

\$50 vs. \$500: Motivating Employees

By Dave Kelly

As the leader in your company, you have a vision of your organization. Do your employees share that vision? Do they even know what it is? Are your employees motivated to help you achieve these goals? They need to be.

Three basic things will help motivate your employees towards the goals of your business. The first thing is to clearly communicate these goals to ALL of the members of your organization. There must be a constant effort to communicate the goals, lest the employees stop striving for them.

The second thing you must do relates to rewards. Everyone is motivated by different things. To truly have a successful organization, you need to find out the “hot buttons” of your staff. What motivates them? Offer rewards that will be meaningful to them. For some, it will be cash. Others will be satisfied with a public “pat on the back.” Some of your staff will not even want to be recognized in public. If you could spend \$50 on a plaque or \$500 on a cash bonus, and have the same impact, which would you rather offer? Dangle carrots that your employees want to reach for and watch what they do.

Finally, you need to know what goals your employees have. Partner with them to help them reach these goals. Help your employees get what they want, and they will help you get what you want. These steps will bring positive energy and excitement to your business. It will be a place where employees will want to put forth their best effort. And you will find that you have an organization that fulfills your goals, vision, and dreams.

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