comedy) Kevin Costner, Madeline Carroll.	"Swing Vote" (2008, Comedy) Kevin Costner, Madeline Carroll.	"Swing Vote" (2008, Comedy) Kevin Costner, Madeline Carroll.	"Swing Vote" (2008, Comedy) Kevin Costner, Madeline Carroll.	"Swing Vote" (2008, Comedy) Kevin Costner, Madeline Carroll.	"Swing Vote" (2008, Comedy) Kevin Costner, Madeline Carroll.	"Swing Vote" (2008, Comedy) Kevin Costner, Madeline Carroll.	"Swing Vote" (2008, Comedy) Kevin Costner, Madeline Carroll.	"Swing Vote" (2008, Comedy) Kevin Costner, Madeline Carroll.	"Swing Vote" (2008, Comedy) Kevin Costner, Madeline Carroll.		
CNBC	30	35	Paid Prog.	Diabetes	CNBC Titans	How I Made My Millions	Ford: Rebuilding	Carbon Hunters	American Greed	Larry King Live	American Greed	American Greed	American Greed	American Greed	American Greed	American Greed		
CNN	34	21	Newsroom	Newsroom	State of the Union	Larry King Live	Newsroom	State of the Union	American Greed	Larry King Live	American Greed	American Greed	American Greed	American Greed	American Greed	American Greed		
COM	37	41	"Good Luck Chuck" (2007) Dane Cook	"Wedding Crashers" (2005) Owen Wilson	"Wedding Crashers" (2005) Owen Wilson	"Wedding Crashers" (2005) Owen Wilson	"Wedding Crashers" (2005) Owen Wilson	"Wedding Crashers" (2005) Owen Wilson	"Wedding Crashers" (2005) Owen Wilson	"Wedding Crashers" (2005) Owen Wilson	"Wedding Crashers" (2005) Owen Wilson	"Wedding Crashers" (2005) Owen Wilson	"Wedding Crashers" (2005) Owen Wilson	"Wedding Crashers" (2005) Owen Wilson	"Wedding Crashers" (2005) Owen Wilson	"Wedding Crashers" (2005) Owen Wilson		
CSPAN	39	37	American Politics	American Politics	American Politics	American Politics	American Politics	American Politics	American Politics	American Politics	American Politics	American Politics	American Politics	American Politics	American Politics	American Politics		
CSPAN2	38	35	Words	Book TV	Book TV	Book TV	Book TV	Book TV	Book TV	Book TV	Book TV	Book TV	Book TV	Book TV	Book TV	Book TV		
DISC	25	31	Dirty Jobs	Dirty Jobs	Dirty Jobs	Dirty Jobs	Dirty Jobs	Dirty Jobs	Dirty Jobs	Dirty Jobs	Dirty Jobs	Dirty Jobs	Dirty Jobs	Dirty Jobs	Dirty Jobs	Dirty Jobs		
DISH	73	22	(15) "Avalon High" (2010) "NR"	Good Luck	Shake It	Sonny	Fish Hooks	Good Luck	Good Luck	Good Luck	Good Luck	Good Luck	Good Luck	Good Luck	Good Luck	Good Luck		
EI	46	46	Married	"Knocked Up" (2007) Seth Rogen, Katherine Heigl	"Knocked Up" (2007) Seth Rogen, Katherine Heigl	"Knocked Up" (2007) Seth Rogen, Katherine Heigl	"Knocked Up" (2007) Seth Rogen, Katherine Heigl	"Knocked Up" (2007) Seth Rogen, Katherine Heigl	"Knocked Up" (2007) Seth Rogen, Katherine Heigl	"Knocked Up" (2007) Seth Rogen, Katherine Heigl	"Knocked Up" (2007) Seth Rogen, Katherine Heigl	"Knocked Up" (2007) Seth Rogen, Katherine Heigl	"Knocked Up" (2007) Seth Rogen, Katherine Heigl	"Knocked Up" (2007) Seth Rogen, Katherine Heigl	"Knocked Up" (2007) Seth Rogen, Katherine Heigl	"Knocked Up" (2007) Seth Rogen, Katherine Heigl		
ESPN	17	25	SportsCenter (Live)	SportsCenter (Live)	SportsCenter (Live)	SportsCenter (Live)	SportsCenter (Live)	SportsCenter (Live)	SportsCenter (Live)	SportsCenter (Live)	SportsCenter (Live)	SportsCenter (Live)	SportsCenter (Live)	SportsCenter (Live)	SportsCenter (Live)	SportsCenter (Live)		
ESPN2	16	26	SportsCenter (Live)	SportsCenter (Live)	SportsCenter (Live)	SportsCenter (Live)	SportsCenter (Live)	SportsCenter (Live)	SportsCenter (Live)	SportsCenter (Live)	SportsCenter (Live)	SportsCenter (Live)	SportsCenter (Live)	SportsCenter (Live)	SportsCenter (Live)	SportsCenter (Live)		
FAM	20	20	"Harry Potter and the Goblet of Fire"	"Harry Potter and the Goblet of Fire"	"Harry Potter and the Goblet of Fire"	"Harry Potter and the Goblet of Fire"	"Harry Potter and the Goblet of Fire"	"Harry Potter and the Goblet of Fire"	"Harry Potter and the Goblet of Fire"	"Harry Potter and the Goblet of Fire"	"Harry Potter and the Goblet of Fire"	"Harry Potter and the Goblet of Fire"	"Harry Potter and the Goblet of Fire"	"Harry Potter and the Goblet of Fire"	"Harry Potter and the Goblet of Fire"	"Harry Potter and the Goblet of Fire"		
FOOD	66	67	24 Hr. Battle	The Next Iron Chef	Challenge (N)	The Next Iron Chef (N)	The Next Iron Chef (N)	The Next Iron Chef (N)	The Next Iron Chef (N)	The Next Iron Chef (N)	The Next Iron Chef (N)	The Next Iron Chef (N)	The Next Iron Chef (N)	The Next Iron Chef (N)	The Next Iron Chef (N)	The Next Iron Chef (N)		
FX	60	60	"There's Something About Mary"	"There's Something About Mary"	"There's Something About Mary"	"There's Something About Mary"	"There's Something About Mary"	"There's Something About Mary"	"There's Something About Mary"	"There's Something About Mary"	"There's Something About Mary"	"There's Something About Mary"	"There's Something About Mary"	"There's Something About Mary"	"There's Something About Mary"	"There's Something About Mary"		
FXNS	40	59	Fox News FOX Report	Fox News FOX Report	Fox News FOX Report	Fox News FOX Report	Fox News FOX Report	Fox News FOX Report	Fox News FOX Report	Fox News FOX Report	Fox News FOX Report	Fox News FOX Report	Fox News FOX Report	Fox News FOX Report	Fox News FOX Report	Fox News FOX Report		
FSCR	51	47	Air Racing	Auto Racing	World Poker Tour	World Poker Tour	World Poker Tour	World Poker Tour	World Poker Tour	World Poker Tour	World Poker Tour	World Poker Tour	World Poker Tour	World Poker Tour	World Poker Tour	World Poker Tour		
GOLF	52	52	Golf C'tral	PGA Tour Golf Children's Miracle Network Classic	"The Good Witch's Gift" (2010) Catherine Bell	"The Good Witch's Gift" (2010) Catherine Bell	"The Good Witch's Gift" (2010) Catherine Bell	"The Good Witch's Gift" (2010) Catherine Bell	"The Good Witch's Gift" (2010) Catherine Bell	"The Good Witch's Gift" (2010) Catherine Bell	"The Good Witch's Gift" (2010) Catherine Bell	"The Good Witch's Gift" (2010) Catherine Bell	"The Good Witch's Gift" (2010) Catherine Bell	"The Good Witch's Gift" (2010) Catherine Bell	"The Good Witch's Gift" (2010) Catherine Bell	"The Good Witch's Gift" (2010) Catherine Bell		
HALL	49	49	"Most Wonderful Time of Year"	"The Good Witch's Gift" (2010) Catherine Bell	"The Good Witch's Gift" (2010) Catherine Bell	"The Good Witch's Gift" (2010) Catherine Bell	"The Good Witch's Gift" (2010) Catherine Bell	"The Good Witch's Gift" (2010) Catherine Bell	"The Good Witch's Gift" (2010) Catherine Bell	"The Good Witch's Gift" (2010) Catherine Bell	"The Good Witch's Gift" (2010) Catherine Bell	"The Good Witch's Gift" (2010) Catherine Bell	"The Good Witch's Gift" (2010) Catherine Bell	"The Good Witch's Gift" (2010) Catherine Bell	"The Good Witch's Gift" (2010) Catherine Bell	"The Good Witch's Gift" (2010) Catherine Bell		
HGTV	55	55	To Sail	Hunters	Holmes on Homes	Holmes on Homes	Holmes on Homes	Holmes on Homes	Holmes on Homes	Holmes on Homes	Holmes on Homes	Holmes on Homes	Holmes on Homes	Holmes on Homes	Holmes on Homes	Holmes on Homes		
HIST	53	53	Marjuaana	IRT Deadliest Roads	IRT Deadliest Roads	IRT Deadliest Roads	IRT Deadliest Roads	IRT Deadliest Roads	IRT Deadliest Roads	IRT Deadliest Roads	IRT Deadliest Roads	IRT Deadliest Roads	IRT Deadliest Roads	IRT Deadliest Roads	IRT Deadliest Roads	IRT Deadliest Roads		
LIFE	38	28	Message	"No Reservations" (2007, Drama)	"View From the Top" (2003) Premiere	"View From the Top" (2003) Premiere	"View From the Top" (2003) Premiere	"View From the Top" (2003) Premiere	"View From the Top" (2003) Premiere	"View From the Top" (2003) Premiere	"View From the Top" (2003) Premiere	"View From the Top" (2003) Premiere	"View From the Top" (2003) Premiere	"View From the Top" (2003) Premiere	"View From the Top" (2003) Premiere	"View From the Top" (2003) Premiere		
MSNBC	59	43	Caught	Caught on Camera	Caught on Camera	Caught on Camera	Caught on Camera	Caught on Camera	Caught on Camera	Caught on Camera	Caught on Camera	Caught on Camera	Caught on Camera	Caught on Camera	Caught on Camera	Caught on Camera		
MTV	27	36	(00) Teen Mom	Buried	16 and Pregnant	16 and Pregnant	16 and Pregnant	16 and Pregnant	16 and Pregnant	16 and Pregnant	16 and Pregnant	16 and Pregnant	16 and Pregnant	16 and Pregnant	16 and Pregnant	16 and Pregnant		
NGC	29	45	(00) Drain the Ocean	Great Migrations (N)	Great Migrations (N)	Great Migrations (N)	Great Migrations (N)	Great Migrations (N)	Great Migrations (N)	Great Migrations (N)	Great Migrations (N)	Great Migrations (N)	Great Migrations (N)	Great Migrations (N)	Great Migrations (N)	Great Migrations (N)		
NICK	32	18	Big Time	Victorious	iCarly	My Wife	My Wife	My Wife	My Wife	My Wife	My Wife	My Wife	My Wife	My Wife	My Wife	My Wife		
SPIKE	18	40	CSI	CSI: Crime Scene	CSI: Crime Scene	CSI: Crime Scene	CSI: Crime Scene	CSI: Crime Scene	CSI: Crime Scene	CSI: Crime Scene	CSI: Crime Scene	CSI: Crime Scene	CSI: Crime Scene	CSI: Crime Scene	CSI: Crime Scene	CSI: Crime Scene		
STYLE	61	61	Clean H.	Jerseilicious	Jerseilicious	Jerseilicious	Jerseilicious	Jerseilicious	Jerseilicious	Jerseilicious	Jerseilicious	Jerseilicious	Jerseilicious	Jerseilicious	Jerseilicious	Jerseilicious		
SYFY	45	42	Fact	Fact or Faked	Fact or Faked	Fact or Faked	Fact or Faked	Fact or Faked	Fact or Faked	Fact or Faked	Fact or Faked	Fact or Faked	Fact or Faked	Fact or Faked	Fact or Faked	Fact or Faked		
TBS	23	32	(00) "Meet the Parents"	"Meet the Fockers" (2004) Robert De Niro.	"Meet the Fockers" (2004) Robert De Niro.	"Meet the Fockers" (2004) Robert De Niro.	"Meet the Fockers" (2004) Robert De Niro.	"Meet the Fockers" (2004) Robert De Niro.	"Meet the Fockers" (2004) Robert De Niro.	"Meet the Fockers" (2004) Robert De Niro.	"Meet the Fockers" (2004) Robert De Niro.	"Meet the Fockers" (2004) Robert De Niro.	"Meet the Fockers" (2004) Robert De Niro.	"Meet the Fockers" (2004) Robert De Niro.	"Meet the Fockers" (2004) Robert De Niro.	"Meet the Fockers" (2004) Robert De Niro.		
TCN	57	57	(5:30) "Mr. Holland's Opus"	"Night Tide" (1963, Horror)	"Night Tide" (1963, Horror)	"Night Tide" (1963, Horror)	"Night Tide" (1963, Horror)	"Night Tide" (1963, Horror)	"Night Tide" (1963, Horror)	"Night Tide" (1963, Horror)	"Night Tide" (1963, Horror)	"Night Tide" (1963, Horror)	"Night Tide" (1963, Horror)	"Night Tide" (1963, Horror)	"Night Tide" (1963, Horror)	"Night Tide" (1963, Horror)		
TLC	44	50	Cake Boss	Cake Boss	Cake Boss	19 Kids and Counting	Sarah Palin's Alaska	To Be Announced	To Be Announced	To Be Announced	To Be Announced	To Be Announced	To Be Announced	To Be Announced	To Be Announced	To Be Announced		
TNT	21	44	(00) "Why Did I Get Married?"	"Diary of a Mad Black Woman" (2005) (15)	"Diary of a Mad Black Woman" (2005) (15)	"Diary of a Mad Black Woman" (2005) (15)	"Diary of a Mad Black Woman" (2005) (15)	"Diary of a Mad Black Woman" (2005) (15)	"Diary of a Mad Black Woman" (2005) (15)	"Diary of a Mad Black Woman" (2005) (15)	"Diary of a Mad Black Woman" (2005) (15)	"Diary of a Mad Black Woman" (2005) (15)	"Diary of a Mad Black Woman" (2005) (15)	"Diary of a Mad Black Woman" (2005) (15)	"Diary of a Mad Black Woman" (2005) (15)	"Diary of a Mad Black Woman" (2005) (15)		
TOON	48	48	Scooby	"Shrek" (2001) Voices of Mike Myers.	Sym-Bionic Star Wars	Delocated	Family Guy	Family Guy	Venture	Childrens	Metal	Amer. Dad	King of Hill	Amer. Dad	King of Hill	Amer. Dad		
TRAV	54	54	Man, Food	Man, Food	Man, Food	Man, Food	Man, Food	Man, Food	Man, Food	Man, Food	Man, Food	Man, Food	Man, Food	Man, Food	Man, Food	Man, Food		
TRU	41	99	Pol. Videos	Cops	Cops	Cops	Cops	Cops	Cops	Cops	Cops	Cops	Cops	Cops	Cops	Cops		
TVLAND	62	62	Griffith	Griffith	Griffith	M*A*S*H	M*A*S*H	M*A*S*H	M*A*S*H	M*A*S*H	M*A*S*H	M*A*S*H	M*A*S*H	M*A*S*H	M*A*S*H	M*A*S*H		
UNI	56	56	Noticiero	Hora Pico	Humor	Mira Quién Baila (SS)	Sal y Pimienta (SS)	Impacito	Noticiero	Locas de Amor (SS)	AI Punto (SS)	Locas de Amor (SS)	AI Punto (SS)	Locas de Amor (SS)	AI Punto (SS)	Locas de Amor (SS)		
USA	50	16	Law-SVU															