

LEADER - FOLLOWER

Suppose you want to implement a new procedure, process or technology. **Followers** are no problem because they listen to direction: “EXPERTS SAY this is the right thing to do.” **Leaders** need to decide for themselves: “We’re looking at moving to this new, improved technology/process. Here’s some information YOU MIGHT CONSIDER about leading this change. ONLY YOU CAN DECIDE just how soon you could get started on it.”

INNOVATOR - PROCESSOR

Innovator: “We may have to BREAK A FEW RULES to get the best OPTION implemented on schedule.” **Processor:** “We’ve found the RIGHT WAY to implement this change.”

DOER - THINKER

Doer: How soon can YOU HAVE THIS DONE? **Thinker:** Take a day or two to CONSIDER all of the implications and then I’d like you to get going on it.

EVOLUTIONARY - REVOLUTIONARY

Revolutionary: Here’s some NEW and DIFFERENT concepts I’d like you to implement. **Evolutionary:** Here’s an IMPROVED and BETTER way to accomplish the same thing we’ve been doing. I’d like you to implement it.

CONCLUSION

So I hope this has given you some new and improved ideas about how to motivate everyone around you without alienating anyone. I’ve given you some choices about where to start and a step-by-step method for working with each motivation style. Leaders around the country are using these techniques, but only you can decide which ones are right for you. Haven’t you waited long enough to start exploring and using these styles, or are you going to wait until your best employees leave to find more fertile soil elsewhere?

MASTERING MOTIVATION IN THE WORKPLACE

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For use in conjunction with *Motivate Everyone*—the Secret
to Mastering Motivation in the Workplace

PEOPLE ARE THE KEY

With all the global, national, and economic uncertainty, it's harder than ever to keep employees motivated. But we also know that recessions never last. The job market will loosen up soon. You wouldn't want to lose your best employees to a competitor, would you? So, you might start considering ways to motivate and retain your existing employees now, before it's too late.

THE VALUES QUESTION

The key to employee motivation goes to their core values. In *Motivate Everyone* I describe this in more detail, but here's the essence... You can find out anyone's values using a simple question:

What's important to you about your work/job?

The exact words or phrases employees use to respond to this question are the "anchors" to their internal values. If you were to ask me this question, I'd answer: "Sharing life-shaping ideas with people who care."

In *Motivate Everyone*, I discuss the five core human values:

- people-relating
- places-being
- activities-doing
- knowledge-learning
- things-getting/having

If you examine my answer to the values question, you'll see "ideas" (knowledge/learning) and "people." Those are my core values: people and knowledge.

Do you think you could motivate me with a kayaking trip? No, because activities aren't on my list. Could you motivate me with clothing, gadgets, or stuff? No, because things aren't on my list.

What would motivate me? The opportunity to go to a conference where I could learn something, share ideas and meet people.

Would this work for someone with a different style? Not a chance!

Would I be interested in a job working alone climbing telephone poles to repair telephone service. Not a chance. Are there people who would love that job? Sure, just not me.

Got the idea?

HOW TO USE VALUES TO MOTIVATE OTHERS

Ask your boss, your employees or your co-workers: *What's important about your job/work?*

Write down EXACTLY what they say. Their words or phrases are the freeway to their core values.

Tailor your requests to match their core values: "Jay, we need to introduce this new product to our customers. Would you consider 'sharing these ideas' with the 'people we care' for?"

Tailor your rewards to match your employees core values: I might like a book filled with fresh ideas. Someone else might enjoy a round of golf. Someone else might prefer a special jacket.

Tailor your job offers to match their core values. One person's ceiling is another person's floor. Far too often we move people from a job where they're happy and move them into a job they hate.

Help your co-workers and employees design a work life that celebrates who they are and what they want. Your productivity and profitability will explode.

MOTIVATION STYLES

In *Motivate Everyone* I've covered the questions you can use to quickly determine anyone's motivation style. Once you've discovered each employee's individual style, you'll have the keys to triggering their motivation on any project.

ACHIEVER - PROBLEM SOLVER

Let's say you want to increase profitability by 10%. **Achievers** immediately know how to get started on this kind of goal or outcome. **Problem solvers** don't have a clue. You have to cast this kind of goal as a "problem to be solved." "We need to CLOSE THE GAP between our profitability last year and where we NEED to be this year. "Closing the gap" is a problem to be solved.